



WATER SAFARI RESORT'S NEW OWNERS PROMISE NO BIG CHANGES

PAGE 3

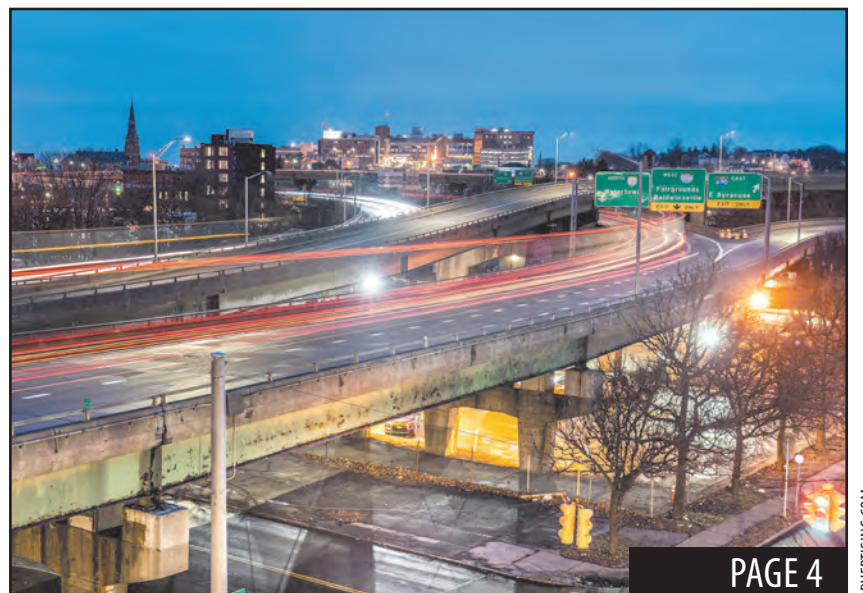
PHOTO CREDIT: WATER SAFARI RESORT



PAGE 7

**GREAT NORTHERN MALL PROPERTY TO GET
 MORE THAN \$1B REDEVELOPMENT**

IMAGE CREDIT: QPK DESIGN VIA HART LYMAN COMPANIES



PAGE 4

**OVER \$180M IN FEDERAL MONEY SLATED FOR
 NEIGHBORHOODS NEAR I-81 VIADUCT**

PHOTO CREDIT: ZOEINADVERTISING.COM

IT'S ALL BUSINESS

CENTRAL NEW YORK'S
 SOURCE FOR BUSINESS
 NEWS, DATA, AND EVENTS

cnybj.com



■ INDEX:

BRIEFS	2
BUSINESS CALENDAR	14
OPINION	13
PEOPLE ON THE MOVE	15
THE LIST	12

PRSRST STD
 U.S. POSTAGE PAID
 SPRINGFIELD, MA
 PERMIT NO. 142

The Central New York Business Journal
 415 W. Fayette St.
 Syracuse, N.Y. 13204

CNYBJ CALENDAR:

April 8 List: Staffing Firms

April 8 Special Report: Battle for Talent/ Succession/Crystal Ball & CNY SME Awards

April 15 List: Commercial-Property Management Firms

April 15 Special Report: Small Business/Minority and Women-Owned Business Directory *NEW!*

April 22 List: Airports

April 22 Special Report: Employee Benefits/HR/Insurance/Generations

April 29 List: MBA Programs

April 29 Special Report: Banking & Credit Union Report

May 6 List: Technology Companies/ Addiction Treatment Programs *NEW!*

May 6 Special Report: Health Care Quarterly

May 13 List: Minority-Owned Businesses

May 13 Special Report: Construction/Luxury Living

May 20 List: SBA Loans and Lenders *NEW!*

May 20 Special Report: Family Business/Small Business *NEW!*

May 27 List: Environmental Firms

May 27 Special Report: Energy/Environment/Sustainability

June 3: Revitalize Greater Binghamton Feature Publication

June 10 List: Financial Planners

June 10 Special Report: Wealth Management

WRITERS/EDITORS:



Adam Rombel
Editor-in-Chief
arombel@cnybj.com
315.579.3902



Eric Reinhardt
Staff Writer
ereinhardt@cnybj.com
315.579.3915



Traci DeLore
Staff Writer
tdelore@cnybj.com
315.579.3907

CNYBJ BRIEFS



Utica Zoo staff utilize equipment donated by Mohawk Valley Health System (MVHS) during a routine check-up on one of the zoo's Visayan warty pigs. MVHS gave the zoo a collection of equipment it no longer needed. PHOTO CREDIT: UTICA ZOO

Mohawk Valley Health System donates equipment to Utica Zoo

UTICA — Mohawk Valley Health System (MVHS) recently donated medical equipment to the Utica Zoo with the aim of advancing the level of care provided to the zoo's diverse animal collection, the zoo announced.

Recognizing the unique challenges faced by the zoo's animal care and veterinary teams, MVHS donated an array of equipment to help enhance the health and wellbeing of the zoo's animals.

"The Utica Zoo is an amazing local asset, and I am so glad that we were able to donate this medical equipment for their use caring for animals," MVHS President and CEO Darlene Stromstad said in a Utica Zoo news release. "I'm always pleased when we can find new uses for equipment we no longer need, especially when it's contributing to a local business. I look forward to our continued partnership with the zoo."

Donated equipment included a portable treatment light and head lamp de-

signed for use during surgical procedures and exams. An isolette incubator to replace the zoo's current incubator will be instrumental in caring for infant animals in crisis or requiring additional warmth.

The contributed otoscope and ophthalmoscope will be used in the treatment room for routine exams and diagnostic purposes, playing a role in the early detection and treatment of health issues.

"The continuation of quality animal healthcare and wellbeing at the Utica Zoo is a goal shared at all levels in our community, and MVHS has demonstrated their commitment to helping us meet this goal," Andria Heath, Utica Zoo executive director, said. "Our appreciation to the MVHS leadership and team is immense, and we look forward to a long and fruitful partnership."

Accredited by the Association of Zoos and Aquariums, the Utica Zoo is home to about 200 exotic and domestic animals and attracts nearly 80,000 visitors annually.

State comptroller audit finds Town of Guilford in Chenango County did not develop realistic budgets

GUILFORD — A recent audit by the office of New York State Comptroller Thomas P. DiNapoli showed the Town of Guilford board failed to develop realistic budgets, underestimating revenue, and not using the appropriated fund balance.

That resulted in an unrestricted fund balance in the general and highway funds that exceeded the town's fund-balance policy limit, according to the audit summary released by DiNapoli's office. The report, issued on March 14, also included the results of three other local government and school audits in New York state.

The Guilford audit showed that actual revenue exceeded estimates by an average of \$210,000 (42 percent) in the general fund and \$180,000 (17 percent) in the highway fund. The town board adopted budgets that planned to use \$228,000 of fund balance to offset projected operating deficits in the general fund, but the general fund actually incurred operating surpluses each year for a combined total of \$378,991 for the audit period of Jan. 1, 2020, to May 31, 2023, the comptroller's office found. As a result, appropriated fund balance was not used as planned.

The audit was originally intended to begin from Jan. 1, 2022, but was extended to review historical trends in the budgets, per the comptroller.

The unrestricted fund balance for the

general and highway funds exceeded the maximum allowable limit under the town's policy — ranging from \$464,000 to \$709,000 in the general fund and \$168,000 to \$225,000 in the highway fund.

As the Town of Guilford's two main operating funds, revenue for the general fund comes primarily from real property taxes and sales taxes, while revenue for the highway fund emanates from real property taxes and Consolidated Local Street and Highway Improvement Program (CHIPS) funding.

Following the audit, DiNapoli's office recommended that Guilford adopt budgets that contain realistic revenue estimates based on available current data and historical trends, appropriate fund balance when needed, and reduce the unrestricted fund balance amounts to within the amounts allowed by the town's policy.

Audit findings were presented to the Town of Guilford board for review at its Feb. 14 meeting.

"A corrective action plan for incorporation into the town's 2025 budget planning activities [is] forthcoming and will be provided to your office in the near future," Town Supervisor Susan McIntyre wrote in response to DiNapoli's office.

Guilford is a rural town located on the eastern border of Chenango County.



The Greater Utica Chamber of Commerce is celebrating its recent five-star accreditation from the U.S. Chamber of Commerce. PHOTO CREDIT: GREATER UTICA CHAMBER OF COMMERCE

Greater Utica Chamber of Commerce earns five-star accreditation from U.S. Chamber

UTICA — The U.S. Chamber of Commerce has recently awarded five-star accreditation, the highest level available, to the Greater Utica Chamber of Commerce.

This makes the chamber one of only four in New York state and one of just 189 chambers nationwide (out of about 7,000 total chambers) that have achieved the honor, according to a Greater Utica Chamber news release.

"This significant accomplishment underscores our steadfast commitment to excellence, economic advancement, and the overall prosperity of the Greater Utica region," Kari Puleo, chamber executive director, said in the release. "It's not just a validation of our hard work; it's a tribute to the collaborative spirit and dedication of our members, partners, and the entire community. This five-star accreditation is not merely a recognition. It symbolizes our promise to continue cultivating a thriving business environment, creating opportunities, and contributing to the enduring success of greater Utica."

The Greater Utica Chamber was recognized for facilitating the implementation of forward-looking programs and services and other innovations that attract businesses to the region and streamline services for its members.

The organization was commended for its leadership role throughout the COVID-19 pandemic, including its "Take Out the Virus" campaign and Feed Frontline Families initiative, along with its What's Upstate initiative that showcases the region as a destination for skilled professionals.

The designation is one of accountability and credibility and shows the chamber is performing at a higher level than 98 percent of other chambers nationwide, the release stipulates. The Greater Utica Chamber was recognized for its sound policies, effective organizational procedures, and positive impact on the community.

The purpose of the accreditation program is to facilitate continuing excellence in the chamber industry and foster a pro-business environment. The self-review can take from six to nine months to complete.

The Greater Utica Chamber of Commerce is a nonprofit, member-based business organization focused on the development of an economic climate that enhances commercial growth and quality of life.

Water Safari Resort's new owners promise no big changes

BY TRACI DELORE
tdelore@cnybj.com

OLD FORGE — The Water Safari Resort in Old Forge may have new owners, but fans of the popular water and amusement park in the Adirondacks don't need to fear sweeping changes, both the new and the prior owners say.

K&K Old Forge, Inc. and the Noonan family announced the sale of the resort — which includes Enchanted Forest Water Safari, Calypso's Cove, Old Forge Camping Resort, and Water's Edge Inn — on March 1 to Innovative Attraction Management (IAM) of Windermere, Florida. The company manages a number of amusement and water parks across the U.S. and several other countries.

Water Safari is the company's first venture into owning a park of its own, IAM President Mike Friscia tells CNYBJ. Typically, IAM takes over management of a park for the owner, often when the park has been struggling financially, and works to turn things around.

"We've always wanted to migrate toward the owner/operator," Friscia says of himself and his business partner James Harhi, IAM's CEO. The two met when they both worked at Walt Disney World for nearly a decade.

When the opportunity to purchase Water Safari came along, Friscia says they jumped on the chance.

Katie Wojdyla, one of the Ks in K&K of

Old Forge, says she and her sister, Kelly Greene, began talking a little over a year ago about the possibility of selling the resort.

"We're second generation in the industry," she says. The original Enchanted Forest roadside attraction opened in Old Forge around 1956. Wojdyla's father, Timothy Noonan, purchased it in 1977 and continued adding on.

"We both worked here pretty much our entire lives," Wojdyla says. The sisters bought the hotel and campground from their father in 2012, and transitioned ownership of the water park a few years later.

With a 13-year age difference between them, the sisters recently found themselves at slightly different career stages, with Greene eyeing retirement in the less-distant future, Wojdyla says. While there is a third generation that is involved in the business to some extent, none of them have an interest in taking it over, she says, leading to the decision to sell. "I think we just felt it was time."

The sisters talked to a bunch of companies looking for the right fit before they found IAM, she says. They liked that the company founders have worked in the amusement-park industry and shared the same focus and values on making the customer experience great.

Both Wojdyla and Greene will still be on site this upcoming season to help ensure that great experience. While the sale is final, both are maintaining a role



Water Safari Resort — which includes Enchanted Forest Water Safari, Calypso's Cove, Old Forge Camping Resort, and Water's Edge Inn — has new owners as it heads into the 2024 season. The new owners stress they will not be making any big changes at the resort.

PHOTO CREDIT: WATER SAFARI RESORT

at the organization. Greene will work at least through this season, Wojdyla says, while she may stay for a few more years. The resort's year-round staff of between 60 and 70 employees are also staying, she adds.

Friscia stresses that IAM does not plan to make many, if any, changes this summer season. This first season is really about learning, he says, and while he understands the fears fans of the resort may have, he wants to allay those fears.

"We don't have any plans to change prices," he adds. The same goes for just about every other aspect of the resort —

no big changes planned. They would like to encourage more purchases of season passes, so they might tweak offerings there, he notes.

IAM hired a new employee that will serve as president of Water Safari Resort. That employee is a Central New York native with lots of experience after 38 years of working for Disney, Friscia says. He and Harhi also plan for one of them to be on site once a month throughout the season.

"I love that it's a legacy for a lot of folks," he says of Water Safari. The goal, he adds, is to continue that legacy. ■

Federal grant to aid SUNY Oswego student equity, success efforts

BY ERIC REINHARDT
ereinhardt@cnybj.com

OSWEGO — SUNY Oswego has plans for a "range of initiatives building student equity and success" after the federal government awarded the university a five-year, \$1.9 million grant.

The U.S. Department of Education is providing the nearly \$2 million Title III grant, SUNY Oswego announced in a Feb. 28 news release.

The project is titled "Student Success Equity Project: Advancing Equity Through Intentional Peer-to-Peer Supports and Inclusive Pedagogies." It was funded under the Title III Strengthening Institutions program, with funding running from 2023-2028, SUNY Oswego said.

"We are thrilled to receive the support from the U.S. Department of Education to improve our programs and we see it as an important investment and vote of confidence in the direction that SUNY Oswego is moving," Kristin Croyle, principal investigator and dean of the College of Liberal Arts and Sciences, said in the school's release.

The Student Success Equity Project is designed to increase the capacity of SUNY Oswego to "engage, retain and graduate all students" while addressing any possible gaps in course performance, retention, and graduation rates.

Scott Furlong, SUNY Oswego provost and VP for academic affairs, is the proj-

ect's co-principal investigator. Michelle Bandla, assistant VP for student support, serves as project coordinator.

One key feature of the project involves establishing peer-to-peer tutoring systems, with mathematics providing an early example, SUNY Oswego noted.

"We have students who serve as embedded tutors both in classes and outside of classes," Croyle said.

"Making these connections with the classes and the student tutors is very beneficial," Furlong said in the release "It's important to see that other students like them have made it and figured things out."

Another key initiative under the grant is developing financial materials that can help students in both short- and long-term ways, the school noted.

"One thing that came through in the student focus groups was a desire for students to better understand their financial options, and what resources they can access, to support their decision-making," Croyle said. "The Office of Financial Aid is developing financial literacy materials to address some of the uncertainties many students face."

In addition, the university will develop a program with student financial-literacy mentors, similar to the mathematics tutoring model, sometimes paired with first-year classes to ensure it reaches students "early in their experiences."

The grant also supports specific groups of faculty working with the



SUNY Oswego will use a five-year, \$1.9 million grant from the U.S. Department of Education for a project that will support a "range of initiatives building student equity and success."

PHOTO CREDIT: SUNY OSWEGO

SUNY Oswego's Center for Excellence in Learning and Teaching to redesign courses and develop more inclusive lessons and processes that will "enhance a sense of student belonging and course completion," the university said.

Funding origin

SUNY Oswego's participation in an Equity Success Student Intensive study sponsored by AASCU — the American Association of State Colleges and Universities — is described as the "foundation for the grant project."

That project explored data and created conversations dedicated to addressing equity gaps, often focusing on challenges to underrepresented, first-generation and financially challenged students, SUNY Oswego explained.

"For that project, we examined data, hosted student focus groups, talked to our faculty and staff, and studied what other

institutions do," Croyle said.

Furlong noted that this initiative found that the biggest challenges included financial literacy and capacity, "enhancing a sense of belonging," and improving credit completion.

"We were beginning to think about what to do in these spaces when the [U.S.] Department of Education put out a call on these grants," Furlong said. "It was great timing, as we were able to gather our data and ideas to develop a successful proposal."

"We made an intensive and purposeful effort to understand student experiences and the barriers they faced, and that is what went into the proposal," Croyle said.

The grant is intended to create permanent institutional change beyond its five-year cycle.

"Receiving the grant allowed us to be more ambitious in what we can accomplish and allowed us to ramp up our efforts right away," said Furlong. ■

Over \$180M in federal money slated for neighborhoods near I-81 viaduct

BY ERIC REINHARDT
ereinhardt@cnybj.com

SYRACUSE — More than \$180 million in federal funding will target work in the neighborhoods surrounding the elevated portion of Interstate 81 (I-81).

The U.S. Department of Transportation (USDOT) has awarded the I-81 viaduct-replacement project the funding, which targets neighborhoods like the new 15th ward and Syracuse's north side.

After the I-81 viaduct comes down, these parts of the city will have “modern safe complete streets, new and improved parks, greenery, and community infrastructure to have a brighter, more interconnected and dynamic future for the next generation of Syracuse residents,” the office of U.S. Senate Majority Leader Charles Schumer (D-N.Y.) contends.

The funding comes from USDOT's Neighborhood Access and Equity program, both Schumer and U.S. Senator Kirsten Gillibrand (D-N.Y.) announced on March 11.

Schumer created the program in the Inflation Reduction Act (IRA), based on

the work he and Gillibrand did creating the Reconnecting Communities program in the Infrastructure Investment & Jobs Law, his office noted.

The award makes the New York State Department of Transportation (NYSDOT) and City of Syracuse project — dubbed I-81 Connecting Syracuse — “among the first in the nation” to tap the program.

“This [more than] \$180 million is about laying the foundation for the next generation in Syracuse. It will create new modern tree-lined streets, add new parks for our families, bike paths, and new opportunity,” Schumer said in the news release. “When I negotiated the Inflation Reduction Act, I knew we needed to increase funding to the critical reconnecting communities’ initiatives, so places like Syracuse could access the robust funding needed to turn the dreams of I-81’s transformation into a reality. Today’s major award will help make Syracuse a national model for the future of reconnecting communities across America.”

This \$180 million in federal money will provide about \$150 million to NYSDOT and \$30 million to the City of Syracuse to pay for elements of the community



The federal government has awarded the New York State Department of Transportation and the City of Syracuse more than \$180 million in funding for work on neighborhoods impacted by the Interstate 81 (I-81) viaduct-replacement project. The work will focus on streets, parks, greenery, and other community infrastructure after the elevated portion of I-81 comes down later in the decade, the office of U.S. Senate Majority Leader Charles Schumer (D-N.Y.) announced March 11.

PHOTO CREDIT: ZOEYADVERTISING.COM

grid, specifically to “help connect and enhance quality of life for disadvantaged communities in Syracuse to ensure this once-in-a-generation project will help transform and reconnect the communities divided by I-81,” Schumer’s office said.

More specifically, NYSDOT and the City of Syracuse will use this funding to “transform and modernize” transportation infrastructure, enhance parks and greenspaces, and create new community destinations in the neighborhoods closest to and most severely impacted by the I-81 viaduct, it added.

The award will help pay for reconstruction of existing streets like those in the new 15th ward and “other disadvantaged neighborhoods” using complete street

designs. They will include “modern features that prioritize safety, comfort, and connectivity” like new lighting, greenery, sidewalks, bike paths, enhanced pedestrian-safety features, and improved storm sewer, and other utilities, per Schumer’s office.

New pedestrian and bicycle paths will allow walkers and bikers to safely move along roads and bridges connecting the northside to Syracuse’s inner harbor.

The funding will also help pay for the effort to enhance the existing parks and greenspaces such as Wilson Park, where the work will include reseeding existing playing fields and adding new basketball courts, a splash pad, bleachers, benches, shade trees, and drinking fountains. ■

McFarland Johnson names director of technology

BY JOURNAL STAFF
news@cnybj.com

BINGHAMTON — McFarland Johnson (MJ) recently created the new position of director of technology and promoted Jason Shevrin to fill it.

In this post, he will be responsible for the strategic direction and execution of the company’s future technology requirements. Shevrin is tasked with developing MJ’s sustainable strategic plan, identifying the firm’s operational and special system’s requirements, and overseeing and collaborating with MJ’s divisions and departments to implement these technologies.

As McFarland Johnson continues to pursue national expansion and generate above-industry growth, this heightened focus on the firm’s infrastructure and implementation of more efficient systems positions the company to best serve its clients, according to an MJ news release.

Shevrin will also continue to lead McFarland Johnson’s technology solutions division, InfraSolutions. He has been leading the firm’s strategic planning, solution roadmaps, and client relations, as well as overseeing a team of software

engineers responsible for the development of the firm’s Dynamic Analysis suite of applications that improve client’s data-collection, forecasting, and decision-making processes in this role.



Shevrin

“I’m looking forward to the additional responsibilities, driving the firm’s long-term direction on developing plans for more resilient operational systems,” Shevrin said in the release. “It’s an exciting time for McFarland Johnson, and I’m proud to see the firm investing in the systems and solutions that will make a positive impact on our clients and employee owners.”

Chad Nixon, president at McFarland Johnson, said that elevating Shevrin to director of technology will help the company to provide more efficient systems, improve internal processes, and utilize its resources more efficiently.

McFarland Johnson says it offers planning, engineering, environmental, technology, and construction services of innovative aviation, transportation, civil/facilities, and environmental projects. ■

Syracuse University's new housing strategy takes shape

Plan includes two new residence halls, demolishing two existing dorms

BY ERIC REINHARDT
ereinhardt@cnybj.com

SYRACUSE — A “modern, new” residence hall will replace the current Marion Hall, Kimmel Hall, and Kimmel dining center on the Syracuse University campus after the existing buildings are demolished.

The university also has plans to build a new residence hall at 700 Ostrom Ave.

Those elements are part of the first phase of the new strategic housing plan that Syracuse University Chancellor Kent Syverud announced Feb. 26 on the university's news website.

The announcement follows the completion of a three-year housing review, which found that undergraduate students wanted more options for living in university housing on North Campus that provides “seamless access to various campus facilities and amenities.”

The strategy follows approval from the Syracuse University board of trustees.

First phase plans

As part of the new strategy, the univer-

sity plans to build a new residence hall at 700 Ostrom Ave., adjacent to Thornden Park. The new facility will house at least 450 students.

The architect has been selected, and the student-experience team will host several meetings this spring for student input. Syracuse University's goal is to begin construction this year.

In addition, Syracuse University also plans to demolish Marion Hall and Kimmel Hall and dining center on the corner of Comstock and Waverly Avenues to make way for a “modern, new” residence hall.

The university is currently working through a timeline for the design and construction of this new facility.

As Syracuse explained it, the strategy was informed by an experience Syverud had when he first arrived at the university. He lived among first-year students in Brewster, Boland, and Brockway Halls “with the goal of understanding how students were experiencing campus and what the University could do to make it better.”

“Over the years, we've made renovations to residence hall bathrooms, and expanded and improved community spaces,” Syverud said in the news release. “But many of the residence halls on campus have remained largely the same for too long. Today's students have dramatically different wants and needs for student housing. This ambitious plan will provide our students with the living environments they expect that will allow



Syracuse University plans to demolish Marion Hall (pictured here on March 10) and the adjacent Kimmel Hall and dining center as part of its new housing strategy. The university will build a “modern, new” residence hall following demolition of those two buildings. Syracuse's new housing strategy, announced on Feb. 26, also includes building a new residence hall at 700 Ostrom Ave.

ERIC REINHARDT / CNYBJ

them to succeed and thrive.”

The group charged with development of the new strategy was co-led by Allen Groves, senior VP and chief student experience officer; Brett Padgett, senior VP and CFO; and a group of university trustees. Together with other campus leaders—including John Papazoglou, senior VP and COO and Pete Sala, VP and chief facilities officer, among others—the group analyzed what students expect in housing stock; the existing facilities of peer institutions; and what Syracuse needs to “meet expectations of our future students.”

These two new facilities will be the first new residence halls since Ernie Davis Hall

opened 15 years ago, Padgett noted.

“Modern, comfortable housing is important for achieving our enrollment and retention goals, and it is key to the success of our students—both inside and outside the classroom,” Padgett added. “This multi-year strategy is innovative, and achievable, and will benefit Syracuse University long into the future.”

The housing strategy builds on the recent announcement that new housing will be made available at the Sheraton Syracuse University Hotel & Conference Center and at 727 South Crouse Ave.—the apartment complex formerly known as the Marshall, Syracuse University said. ■

LEAD Council awards \$20K in impact grants to North Country nonprofits

BY JOURNAL STAFF
news@cnybj.com

WATERTOWN — A mental-health awareness campaign, improved access to swimming lessons, and nutritious foods for a teen culinary program are but three of 11 initiatives that will receive a share of \$20,000 in grant funding from the LEAD Council of the Northern New York (NNY) Community Foundation.

A recent series of LEAD Impact Grant Program awards will support 11 tri-county (Jefferson, Lewis, and St. Lawrence county) nonprofit organizations, the foundation announced in mid-February. They were chosen from among nearly three-dozen applications for funding, Council members say they sought to address current community needs while supporting a wide breadth of organizations whose work improves the quality of life in Northern New York.

The following tri-county nonprofit organizations were awarded LEAD Impact Grant Program funding:

Adams Free Library — \$3,000 to help introduce a “Mental Health Matters” program that will engage adults, children, and families in mental-health awareness and build strategies for a supportive community.

Northern TRIBS Swimming, Massena — \$2,700 to improve access to its Learn to Swim programs for second graders across St. Lawrence County. Grant funding will enable month-long lessons to second graders with financial need in seven different St. Lawrence County communities.

Children's Home of Jefferson County — \$2,500 to help purchase healthy and nutritious foods for a culinary program at its SoZo Teen Center in Watertown. At least 20 teens help prepare a meal for the center five nights a week. The activity forges the strongest bonds between peers and builds confidence in the teens preparing the meals, while educating teens about essential life skills, the NNY Community Foundation said.

Thousand Islands Arts Center, Clayton — \$2,500 to expand its after-school arts and summer youth programs. The after-school program operates eight weeks in the spring and fall, while the summer youth camp runs eight weekly camps for children ages 5 to 10. Funding will help with promotion and material costs.

Arc Jefferson-St. Lawrence



SEE LEAD, PAGE 15 ▶



CENTERSTATE CORPORATION FOR ECONOMIC OPPORTUNITY

2024 ANNUAL MEETING

APRIL 11 | ONCENTER

PROGRAM: 3-4:30 PM
BUSINESS OF THE YEAR AWARDS

NETWORKING RECEPTION: 4:30-6 PM
LIVE MUSIC BY THE SYRACUSE ORCHESTRA



KEYNOTE SPEAKER
ELIZABETH KELLY
Director, U.S. AI Safety Institute
Department of Commerce

Register:
www.centerstateceo.com/AnnualMeeting



PRESENTED BY:





Marketing Metrics Gaining in Popularity

The landscape of marketing metrics is constantly evolving. As we gain new ways of harvesting more granular and more-accurate data points, it's critical for marketers to understand which metrics are gaining in popularity and why.



JOANNE GRITTER
Viewpoint

Here is a quick roundup of which traditional automated marketing metrics are still worth keeping an eye on, and which new metrics are becoming worthy of your attention.

Established key metrics to watch

Social-media metrics: Tracking social-media growth provides insights into the expansion of your online presence and audience reach. Additionally, monitoring engagement rate allows you to gauge the level of interaction and connection with your audience, indicating the effectiveness of your content and campaigns.

Website-traffic metrics: Understanding website traffic is fundamental to assessing the performance of your online platform. Organic traffic — visitors who find your website through unpaid search results — offers insights into the effectiveness of your SEO efforts. Monitoring traffic per channel helps identify which channels are driving the most visitors, enabling targeted optimization strategies. Referral traffic indicates visits from external sources, shedding light on the effectiveness of your partnerships and backlinking strategies.

SEO metrics: Search-engine optimization (SEO) plays a crucial role in enhanc-

ing your online visibility and attracting organic traffic. Monitoring keyword ranking allows you to track your website's position in search-engine results for specific keywords, guiding your optimization efforts. Google's quality score assesses the relevance and quality of your ads and landing pages, influencing your ad rank and cost-per-click.

User-engagement metrics: User-engagement metrics provide valuable insights into the level of interaction and interest from your audience. Average page views per session indicate the depth of exploration and interest in your website content. Monitoring website traffic overall allows you to track the volume and patterns of visitor interactions, informing content optimization and user-experience enhancements.

Conversion metrics: Ultimately, the success of your marketing efforts lies in converting visitors into customers or leads. Conversion rate measures the percentage of visitors who take a desired action, such as making a purchase or filling out a form, reflecting the effectiveness of your conversion-optimization strategies. Return on ad spend (ROAS) evaluates the profitability of your advertising campaigns by comparing the revenue generated to the amount spent on advertising, guiding budget allocation and campaign-optimization efforts.

Emerging metrics to investigate

Data-driven personalization: Personalized campaigns are crucial for standing out in a competitive market, demonstrating understanding of individual customer needs and preferences.

Metrics include the success rate of personalization campaigns and customer response to personalized content.

Voice-search optimization: This is vital to ensure visibility and relevance in an era where voice assistants are increasingly shaping consumer search behavior. Monitoring metrics such as voice-search impressions and conversion rates from voice searches is essential.

Data privacy and compliance: Prioritizing data privacy and compliance is essential for maintaining customer trust and loyalty in an age where data breaches and privacy concerns are prevalent. Metrics to consider include compliance adherence and customer-trust metrics.

Video marketing: We see that video marketing continues to dominate content-consumption trends, offering unparalleled engagement and storytelling opportunities. Tracking metrics like video engagement and conversion from video content is key.

Influencer marketing: As consumer skepticism grows toward traditional advertising, influencer marketing remains a priority for fostering authentic connections and driving purchasing decisions. Look at metrics, such as ROI from influencer campaigns and audience sentiment.

Customer-segmentation effectiveness: Effective customer segmentation is key for delivering personalized experiences that resonate with diverse audience segments, driving engagement and loyalty. Metrics to watch include segmentation accuracy and engagement with personalized content.

Brand-advocacy metrics: Measuring brand advocacy is essential for leverag-

ing the power of word-of-mouth marketing and harnessing the influence of loyal brand advocates. Look at metrics such as advocacy reach and customer-generated content metrics.

Cross-channel attribution models: Implementing cross-channel attribution models is important for accurately measuring campaign effectiveness and optimizing resource allocation amid the expanding number of marketing channels. Evolution in attribution models necessitates tracking metrics like multi-channel attribution success and customer-touchpoint influence.

Conclusion

Relatively recent developments, such as voice search and data-privacy regulations, and the proliferation of influencer marketing and video marketing, have given rise to their own host of useful metrics. Not all of these metrics will be relevant to your marketing success, but ignoring those that are could be depriving your business of actionable feedback.

At the same time, don't ignore the social media, SEO, user engagement, and conversion metrics that have proven successful in the past. A successful marketing campaign will often still rely on these numbers to determine how best to activate new customers and retain your existing audience. How you adapt, adopt, and integrate the old and the new will be critical to any successful digital-marketing strategy.

JoAnne Gritter is the chief operations officer at ddm marketing + communications, a B2B digital-marketing agency for highly complex and highly regulated industries. She is responsible for overseeing and facilitating collaboration between all major functional areas at ddm, including finance, human resources, IT, operations, sales, and marketing.

SCOUTPOWER
CNY's Premier Social Event
May 1, 2024
SRC Arena & Events Center
Presented by Syracuse University

honoring
Kemper Matt Sr.
Distinguished Citizens of the Year

Get your ticket(s) today! | www.cnyscouts.org/scoutpower | (315) 463-0201



A rendering of the plans for the more than \$1 billion investment to “radically redevelop, rename, and redefine” the Great Northern Mall property in the town of Clay. The effort will include new housing, medical facilities, professional offices, a Clay Community Center, hotels and retail, and dining and entertainment options.

IMAGE CREDIT: QPK DESIGN VIA HART LYMAN COMPANIES

Great Northern Mall property to get more than \$1B redevelopment

BY ERIC REINHARDT
ereinhardt@cnybj.com

CLAY — What’s described as a “more than a \$1 billion investment” will bring new housing, medical facilities, professional offices, a Clay Community Center, hotels and retail, dining, and entertainment options to the Great Northern Mall property in the town of Clay.

The Hart Lyman Companies and Conifer Realty, LLC on March 14 revealed the next step in their plans to “radically redevelop, rename, and redefine” the former mall.

The firms say they have submitted a site application to the Town of Clay, following consultation with town and county leaders.

Hart Lyman Companies is headquartered at 500 Plum St. in Syracuse’s Franklin Square area, while Conifer Realty is based in Rochester.

The planned development of the 215-acre property will include a walkable town center, entertainment district, health and wellness campus, and a residential community — all located just a few miles from the planned Micron Technology Inc. (NASDAQ: MU) campus in Clay.

The project plans at the former Great Northern Mall include more than 600,000 square feet of retail, community, grocery, restaurant, and entertainment space; over 790,000 square feet of medical and office space; more than 750 hotel rooms; and several mixed-use clusters, each featuring 300 to 500 new housing units with “options for all members of the community who wish to call Clay home.”

The new Town of Clay Community Center will be a public venue where residents can go to socialize, participate in recreational or educational activities, and seek support services.

Hart Lyman and Conifer Realty contend “it will provide residents throughout the Syracuse MSA (metropolitan statistical area) with a recruitment tool for area businesses to address our area’s housing shortage and accommodate expected growth from the [Micron] project.”

Construction is set to begin in the fourth quarter of this year, depending on finalizing permitting and approvals.

“This project is transformative for the Town of Clay and our region,” Guy Hart, Jr., managing partner of the Hart Lyman Companies, said in the announcement. “Our goal is to reverse decades of sprawl and segregation between housing and lifestyle amenities that isolate people from each other, stifle a sense of community and building relationships between neighbors. It will enable our community to re-

develop a blighted mall into a truly unique and dynamic environment. Over the many months since we acquired the property, we brought on a best-in-class team of professionals to design an ambitious project. This site doesn’t just provide housing, it provides better housing and a recruitment tool for healthcare institutions, businesses that locate here and anyone who points to the inspiration it evokes. By providing housing, a new Town of Clay Community Center, medical facilities, and hotels, we will establish a premier site for Central New York that will accommodate future growth and create a unique living environment.”

Sam Leone, president of Conifer Realty, called it a “significant milestone” in the effort to “transform” Great Northern Mall.

“With our partners at Hart Lyman, and in collaboration with local leaders and stakeholders, we are on an exciting journey to revitalize this space into a vibrant community hub that will help to breathe new life into our region,” Leone said. “This project is not merely about revitalizing a mall; it’s about providing much needed high-quality, housing supply and choices and laying the foundation for a thriving community that meets the evolving needs of our area and fosters growth and prosperity for years to come.”

“The redevelopment of the former Great Northern Mall is a priority for the Town and this ambitious plan by Hart Lyman and Conifer will improve the quality of life for all the residents of Clay,” Town of Clay Supervisor Damian Ulatowski said in the announcement. “With space for a Clay Community Center, housing, entertainment, and healthcare facilities, it will provide our residents with options they have never had before.”

The redevelopment plan is inspired by the vision of Onondaga County Executive Ryan McMahon for a county interspersed with vibrant “town centers” and articulated by Onondaga County’s comprehensive plan, the firms said.

“We have always known the former Great Northern Mall site offered incredible potential to become a premier, center driven development. Thanks to the vision and partnership from Hart Lyman Companies and Conifer, that potential will soon be realized.” McMahon said. “This redevelopment will establish a dynamic, engaging environment that will add much needed housing units as well as retail, office, grocery, restaurant and entertainment space. This transformational project is an important part of our efforts to ensure we maximize the opportunity in front of us and look forward to more exciting announcements in the future.” ■

DON'T BE LEFT IN THE DUST!

Join the CNY Sales & Marketing Executives in honoring the 47th Annual Crystal Ball recipient and local companies honor their best and brightest.

47th Annual CRYSTAL BALL

and Sales & Marketing Excellence Awards

April 17, 2024

Marriott Downtown Syracuse

Cocktails: 6:00pm (Cash Bar) Dinner: 7:00pm



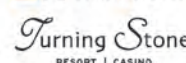
PIERRE MORRISSEAU
Chief Executive Officer



Thank you to our sponsors



Corporate Sponsors:



For more information and reservations, visit www.cnysme.org/crystalball



CNY BUSINESS JOURNAL CYBERSECURITY CONFERENCE

SPONSORED BY



June 18, 2024 - Drumlins - Noon - 5 PM

**Come learn from the experts
in the Cybersecurity Field!**

This half-day conference will feature presentations from cybersecurity experts who will help educate the business community on ways to keep their companies secure.

For more information email registration@bizeventz.com

SPECIAL REPORT: 2024 MANUFACTURING DIRECTORY

Welcome to the 2024 edition of *The Central New York Business Journal's* Manufacturing Directory.

The directory is an alphabetical listing of manufacturers throughout the 16-county Central New York region. The organizations included are of all sizes and represent a wide range of manufactured goods.

The listings contained in the directory provide data on number of employees, products manufactured locally, markets served, certifications, key management, and revenue figures (if available).

—Vance Marriner (vmarriner@cnybj.com)



Anheuser-Busch InBev, Baldwinsville.

PHOTO CREDIT: ZOEYADVERTISING.COM

- **No. of CNY Employees:** 600
- **No. of Employees Companywide:** 166,632
- **2023 Revenue:** \$59.6B
- **Products Manufactured Locally:** brewery offering numerous beer brands and types of bottling
- **Markets Served:** consumer beverage
- **Senior General Manager:** Ashley White

ANSEN CORPORATION

100 Chimney Point Drive
Ogdensburg, NY 13669
(315) 393-3573/ansencorp.com

- **Year Estab.:** 2002
- **No. of CNY Employees:** 225
- **No. of Employees Companywide:** 500
- **Products Manufactured Locally:** EMS electronic contract-manufacturing services, prototyping, medium-to-high volume Pcb assembly, test, and complete systems integration and packaging
- **Square Footage of Local Facilities:** 1100000
- **Certifications:** ISO13485; ISO9001 and ITAR registered
- **Markets Served:** medical, industrial, RF/wireless, communications, security, transportation, consumer, military, computer hardware, aerospace, led lighting
- **VP & General Manager:** Rod Bush

BAE SYSTEMS

1098 Clark St.
Endicott, NY 13760
(607) 770-2000/baesystems.com

- **Year Estab.:** 1999
- **No. of CNY Employees:** 1,300
- **No. of Employees Companywide:** 93,100
- **2023 Revenue:** \$26.3B
- **Products Manufactured Locally:** software, systems integration, support for defense applications, electronic-control and power-management systems for military, commercial air, and land vehicles
- **Markets Served:** technology, defense, commercial
- **President & CEO:** Tom Arseneault

BAXTER

4341 State Street Road
Skaneateles Falls, NY 13153
(315) 685-4100/baxter.com

- **Year Estab.:** 1915
- **No. of CNY Employees:** 1,000
- **No. of Employees Companywide:** 60,000
- **2023 Revenue:** \$15.1B
- **Products Manufactured Locally:** medical-device manufacturer
- **Markets Served:** medical, health care
- **President & CEO:** Jose (Joe) Almeida

2ND AVE LIGHTING

55 Oriskany Blvd.
Yorkville, NY 13495
(800) 843-1602/2ndave.com

- **Year Estab.:** 1979
- **No. of CNY Employees:** 60
- **No. of Employees Companywide:** 100
- **Products Manufactured Locally:** custom lighting, decorative lighting, stained-glass lamps and windows, chandeliers, wall sconces, outdoor lanterns, custom lighting, table/floor lamps, and other home accessories and decor; indoor and outdoor lighting
- **Square Footage of Local Facilities:** 180,000 square feet of manufacturing, inventory, retail, and distribution space sited on 8.5 acres.
- **Certifications:** lighting products are UL listed
- **Markets Served:** worldwide
- **President & CEO:** Robert Cohen
- **Sales Manager:** Max Cohen
- **Production Manager:** Chester Cohen

ALCOA-MASSENA OPERATIONS

1 Park Ave. E.
Massena, NY 13662
(315) 764-4011/alcoa.com

- **Year Estab.:** 1902
- **No. of CNY Employees:** 460
- **No. of Employees Companywide:** 14,600
- **2023 Revenue:** \$10.6B
- **Products Manufactured Locally:** molten aluminum, billet, sow, rod
- **Certifications:** ISO 9001.2000, ISO 9002, QS 9000 and TS-9000
- **Markets Served:** transportation, aerospace, construction, defense
- **President & CEO:** William F. Oplinger

ANDELA PRODUCTS

493 State Route 28
Richfield Springs, NY 13439
315-858-0055/andelaproducts.com

- **Year Estab.:** 1991
- **No. of CNY Employees:** 15
- **No. of Employees Companywide:** 15
- **2023 Revenue:** \$4M
- **Products Manufactured Locally:** glass-recycling machinery, metal fabrication, abrasive-blasting services
- **Square Footage of Local Facilities:** 25,000
- **Markets Served:** Glass Recycling
- **President & CEO:** Cynthia A. Andela

ANHEUSER-BUSCH INBEV

2885 Belgium Road
Baldwinsville, NY 13027
(315) 635-4000/anheuser-busch.com

- **Year Estab.:** 1976

CENTRAL ASSOCIATION FOR THE BLIND, INC.

507 Kent St.
Utica, NY 13501
(315) 797-2233/cabvi.org

- **Year Estab.:** 1929
- **No. of CNY Employees:** 229
- **No. of Employees Companywide:** 276
- **Products Manufactured Locally:** nitrile, latex, and synthetic examination gloves, medical supplies, kitting, office supplies, textiles, neckerchiefs, garbage bags, flashlights, work gloves, disposable wipes, biodegradable products
- **Square Footage of Local Facilities:** 369,005
- **Certifications:** ISO 9001:2015
- **Markets Served:** primary sales to state and federal customers; will sell retail; sales in all 50 states, Puerto Rico, Guam, and the U.S. Virgin Islands
- **President & CEO:** Edward P. Welsh

CHOBANI

147 State Highway 320
Norwich, NY 13815
(607) 337-1246/chobani.com

- **Year Estab.:** 2005
- **No. of CNY Employees:** 1,000
- **No. of Employees Companywide:** 2,700
- **Products Manufactured Locally:** Greek yogurt
- **Markets Served:** retail, foodservice
- **Founder & CEO:** Hamdi Ulukaya

CONMED

525 French Road
Utica, NY 13502
(315) 797-8375/conmed.com

- **Year Estab.:** 1970
- **No. of CNY Employees:** 500
- **No. of Employees Companywide:** 4,100
- **2023 Revenue:** \$1.2B
- **Products Manufactured Locally:** medical devices and equipment for orthopaedic, general surgery, gynecology, neurosurgery, gastroenterology, cardiac monitoring, and critical-care specialties
- **Square Footage of Local Facilities:** 500,000
- **Markets Served:** arthroscopy, cardiology, critical care, general and laparoscopic surgery, gastroenterology, gynecology, neurosurgery, orthopaedics, sports tissue and biologics, surgical visualization
- **CEO:** Curt R. Hartman

CURRENT APPLICATIONS

275 Bellew Avenue South
Watertown, NY 13601
(315) 788-4689/currentapps.com

- **Year Estab.:** 2000
- **No. of CNY Employees:** 60
- **No. of Employees Companywide:** 60
- **Products Manufactured Locally:** custom brush motors, brush-less motors, gear motors, and Galway barrel pumps
- **Square Footage of Local Facilities:** 30,000
- **Markets Served:** construction, healthcare, mobility, industrial, all markets that use motors
- **President:** George Anderson
- **VP/Engineering Manager:** Chris Gilbert
- **Manufacturing Manager:** Roger Snyder
- **Manufacturing Engineering Manager:** Bob Olin

BENCHMARK MEDIA SYSTEMS, INC.

203 E. Hampton Place, Suite 2
Syracuse, NY 13206
(315) 437-6300/benchmarkmedia.com

- **Year Estab.:** 1983
- **No. of CNY Employees:** 12
- **No. of Employees Companywide:** 12
- **Products Manufactured Locally:** audio digital-to-analog converters; audio-power amplifiers; headphone amplifiers; audio preamplifiers
- **Square Footage of Local Facilities:** 7,000
- **Markets Served:** international; home audio and professional audio, recording studios
- **VP:** John Siau

BORGWARNER MORSE SYSTEMS

800 Warren Road
Ithaca, NY 14850
(607) 257-6700/borgwarner.com

- **Year Estab.:** 1880
- **No. of CNY Employees:** 1,300
- **No. of Employees Companywide:** 52,700
- **2023 Revenue:** \$17.3B
- **Products Manufactured Locally:** customized solutions for variable cam timing, chain-driven engine-timing systems, and drive-train chains for front-wheel-drive transmission and transfer-case applications
- **Certifications:** ISO 14001, ISO 2001, TS 2014
- **Markets Served:** automotive manufacturers
- **President & General Manager:** Joseph Fadool

BUCKEYE CORRUGATED INC.

1203 Kinne St.
E. Syracuse, NY 13057
(315) 437-1181/bcipkg.com

- **Year Estab.:** 1979
- **No. of CNY Employees:** 138
- **No. of Employees Companywide:** 850
- **Products Manufactured Locally:** corrugated packaging and related packaging products
- **Square Footage of Local Facilities:** 330000
- **Certifications:** ISO 9001:2015
- **Markets Served:** New York, Pennsylvania, Vermont, Massachusetts, Connecticut
- **VP of Sales, New York Region:** Jason Crouch

BYRNE DAIRY INC.

2394 US Route 11
LaFayette, NY 13084
(315) 475-2121/byrnedairy.com

- **Year Estab.:** 1933
- **No. of CNY Employees:** 530
- **No. of Employees Companywide:** 530
- **Products Manufactured Locally:** dairy products
- **Markets Served:** company services major retailers from across the nation
- **CEO & President:** Carl Byrne

U.S. MANUFACTURING EMPLOYMENT STATISTICS*

12,964
Employment (in thousands)

3.0%
Unemployment rate

\$33.40
Average hourly earnings
(all employees)

\$27.31
Average hourly earnings
(nonsupervisory employees)

* FIGURES ARE FROM FEBRUARY 2024
SOURCE: U.S. BUREAU OF LABOR STATISTICS

DEIORIO FOODS INC.

2200 Bleecker St.
Utica, NY 13501
(315) 732-7612/deorios.com

- **Year Estab.:** 1924
- **No. of CNY Employees:** 194
- **No. of Employees Companywide:** 294
- **Products Manufactured Locally:** frozen pizza dough, pizza, gluten free, organic
- **Square Footage of Local Facilities:** 150,000
- **Certifications:** SQF Level 2, Organic Certified, Gluten Free Certified
- **Markets Served:** proprietary packaging, bakeries, schools/institutions, convenience stores, theme parks/rec centers
- **VP of Marketing & Product Development:** James Viti
- **VP of Business Development:** Bob Horth
- **VP of Client Services:** John Tackabury

EATON COOPER CROUSE-HINDS

1201 Wolf St.
Syracuse, NY 13221
(315) 477-7000/eaton.com

- **Year Estab.:** 1897
- **No. of CNY Employees:** 450
- **No. of Employees Companywide:** 92,000
- **2023 Revenue:** \$20.8B
- **Products Manufactured Locally:** electrical equipment
- **Markets Served:** industrial, electrical, commercial
- **President:** Matt Hockman

ENDICOTT PRECISION, INC.

1328-30 Campville Road
Endicott, NY 13760
(607) 754-7076/indicottprecision.com

- **Year Estab.:** 1960
- **No. of CNY Employees:** 125
- **No. of Employees Companywide:** 125
- **Products Manufactured Locally:** precision sheet-metal fabrication, stampings, weldments, CNC mill and waterjet machining, mechanical assembly
- **Square Footage of Local Facilities:** 85,000
- **Certifications:** AS9100D
- **Markets Served:** aerospace, electronics, vehicles, ships, commercial and military customers
- **General & Sales Manager:** Ronald Oliveira

FIBERDYNE LABS, INC.

127 Business Park Drive
Frankfort, NY 13340
(315) 895-8470/fiberdyne.com

- **Year Estab.:** 1992
- **No. of CNY Employees:** 80
- **No. of Employees Companywide:** 80

- **Products Manufactured Locally:** fiber-optic networking products and cabling-installation services; LED-sign manufacturing sales and installation.
- **Square Footage of Local Facilities:** 22,000
- **Certifications:** ISO 9001:2008
- **Markets Served:** CATV, telecommunications, enterprise industries, fiber to the home and cellular industries.
- **CEO & President:** Anthony Polus
- **CFO:** Al Amendolare
- **VP of Operations:** Chad Polus
- **Treasurer:** Heather Mosny

GIOTTO ENTERPRISES

161 Clear Road
Oriskany, NY 13424
(315) 736-2206/giottointerprises.com

- **Year Estab.:** 1985
- **No. of CNY Employees:** 425
- **No. of Employees Companywide:** 425
- **Products Manufactured Locally:** communication fiber-optic connectors, fiber-optic cable and test equipment; safety relays, injection-molded plastic components, CNC machining, sheet-metal fabrication
- **Square Footage of Local Facilities:** 275,000
- **Certifications:** ISO 9001 2015
- **Markets Served:** telecom and broadband providers, contractors, utilities, government agencies and educational facilities; resellers and end-users; OEM automotive, firearms, pump, compressor, sensor, medical, and consumer products.
- **President & CEO:** Frank Giotto
- **SVP of Sales:** Kirk Donley
- **Exec. VP & CFO:** Susan Grabinski
- **VP, Org. Dev./HR:** Mark Cushman

GOLDEN ARTIST COLORS, INC.

188 Bell Road
New Berlin, NY 13411
(607) 847-6154/goldenpaints.com

- **Year Estab.:** 1980
- **No. of CNY Employees:** 250
- **No. of Employees Companywide:** 255
- **Products Manufactured Locally:** global manufacturer of professional-quality artist paints and mediums, including GOLDEN acrylics, Williamsburg oils, and QoR watercolors
- **Square Footage of Local Facilities:** 145,000 square feet (New Berlin and Norwich facilities)
- **Markets Served:** ships products to more than 55 countries around the world
- **CEO:** Mark Golden
- **President & COO:** Barbara Schindler

HARTMAN ENTERPRISES, INC.

455 Elizabeth St.
Oneida, NY 13421
(315) 363-7300/hartmanenterprises.com

- **Year Estab.:** 1973
- **No. of CNY Employees:** 40
- **No. of Employees Companywide:** 40
- **Products Manufactured Locally:** precision CNC milling and turning; 5-axis machining, Swiss-type machining, large turning; AS9100D certified, HUBZone
- **Square Footage of Local Facilities:** 25,000
- **Certifications:** ISO 9001:2015, AS9100D, Small Business, Woman-Owned Business, NYS WBE Certified, WBENC Certification, HUBZone Certified
- **Markets Served:** aerospace, medical, mass transit, transportation, gas and oil, power transmission
- **President/CEO:** Jaime A. Sweet

ICM CONTROLS

7313 William Barry Blvd.
North Syracuse, NY 13212
(315) 233-5266/icmcontrols.com

- **Year Estab.:** 1984
- **No. of CNY Employees:** 300

- **No. of Employees Companywide:** 305
- **Products Manufactured Locally:** electronic controls and engineered products
- **Square Footage of Local Facilities:** 100,000
- **Certifications:** ISO 9001:2008
- **Markets Served:** OEM and aftermarket within the HVAC/R, appliance, electrical, pool and spa, marine and RV industries
- **Chairman & CEO:** Joseph Bonacci
- **Executive VP:** Zachary H. Kadah
- **CFO:** Patrick Nugent

INDIUM CORPORATION

301 Woods Park Drive, Suite 301
Clinton, NY 13323
(315) 853-4900/indium.com

- **Year Estab.:** 1934
- **No. of CNY Employees:** 1,031
- **No. of Employees Companywide:** 1,429
- **Products Manufactured Locally:** materials for electronics assembly, semiconductor packaging and assembly, and thermal management, such as solders, fluxes, thermal-interface materials, indium, gallium, and germanium inorganic compounds, and metal alloys
- **Certifications:** ISO 9001, IATF 16949
- **Markets Served:** electronics assembly, semiconductor assembly and packaging, thermal management, and thin-film.
- **CEO:** Gregory P. Evans
- **President & COO:** Ross Berntson
- **CFO:** Mike McKenna
- **VP of Sales, Marketing, and Technical Service:** Tim Twining

INFICON INC.

2 Technology Place
East Syracuse, NY 13057
(315) 434-1100/inficon.com

- **Year Estab.:** 2000



PHOTO CREDIT: ZOEYADVERTISING.COM

- **No. of CNY Employees:** 358
- **No. of Employees Companywide:** 1,456
- **2023 Revenue:** \$581.3M
- **Products Manufactured Locally:** instrumentation, critical sensor technologies, and Smart Manufacturing/Industry 4.0 software solutions
- **Square Footage of Local Facilities:** 220,000
- **Certifications:** ISO9001, ISO14001
- **Markets Served:** semiconductor, display, optics, solar, emergency response and security, military, environmental monitoring, petrochemical, energy, heating, air conditioning, refrigeration, automotive, public utilities, research and development, pharma and bio-pharma
- **President:** Hannah Henley

KNOWLES PRECISION DEVICES

2777 Route 20 E.
Cazenovia, NY 13035
(315) 655-8710/knowlesc capacitors.com

- **Year Estab.:** 1974
- **No. of CNY Employees:** 250
- **No. of Employees Companywide:** 800
- **Products Manufactured Locally:** RF/MW filters, single layer capacitors, thin-film and build-to-print components
- **Square Footage of Local Facilities:** 125,000
- **Certifications:** AS 9100, ISO 9001, ISO 14001



Grow Your Workforce NYS REGISTERED APPRENTICESHIP

The New York State Manufacturers Intermediary Apprenticeship Program (MIAP)

MIAP is sponsored by MACNY, The Manufacturers Association, the Alliance Partners, and the New York State Department of Labor. The program makes it easy for companies to identify training and education mentors, source related technical instruction, develop curriculum, and establish New York State Registered Apprenticeships.

A Proven Method for Workforce Expansion

MIAP is a business-led approach targeted at raising the skill levels of manufacturing workers and creating distinctive career pathways.

Benefits of starting a Registered Apprenticeship program include:

- High worker satisfaction
- Quantifiable return on investment
- Talent pipeline
- Quality work
- Cost savings
- Reputation



Get Started Today!

Scan the QR code
to learn more.

nysapprenticeship.org



CNYBJ.COM

- **Markets Served:** military, wireless networks, fiber optical, medical
- **VP, Global Sales & Marketing:** Sam Vinci

KRIS-TECH WIRE COMPANY, INC.

921 Seneca St.
Rome, NY 13440
(315) 339-5268/kristechwire.com

- **Year Estab.:** 1984
- **Products Manufactured Locally:** all copper-wire products
- **Markets Served:** blasting/explosives, commercial building wire, corrosion/cathodic protection, directional drilling, roadway/DOT, solar/PV/photovoltaic, telecom/CATV, utilities/municipalities
- **President/CEO:** Graham Brodock

KWIK-KUT MANUFACTURING CO.

125 Columbia St.
Mohawk, NY 13407
(315) 866-2741/kwik-kut.com

- **Year Estab.:** 1947
- **No. of CNY Employees:** 6
- **No. of Employees Companywide:** 6
- **2023 Revenue:** \$200,000
- **Products Manufactured Locally:** manufacturer of food choppers and other specialty items for personal and restaurant use; also a factory store in Mohawk featuring USA-made kitchen items
- **Square Footage of Local Facilities:** 10,000
- **Markets Served:** wholesale grocery, restaurant supply, retail internet sales for home use, hardware stores, kitchen supply stores, chain restaurants
- **Owner:** Mary F. Morse

LOCKHEED MARTIN

1801 State Route 17C
Owego, NY 13827
(607) 751-2200/lockheedmartin.com

- **Year Estab.:** 1957
- **No. of CNY Employees:** 4,100
- **No. of Employees Companywide:** 116,000
- **2023 Revenue:** \$67.7B
- **Products Manufactured Locally:** systems engineering, software development, complex program management for global security, civil, and commercial markets
- **Markets Served:** aerospace, defense
- **Owego GM:** A. Hamid Salim

LOTTE BIOLOGICS USA

6000 Thompson Road
East Syracuse, NY 13057
(315) 432-2121/lottebiologics.com

- **Year Estab.:** 2022



TOP MANUFACTURING JOBS IN CNY,* BY MAY 2022 EMPLOYMENT

1. Miscellaneous Assemblers and Fabricators	4,190
2. First-Line Supervisors of Production and Operating Workers	2,520
3. Inspectors, Testers, Sorters, Samplers, and Weighers	2,510
4. Electrical, Electronic, and Electromechanical Assemblers (Except Coil Winders, Tapers, and Finishers)	2,180
5. Machinists	1,340
6. Packaging and Filling-Machine Operators and Tenders	1,330

* FIGURES ARE COMBINED TOTALS FOR BINGHAMTON, ELMIRA, ITHACA, SYRACUSE, UTICA-ROME, AND WATERTOWN-FORT DRUM MSAs.
SOURCE: U.S. BUREAU OF LABOR STATISTICS

- **No. of CNY Employees:** 430
- **No. of Employees Companywide:** 500
- **2023 Revenue:** \$220M
- **Products Manufactured Locally:** manufacturing of therapeutic proteins (biologics)
- **Square Footage of Local Facilities:** 350,000
- **Certifications:** GMP manufacturing certification in more than 60 countries
- **Markets Served:** pharmaceutical
- **General Manager:** Michael C. Hausladen

MARQUARDT SWITCHES, INC.

2711 Route 20 E.
Cazenovia, NY 13035
(315) 655-8050/us.marquardt.com

- **Year Estab.:** 1981
- **No. of CNY Employees:** 400
- **No. of Employees Companywide:** 10,200
- **2023 Revenue:** \$1.5B
- **Products Manufactured Locally:** electrical and mechanical-control systems
- **Square Footage of Local Facilities:** 115,000
- **Certifications:** TS 16949; ISO 14001
- **Markets Served:** automotive, off-road, truck, e-mobility, power tools, white goods and industry
- **CEO:** Harald Marquardt

MCINTOSH LABORATORY, INC.

2 Chambers St.
Binghamton, NY 13903
(607) 723-3512/mcintoshlabs.com

- **Year Estab.:** 1951
- **No. of CNY Employees:** 180
- **No. of Employees Companywide:** 200
- **Products Manufactured Locally:** audio equipment
- **President & CEO:** Charles Randall

METAL SOLUTIONS, INC.

1821 Broad St.
Utica, NY 13501
(315) 732-6271/metalsolutionsinc.com

- **Year Estab.:** 1954
- **No. of CNY Employees:** 125
- **No. of Employees Companywide:** 125
- **Products Manufactured Locally:** precision fabricated metal parts CNC laser cutting, punch press, brake press, weld and powder coating
- **Square Footage of Local Facilities:** 100,000
- **Certifications:** ISO 9001:2015,
- **Markets Served:** mass transit, HVAC, various manufacturers
- **President / Owner:** Joseph Cattadoris, Jr.
- **CEO/ Owner:** Joseph Morgan

MEYDA TIFFANY LIGHTING

One Meyda Fine Place
Yorkville, NY 13495
(800) 222-4009/meyda.com

- **Year Estab.:** 1974
- **No. of CNY Employees:** 60
- **No. of Employees Companywide:** 100
- **Products Manufactured Locally:** custom lighting, Tiffany lighting, decorative lighting, stained-glass lamps and windows, chandeliers, wall sconces, outdoor lanterns, custom lighting, table/floor lamps, fireplace screens, ceiling pendants and other lighting fixtures, stained-glass windows and home decor
- **Square Footage of Local Facilities:** 180,000 square feet of manufacturing, inventory, retail, and distribution space sited on 8.5 acres.
- **Certifications:** lighting products are UL listed
- **Markets Served:** worldwide
- **President & CEO:** Robert Cohen
- **Sales Manager:** Max Cohen
- **Production Manager:** Chester Cohen

MORSE MFG. CO., INC.

103 Kuhn Road
Syracuse, NY 13208
(315) 437-8475/morsedrum.com

- **Year Estab.:** 1923
- **No. of CNY Employees:** 45
- **No. of Employees Companywide:** 45
- **Products Manufactured Locally:** 55-gallon drum-handling equipment, 5-gallon pail handlers
- **Square Footage of Local Facilities:** 120,000
- **Markets Served:** worldwide
- **President:** Nathan R. Andrews

NOVELIS

448 County Route 1A
Oswego, NY 13126
(315) 349-0121/novelis.com

- **Year Estab.:** 1963
- **No. of CNY Employees:** 1,150
- **No. of Employees Companywide:** 13,170
- **2023 Revenue:** \$18.5B
- **Products Manufactured Locally:** rolled-aluminum products
- **Square Footage of Local Facilities:** 1.7 million square feet
- **Certifications:** OHSAS 18001, ISO 14001, ISO 9001, ATIF 16949
- **Markets Served:** automotive and transportation, consumer and industrial, building and construction, beverage cans
- **Plant Manager:** Kristen Nelson

OTIS TECHNOLOGY

6987 Laura St.
Lyons Falls, NY 13368
(315) 348-4300/otistec.com

- **Year Estab.:** 1985
- **No. of CNY Employees:** 88
- **No. of Employees Companywide:** 93
- **Products Manufactured Locally:** manufactures gun-cleaning systems and accessories
- **CEO:** Bill Kleftis

PROGRESS INDUSTRIES

14 Arnold Ave
Utica, NY 13502
315-927-0231/progressindustriescny.com

- **Year Estab.:** 1954
- **No. of CNY Employees:** 75
- **No. of Employees Companywide:** 75
- **Products Manufactured Locally:** supply-chain partner for small and large businesses; partner with customers to finalize the manufacturing process by offering an extensive variety of packaging and assembly capabilities from three different facilities in Oneida and Lewis County.
- **Square Footage of Local Facilities:** 100,000
- **Markets Served:** consumer markets, food/



**SHOWROOM FOR
FRANCHISE, RETAIL,
CAFÉ, STUDIO
NOW AVAILABLE**

6361 THOMPSON ROAD

- Close to Highways 90, 690, 81, 481
- Indoor Common Dock
- Many Upgrades: New Roof, LED Lighting, Windows
- Low Cost Opportunity
- Local Owner/Brokers Protected

315.403.9000 ravproperties.com

RAV Properties is a proud sponsor of 

PACKAGING THAT'S PART OF EVERYDAY LIVES.

*Your local resource for all things
corrugated, from strategic design and
printing to assembly and fulfillment.*

LAKESIDE | ROCHESTER | SYRACUSE



Buckeye Corrugated
bcipkg.com



beverage industry, general assembly, business-to-business, tech, automotive

■ **CEO:** Karen Korotzer

■ **Executive Director of Business**

Enterprises: Chad Hartwig

R-TRONICS, LLC-ROME ELECTRONICS CUSTOM CABLES, INC

222 Erie Blvd. East
Rome, NY 13440
(315) 337-7574 /r-tronics.com

■ **Year Estab.:** 1957 as Rome Electronics

■ **No. of CNY Employees:** 18

■ **No. of Employees Companywide:** 18

■ **Products Manufactured Locally:** custom cable assemblies, electromechanical assemblies, custom RF and coaxial cable, prototyping, design, long and short run, one-offs

■ **Square Footage of Local Facilities:** 9,000

■ **Certifications:** ISO 9001-2008, IPC/EIA

J-STD-001, ITAR, USFCR

■ **Markets Served:** military, private and industrial customers, small and large orders

■ **President:** Rocco Garro

THE RAYMOND CORPORATION

22 S. Canal St.
Greene, NY 13778
(607) 656-2311/raymondcorp.com

■ **Year Estab.:** 1922

■ **No. of CNY Employees:** 2,400

■ **No. of Employees Companywide:** 2,900

■ **Products Manufactured Locally:** electric forklifts, end-to-end material-handling equipment and intelligent-intralogistics solutions including automation and robotics, telematics, virtual-reality learning, and advanced-energy solutions that optimize warehouse and distribution operations

■ **Certifications:** ISO 9001, ISO 14001

■ **Markets Served:** Raymond provides material handling products and intralogistics solutions for ecommerce, retail, food, beverage, grocery, manufacturing, home improvement, third-party logistics, medical, pharmaceutical, automotive, furniture, government, consumer goods; material handling and distribution centers; supply chain and logistics.

■ **President & CEO:** Michael Field

REVERE COPPER PRODUCTS, INC.

One Revere Park
Rome, NY 13440
(315) 338-2022/reverecopper.com

■ **Year Estab.:** 1801

■ **No. of CNY Employees:** 350

■ **No. of Employees Companywide:** 360

■ **Products Manufactured Locally:** manufacturer of copper sheets, strips, plates, and bars

■ **Certifications:** ISO 9001:2000

■ **Markets Served:** architecture, telecommunications, electrical, automotive, power distribution, HVAC, antimicrobial, distribution, industrial equipment

■ **President & CEO:** Michael O'Shaughnessy

■ **CFO & VP, Finance:** Ryan O'Shaughnessy

■ **VP, Procurement:** Gretchen Daniels

■ **Sr. VP, Human Resources & OE**

Effectiveness: Timothy Rosbrook

■ **VP, Sales & Marketing:** Amy O'Shaughnessy

■ **VP, Operations:** Casimiro Liborio

RUBY LAKE GLASS, LLC

493 State Route 28
Richfield Springs, NY 13439
607-435-8158/rubylakeglass.com

■ **Year Estab.:** 2017

■ **No. of CNY Employees:** 5

■ **No. of Employees Companywide:** 5

■ **Products Manufactured Locally:** recycled color coated glass aggregate, recycled glass-abrasive media

■ **Square Footage of Local Facilities:** 15,000

■ **Markets Served:** road-safety markings, commercial finishing

■ **Managing Member:** Cynthia A. Andela

■ **Managing Member:** Jonathan Gross

SCHNEIDER PACKAGING EQUIPMENT COMPANY, INC.

5370 Guy Young Road
Brewerton, NY 13029
(315) 676-3035/schneiderequip.com

erage, industrial, tissue, paper, personal care, and replication industries

■ **CEO:** Mike Odum

■ **General Manager, Senior VP:** Mike Smith

STEEL SALES, INC.

8085 NYS Highway 12
Sherburne, NY 13460
(607) 674-6363/steelsalesinc.com

■ **Year Estab.:** 1964

■ **No. of CNY Employees:** 30

■ **No. of Employees Companywide:** 31

■ **2023 Revenue:** \$13.4M

■ **Products Manufactured Locally:** handrails, snow-plow shoes, sander chains, bucket relines,



ASK THE EXPERT

Inventory Accounting Considerations for Manufacturing in the Life Science Industry

Kevin Didio, CPA, CISA
Audit Partner, Dannible & McKee, LLP

Finance and accounting professionals in the life science industry must often exercise significant judgment in applying accounting guidance to inventory. A few common inventory situations faced by life science professionals are explored below.

How Should Development Supplies Items Be Accounted For?

Often, materials are purchased to be used as part of clinical trial tests. Companies performing the clinical trials have no intention of selling the materials used as part of the trials. As a result, the materials do not meet the definition of inventory under ASC 330-10-20. This is because they are not held for sale or consumed in the production of goods to be sold. If these materials have an alternative future use in other development projects, the material item does meet the definition of an asset. The assets should be recorded at cost and accounted for as supplies used in the development process. When supplies are used, the associated cost forms part of research and development expenses.

How Should Purchase Materials Be Accounted For When the Ultimate Use of Those Materials Is Not Known?

If the materials can be utilized in the production of marketed drugs, the materials should be recorded as inventory at the lower of cost or net realizable value. If the materials are assigned to the manufacturing of drugs

in development, the materials should be accounted for as research and development supplies in line with the discussion above. However, if the bulk materials are only suitable to be used for a particular research and development project, and do not have any alternative future use, the costs would be recognized as research and development expense as incurred.

How Should Costs Associated With In-Development Drugs Be Accounting For?

Pre-launch inventory can be capitalized if there is a present economic benefit, which is assessed based on the judgment of individual facts and circumstances. Items to consider include the feasibility of the drug in development, the status of any regulatory committee reviews, and an understanding of any potential hurdles to regulatory approval.

If a present economic benefit is determined, the pre-launch inventory can be capitalized at the lower of cost or net realizable value. Management should periodically reassess to determine whether the inventory continues to have a present right to an economic benefit. If at any time regulatory approval is not deemed to be probable, the inventory should be written down to its net realizable value, which is presumably zero. If the value of inventory is written down, the reduced amount is the new cost basis. Please note that if regulatory approval is ultimately obtained, the inventory is not written back up.

DM DANNIBLE & MCKEE, LLP
Certified Public Accountants and Consultants

221 S. Warren Street, Syracuse, NY
315.472.9127 | DMCPAS.COM

■ **Year Estab.:** 1970

■ **No. of CNY Employees:** 160

■ **No. of Employees Companywide:** 167

■ **Products Manufactured Locally:** secondary packaging equipment including robotic palletizers and depalletizers, case packers, tray packers, cartoners, case sealers, and completely integrated packaging solutions.

■ **Square Footage of Local Facilities:** 100,000 approx.

■ **Certifications:** RIA Certified Robot Integrator, Rockwell Certified Machine Builder, FANUC Robotics Certified Servicing Integrator

■ **Markets Served:** pharmaceutical, food, bev-

rebar cages & stirrups, various custom welding, punching, drilling, rolling, plate bending, and HD-plasma service

■ **Square Footage of Local Facilities:** 35,840

■ **Certifications:** WBE & DBE

■ **Markets Served:** town and county highway departments, agri-businesses, general contractors, masonry contractors, excavators, welding/fabricators, mining companies, sawmills, general public

■ **President:** Brenda S. Westcott

■ **General Manager:** Joshua Newman

■ **Sales Manager:** Deanna Brown

■ **Purchasing Manager:** Chris Thompson

STURGES MANUFACTURING CO., INC.

2030 Sunset Ave.
Utica, NY 13502
(315) 732-6159/sturgesmfgco.com

■ **Year Estab.:** 1909

■ **No. of CNY Employees:** 90

■ **No. of Employees Companywide:** 90

■ **Products Manufactured Locally:** sewn custom products and engineered narrow fabrics to customer specifications using yarns such as aramids, UHMWPE, nylon polyester, and polypropylene

■ **Square Footage of Local Facilities:** 70,000

■ **Certifications:** AS9100; ISO 17025

■ **Markets Served:** firefighting, fall protection, military, OEM, aerospace

■ **President & CEO:** Tyler Griffith

TESSY PLASTICS CORPORATION

700 Visions Drive
Skaneateles, NY 13152
(315) 689-3924/tessy.com

■ **Year Estab.:** 1973

■ **No. of CNY Employees:** 1,250

■ **No. of Employees Companywide:** 1,600

■ **2023 Revenue:** \$453M

■ **Products Manufactured Locally:** minimally invasive surgical devices, consumer products, and pharmaceutical and diagnostic products

■ **Square Footage of Local Facilities:** 3.2 million

■ **Certifications:** ISO-13485, ISO-14001, FDA/GMP, 21CFR820 Registered, AIB

■ **Markets Served:** medical, consumer & consumer health care, pharmaceuticals, and diagnostics

■ **President & Owner:** Roland Beck

■ **VP of Operations:** Stuart Smurthwaite

■ **VP of Sales & Marketing:** Judson Vann

■ **VP of Engineering:** Stafford Frearson

TRONSER, INC.

3066 John A. Trush Jr. Blvd.
Cazenovia, NY 13035
(315) 655-9528/tronserinc.com

■ **Year Estab.:** 1978

■ **No. of CNY Employees:** 15

■ **No. of Employees Companywide:** 15

■ **Products Manufactured Locally:** trimmer capacitors and tuning elements, precision CNC milled and Swiss-turned parts machined to customer specifications

■ **Square Footage of Local Facilities:** 15,000

■ **Markets Served:** microwave and wireless communication, defense, medical

■ **President:** Michael Tronser

TTM TECHNOLOGIES SYRACUSE

6635 Kirkville Road
East Syracuse, NY 13057
(315) 432-8909/anaren.com

■ **Year Estab.:** 1967

■ **No. of CNY Employees:** 600

■ **No. of Employees Companywide:** 17,000

■ **2023 Revenue:** \$2.3B

■ **Products Manufactured Locally:** manufacturer of complex RF/microwave networks and components for wireless, satellite, defense, consumer electronics, health care, and IoT applications

■ **Square Footage of Local Facilities:** 203,000

■ **Certifications:** ISO, etc.

■ **Markets Served:** wireless infrastructure, consumer electronics, aerospace/defense, medical devices, IoT applications

■ **GM:** Mark Jarosz

COMMERCIAL PRINTERS Ranked by No. of CNY Employees

Rank	Name Address Phone/Website	CNY Employees	Printing Products & Services	Press type	Key Local Executives	Year Estab.
1.	Dupli 6761 Thompson Road N. Syracuse, NY 13211 (315) 472-1316/ duplionline.com	208	envelopes, repositionable adhesive products, sticky notes, direct mail, marketing collateral	offset, digital	J. Kemper Matt, Chairman J. Kemper Matt, Jr., President Todd Luchsinger, CFO John Hudack, VP of Manufacturing Stephen Elliott, VP of IT Steve Moore, COO	1965
2.	Cathedral Corporation 632 Ellsworth Road Rome, NY 13441 (315) 338-0021/ cathedralcorporation.com	187	statement print and epresentation, transactional notices, checks, direct mail and customer communications, data management, graphic design, marketing services	Xerox Impika continuous inkjet printer	Marianne W. Gaige, Chairman & CEO	1916
3.	Syracuse Label 200 Stewart Drive North Syracuse, NY 13212 (315) 422-6619/nlabel.com	95	pressure-sensitive labels, shrink sleeves, flexible packaging, SBS board and carton-stock printing, and other custom-print label materials	digital, flexo	Tom Sargent, President, CEO	1967
4.	Vicks Print & Distribution 5166 Commercial Drive Yorkville, NY 13495 (315) 736-9344/vicks.biz	75	digital ink-jet printing of saddlestitch and perfect bound books, warehouse, fulfillment & distribution	ink jet, digital	Dwight E. Vicks, III, President	1918
5.	The Mid-York Press, Inc. 2808 State Highway 80 Sherburne, NY 13460 (607) 674-4491/ midyorkpress.com	61	printed fiberboard, folding cartons, package inserts, and digital printing including digital packaging	sheetfed offset/digital	Robert W. Tenney, CEO Patrick W. Dowdall, CFO Shawn M. Aikins, VP, Operations	1828; inc. 1946
6.	The QMC Group 4707 Dey Road Liverpool, NY 13088 (315) 449-0900/ thegmcgroup.com	58	certified G7 master-printer, 8-color press with HUV LED printing, full bindery, marketing, mailing, fulfillment, and storefront	8 color HUV LED 40"	Thomas Quartier, President	1956
7.	Avalon 901 N. State St. Syracuse, NY 13208 (315) 471-3333/ teamavalon.com	40	digital printing and copying, document imaging, large-format printing, eDiscovery, digital forensics, cybersecurity, custom signage, business process outsourcing, secure print & mail	digital	Jon Bates, CEO Darren Bregand, Northeast Regional Director, Business Document Services Lewis Airth, VP of Paper Operations	2000
8.	Courier Printing Corp. 24 Laurel Bank Ave. Deposit, NY 13754 (607) 467-2191/ courierprinting.homestead.com/ home.html	30	large runs with 1 & 2-color, moderate 4-color quantities, 7-color press with aqueous coating	offset sheetfed	Sarah Evans, CEO Anne Schloss, Operations Manager	1848
9.	Plan and Print Systems, Inc./Mac Copy 6160 Eastern Ave. Syracuse, NY 13211 (315) 437-5111/ planandprint.com & maccopy.com	22	banner stands, canvas wraps, floor graphics, outdoor signs, pop-up displays, posters, presentation boards, rigid displays, vinyl banners, window graphics, manuals & books, backlit displays	large and small-format digital printing	John Lipari, President Frank Lipari, VP	1982
10.	Ansun Graphics, Inc. 6392 Deere Road, Suite 4 Syracuse, NY 13206 (315) 437-6869/ ansungraphics.com	20	graphic design, offset and digital printing, die-cutting, finishing, variable data, mailing, apparel & promotional products	offset, digital	Jared Massett, CEO, Director of Sales Todd Thomas, VP Jerry Markee, CFO/Plant Manager Jim Mahon, VP of Sales Jim Mahon, VP of Sales	1995
11.	Syracuse Blue Print Co., Inc. 825 E. Genesee St. Syracuse, NY 13210 (315) 476-4084/ syracuseblueprint.com	15	large-format digital printing, scanning, document-management services & distribution, Canon and Hewlett-Packard-authorized sales and service dealers, finishing services	digital, offset	Carl S. Nye, President Andrew B. Nye, II, VP	1909
12.	Curcio Printing 513 Prentice Road Vestal, NY 13850 (607) 729-2477/ curcioprinting.com	13	full-service commercial and digital printing, offering design and mailing services — everything from multi-part forms, envelopes, brochures, presentation folders, catalogs, and lots of direct-mail printing	offset & digital	Gina Curcio, CEO Frank Curcio, VP of Operations	1984
13.	Minuteman Press 7570 Oswego Road Liverpool, NY 13090 (315) 652-4200/ cny.minutemanpress.com	12	offset printing, variable-digital printing, mailing, large-format printing, digital color, screen printing, embroidery, promo items, die cutting, fulfillment, kitting	Komori Lithrone, Xerox IGen 5, Ryobi, Cannon	Melinda Kuhn, Owner	1986
14.	Eastwood Litho 4020 New Court Ave. Syracuse, NY 13206 (315) 437-2626/ eastwoodlitho.com	11	10-color & 2-color presses, digital printing, promotional printing, in-house die cutting, folding & stitching, FSC-certified	offset, digital, promotional	Christian Cox, CEO	1946
15.	Cooley Group, Inc. 6320 Fly Road, Suite 107 East Syracuse, NY 13057 (315) 432-1029/ cooleybrand.com	11	direct mail, catalogs, collateral, variable printing, long, medium, and short runs	web, sheetfed, digital	Phil Yawman, President Karie L. Ballway, Executive VP	1945
16.	Upstate Printing, Inc. 433 W. Onondaga St. Syracuse, NY 13202 (315) 475-6140 /upstateprinting.com	10	commercial printing (offset & digital), variable-data printing, wide format/ signage, promo products, prepress, design & marketing support, direct marketing & mail services, warehousing & fulfillment	offset & digital	Kim Vinciguerra, Director of Customer Service, Owner Linda Brown, Director of Sales Debi Rotondo, Director of Purchasing, Owner Finance Paul Vinciguerra, Head of Business Development and Operations	1996
17.	Mitchell's Speedway Press 1 Burkle St. Oswego, NY 13126 (315) 343-3531/ speedwaypress.com	10	full-color printing, direct mail, large-format printing, signage, digital-color printing, legal-copy service, offset printing	full color	John M. Henry, CEO Kathleen Randall Henry, Management	1930
18.	SpeedPro Imaging of Central New York 6507 Basile Rowe East Syracuse, NY 13057 (315) 565-5396/speedpro.com/ central-new-york	7	large-format printing, design, and installation	digital	Bob Kelleher, Owner/President	2011
19.	The Sherburne News 17 East State St. Sherburne, NY 13460 (607) 674-6071/ sherburnenews.net	5	hotsheets, menus, brochures, rack cards, raffle tickets, newsletters, notepads, booklets with in-house finishing/bindery; also offer diecutting and pharmaceutical folding	sheetfed	James McDaniel, Owner	1864
20.	CNY Business Solutions 502 Court St., Suite 206 Utica, NY 13502 (315) 733-5031/ cnybusinesssolutions.com	5	in-house digital printing, books stitched or perfect bound, NCR and cut sheet; checks, letterhead, envelopes, labels, plastic cards, high-end booklets and coupon books, ad specialty items, medical forms and wristband sheets	digital printing only, but a distributor also	Wendy M. Aiello, Administrative Director and Sales Executive	2008
21.	PostNet 2363 James St. Syracuse, NY 13206 (315) 218-6223/postnet.com/ ny135	4	wide format, canvas printing, graphic design, booklets, brochures, post cards, business cards, stationery, invitations, signs, posters, banners, promotional products, EDDM, direct mail	Xerox C75, Xerox 550, Versant 280	Shelly Whyland, Owner	2010
22.	Presto Print, LLC 5168 A Commercial Drive Yorkville, NY 13495 (315) 768-3100/ prestoprintllc.com	4	printing: offset, thermography, digital, wide format; mailing services, UV coating, full-service bindery	offset sheetfed	John St. Pierre, CEO	1979
23.	Liverpool Blueprint, Inc. 117 Metropolitan Park Drive Liverpool, NY 13088 (315) 457-0472 /liverpoolblue.com	3	reproduction of small and large-format B&W and color, reports, presentations, construction-document copying and distribution, NYS and City of Syracuse-certified WBE	xerographic process and ink jet	Jane Taylor, President	1981

THE LIST

Research by Vance Marriner
vmarriner@cnybj.com
(315) 579-3911
Twitter: @cnybjresearch

UPCOMING LISTS:

April 8
Staffing Firms

April 15
Commercial-Property
Management Firms

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 consists of Broome, Cayuga, Chemung, Chenango, Cortland, Herkimer, Jefferson, Lewis, Madison, Oneida, Onondaga, Oswego, St. Lawrence, Seneca, Tioga, and Tompkins counties.

NEED A COPY OF A LIST?

Electronic versions of all our lists, with additional fields of information, are available for purchase at our website: cnybj.com/Lists-Research

WANT TO BE ON THE LIST?

If your company would like to be considered for next year's list, or another list, please email: vmarriner@cnybj.com

APRIL 1, 2023
VOL. XXXVII, NO. 13

NEWS

EDITOR-IN-CHIEF

Adam Rombel
arombel@cnybj.com

STAFF WRITERS

Traci DeLore
tdelore@cnybj.com**Eric Reinhardt**
ereinhardt@cnybj.com

CREATIVE DIRECTOR

Erin Zehr
ewebb@cnybj.com

RESEARCH DIRECTOR

Vance Marriner
vmarriner@cnybj.com

COLUMNISTS

Will Barclay
Manzanita Miller

SALES

Kelly Bailey
kbailey@cnybj.com**Steve Pollock**
spollock@cnybj.com

CIRCULATION

CIRCULATION MANAGER

Raviv Neshet
(315) 579-3927
circulation@cnybj.com

ADMINISTRATIVE

PUBLISHER
Marny Neshet
mneshet@cnybj.com

Helping Families Afford Childcare Solves Major NYS Concerns

The new spending plan for New York State [that has an April 1 deadline] should be crafted to deliver economic growth and financial relief for all New Yorkers.

**WILL BARCLAY**
Opinion

Unfortunately, recent budgets have spent far too much and provided far too little in the way of meaningful fiscal relief for hard-working families.

I joined my colleagues in the Assembly Minority

Conference [on March 11] to unveil “A Blueprint for Childcare (ABC) Plan” — a package of legislative proposals that would save families an average of about \$2,300 per year.

Anyone who relies on a daycare provider knows how challenging it is to locate, and pay for, quality childcare options. In New York state, the average annual cost of infant care is getting more cumbersome every year, and currently stands at about \$15,000 per year. During a press conference at the Capitol, we were fortunate

to be joined by a working single mother with three young children in daycare. She courageously told her personal story of trying to manage a household budget with childcare expenses running \$1,000 a week, and the struggle to pay for food, utilities, and other necessities under the weight of daycare expenses.

Our proposal aims to make childcare more affordable through tax incentives, expanded access to education, and enhanced provider options. Among some of the many initiatives in the plan are a boost in the child tax credits, expansion of the Universal Pre-K program, and regional investments to help offset high childcare costs.

Helping families control childcare costs creates a win-win-win environment for families, businesses, and the state. By reducing this fiscal burden, single parents, multi-income families, and parents working irregular hours will have more opportunities to earn. This will help address gaps in the labor market still lingering from the pandemic, and in turn, the earned income will offset costs for social services — those that eat up a large chunk of tax dollars — that many single parents

“Cutting costs and improving facilities are goals we should strive to attain.”

rely upon.

Above all else, the “ABC Plan” helps New York’s children. Ensuring and expanding access to high-quality childcare offers more kids safe settings and learning environments during the most critical stages of development. Cutting costs and improving facilities are goals we should strive to attain. But investments in childcare are investments in our future generations.

Many families in New York state are struggling to find quality, affordable care for their children. As the state budget [gets finalized], we have an opportunity do something about it. ■

William (Will) A. Barclay, 55, Republican, is the New York Assembly minority leader and represents the 120th New York Assembly District, which encompasses all of Oswego County, as well as parts of Jefferson and Cayuga counties.

Abandon Biden Movement Peels off Progressive, Young, Minority Voters in Key States

The Abandon Biden movement — a movement largely started by Arab activists in Michigan unhappy with President Joe Biden’s stance on Israel — has rapidly spread to other states and is a warning sign of the fragmentation that Democrats are experiencing.

**MANZANITA MILLER**
Opinion

In the Michigan primary [in late February], Democrats cast more than 101,000 votes labeled “uncommitted” — which accounts for more than 13 percent of the vote — in a vehement protest-vote against Biden’s stance on Israel. The protest vote, combined with the shares of the vote Democratic challengers Marianne Williamson and Rep. Dean Phillips secured resulted in [about 145,000] votes cast against Biden, and the president winning the primary [with more than] 200,000 fewer votes than he [received] in 2020.

The Abandon Biden movement has accelerated since Michigan’s primary and is becoming a larger tent for anti-Biden Democrats who are advocating abandoning Biden in the primaries and perhaps even in the general election.

In the contentious Minnesota primary on March 6, [almost 46,000] votes, or nearly 19 percent of the vote in the Democratic party went to the “uncommitted” category,

an even larger share than in Michigan.

North Carolina and Massachusetts, which also held primaries on Super Tuesday, showed a similar appetite for rejecting Biden at the ballot box. In North Carolina, 12 percent of voters selected “no preference”, and in Massachusetts over 9 percent of Democratic primary voters chose “uncommitted” on Super Tuesday.

While the movement is largely driven by Muslim activists critical of Biden’s stance on Israel, the movement is drawing support from other minority groups, younger voters, and progressive Democrats.

The movement is the latest in a series of blows to Biden, who is already facing tough reelection prospects, sagging approval ratings, and struggling with key coalitions of his 2020 base including women, minorities, and younger people.

The latest *USA TODAY*/Suffolk University poll finds Former President Trump beating Joe Biden 40 percent to 38 percent, and Biden with a current disapproval rating of 55 percent.

The anti-Biden sentiment brewing in contentious battleground states like Michigan and Minnesota could make Biden even more vulnerable in November. A growing share of disenchanted Democrats plan to vote third party or even flip their votes to Trump in the general election, according to some polls.

One poll by the Council on American Islamic Relations conducted after the

Michigan primary found more Muslim voters would choose Trump (13 percent) over Biden (8 percent) if the general election were held that day. The majority wanted a third option.

The movement largely began as a foreign-policy protest vote focused on the Democratic primaries, but it’s worth considering whether a fraction of the movement will refuse to support Biden in the general election as well.

While foreign policy is at the core of the Abandon Biden movement, President Biden has not been polling particularly well among Democratic primary voters for months now, and the Abandon Biden movement appears to give Democrats an “out” from lending him their support.

How this movement will impact the general election in states with large Muslim populations, as well as active populations of younger voters and progressives, is yet to be seen. The Abandon Biden movement could peel off a significant share of Democrats that the president cannot afford to lose in battleground states. ■

Manzanita Miller is an associate analyst at Americans for Limited Government Foundation, the research arm of Americans for Limited Government, a libertarian political advocacy group. The organization conducts policy research and publishes reports with the goal of reducing the size of the government.

BUSINESS CALENDAR

Email us at movers@cnybj.com

APRIL 4

■ **Women in Business Leadership Workshop: Leading with Head, Heart, and Spirit** from 8:30 a.m.-12:30 p.m. at Oneida Mansion House, 170 Kenwood Ave., Oneida. Presented by The WISE Women's Business Center and The Hub, this workshop aims to elevate leadership skills among women entrepreneurs, featuring Gwen Webber-Mcleod, president and CEO of Gwen, Inc., as the workshop speaker and facilitator. The event promises an agenda that will allow you to elevate your leadership skills and connect with other women entrepreneurs. For more information and to register, visit: <https://www.eventbrite.com/e/>

women-in-business-leadership-workshop-leading-with-head-heart-and-spirit-tickets-853905292717

APRIL 11

■ **Greater Oneida Chamber of Commerce Business After Hours** event from 5-7 p.m. at Kanon Valley County Club, Lake Street, Oneida. Tickets are free for chamber members and \$10 for non-members. For more information and to register, visit: <https://www.eventbrite.com/e/chamber-business-after-hours-hosted-by-kanon-valley-county-club-tickets-858932228417?aff=oddtcreator>

APRIL 17

■ **47th Annual Crystal Ball and Sales & Marketing Executive (SME) Awards Banquet** from 6-9 p.m. at the Marriott Downtown Syracuse, Grand Ballroom, 100 E. Onondaga St., Syracuse. Join the Central New York Sales & Marketing Executives (CNYSME) in honoring this year's Crystal Ball recipient — Pierre Morrisseau, CEO of OneGroup — and see local companies honor their best and brightest sales/marketing professionals. Enjoy networking with the area's premier businesspeople, a silent auction, drinks, a sit-down dinner, and more. Tickets cost \$105 for CNYSME members and \$125 for non-members. For more information

and to register, visit: https://cnysme.org/events/?mc_cid=43e84907f6&mc_eid=bb073a1fde#levent/2024/4/17/crystal-ball

APRIL 24

■ **CNY ATD Coffee Chat** from 8:30-9:30 a.m. at Panera, 3401 West Genesee St. in Fairmount. The Central New York (CNY) Chapter of the Association of Talent Development (ATD) hosts this informal meet-up to socialize, share stories/experiences, discuss issues, explore challenges, and learn from each other. No cost to attend. For more information and to register, visit: https://cnyatd.org/coffee_chat

CNY BUSINESS DIRECTORY

LEAD-BASED PAINT & DUST TESTING

RESIDENTIAL COMMERCIAL

877-466-4429
unyse.net

Human Resource Management

Payroll & Tax Administration

Employee Benefits & Administration

HR Technology & Reporting

Workers' Comp & Risk Management

Retirement Plans & Savings

StaffLeasingNY.com
Tailored HR & Benefits Solutions

Call us today
315.641.3600

ADOPT. DONATE. or VOLUNTEER.

CNYSPCA
Promoting Kindness to Animals

BOOK YOUR EVENT OR CATERING NOW

SPAGHETTI WAREHOUSE
SYRACUSE

315.475.1807

Zoey ADVERTISING

LEARN MORE!

YOUR OLD WILL NEEDS TO BE UPDATED!

SAFE HARBOR WILLS & TRUSTS
The Asset Protection Law Firm

SafeHarborWillsAndTrusts.com | 315.471.4700

Computer problems?
Network glitches?
WE CAN HELP.

YOUR LOCAL IT DEPT.

BY GROWTH MODE TECHNOLOGIES

6103 E. Molloy Rd. | East Syracuse, NY
315.333.0999 | localitdept.com

Matt Masur- Founder

Business leaders who need an experienced commercial real estate specialist, call **Joe.**

315.575.4845

Scripa Group

ScripaGroup.com | Joe@ScripaGroup.com

Buy organic direct from the factory on Bridge St.

Charlie Van Patten
Owner and mattress maker

MATTRESS MAKERS OF SYRACUSE
We manufacture a great night's sleep!

Duane Carr Neal Carr

IT'S TIME FOR **PRIME** HEATING AND AIR

315.802.4287 | PrimeHeatingAndAir.com
RESIDENTIAL AND COMMERCIAL HVAC SERVICES

Professional Pest Management (315) 598-4046

Pest Master

Jerome Snyder OWNER
jerome@pestmaster.com

YOUR PARTNER IN PEST CONTROL

New York State Certified Service-Disabled Veteran-Owned Business

Legal Services
Discovery • Pre-Trial • Trial

VISUAL TECHNOLOGIES

On Your Case From Start to Verdict
315-423-2000 | visualtec.com

SHARE YOUR BUSINESS ON THE LOCAL SHOW

Call 315.471.7700 for more information

Brought to you by **GEDDES FEDERAL SAVINGS AND LOAN ASSOCIATION**

Locally produced by Zoey Advertising

Saturdays at 11 am

Brought to you by **SAFE HARBOR WILLS & TRUSTS**

Sundays at 7 am

A great place to work.

NICOLE MCQUAID
Human Resources Manager
nmcquaid@clintonsditch.com

CLINTON'S DITCH COOPERATIVE COMPANY
"The Pepsi Place"
8478 Pardee Rd, Cicero, NY 13039

Apply for fantastic opportunities at clintonsditch.com

Barter with Bernie and 15,000 other businesses.
Ask him how you can increase your company's sales.

Bernie Bregman, Networking Consultant

C 315.430.5249
bernardbregman@gmail.com

IMS BARTER

PEOPLE ON THE MOVE NEWS

ARCHITECTURE/CONSTRUCTION

VIP Architectural Associates has promoted **ROB SHUTTS** to principal. In this role, he will focus on operational, employee, and project strategies to add value throughout the design process, enhance the client experience, and emphasize architectural excellence. Shutts, who has more than



Shutts

20 years of experience in architecture and construction-project management, joined VIP in August 2022 as director of operations. His rapid promotion to principal recognizes his dedication and significant impact on the firm, VIP said. Shutts has been instrumental in improving operational efficiency, enhancing quality control procedures, and restructuring VIP's project processes and integrated approach to design. Shutts began his career at King + King Architects as a designer, followed by roles as project architect at Ancor, Inc., and director of SUNY Cortland's Office of Facilities, Planning, Design, and Construction. His experience also includes tenure with HOLT Architects and Hospitality Restaurant Group, showcasing a diverse and comprehensive architectural and construction-project management background. Shutts holds a bachelor's degree in architecture from Syracuse University.

BREWERIES

Underground Beer Lab (UBL), a brewery based in the town of DeWitt that focuses on super fresh IPAs and other hop-forward styles, has added brewer **BEN MAESO** to its brewing team. Maeso, creator of the famed "Mass Riot IPA" during his time at Prison City Brewing in Auburn, has been out of brewing for over a year while taking time to travel and explore his options. His beers have won numerous prestigious awards including multiple medals at the Great American Beer Festival, the nation's largest competition, and the 2019 Governor's Cup for Best Beer in NY State in the largest state-level competition in the U.S. Maeso's Mass Riot was crowned best IPA in America in a 2016 blind taste test by



Paste Magazine. "We're beyond excited and ultimately pretty humbled to get to work with Ben," Underground Beer Lab co-owner Keith Lindner said in a release. "His knowledge and skill as a craft brewer is undeniable, and so is his long-standing contribution to the beer scene here in Central NY and beyond." Maeso began working with UBL on a part-time basis in early March.

CONSULTING

Empower Business Strategies recently announced that **NIKKI MAGNONE** has joined the firm as HR consultant. Empower Business Strategies is a full-services organizational development consulting firm specializing in human resources, marketing, administrative support, and grant writing. Magnone specializes in talent acquisition and management, employee relations, employee engagement, and learning and development. She brings three years of HR and recruitment experience from working at a global communications agency. Magnone has a diverse set of skills ranging from full-cycle recruiting for multiple practices and specialties to being an HR business partner, handling various needs for multiple U.S. regions. She received her bachelor's degree in education from SUNY Cortland and a master's degree in marketing from Pace University.



Magnone

FINANCIAL PLANNING

S.E.E.D. Planning Group announced that **CHRISTINA DWYER** has joined the team as a staff accountant in the firm's Syracuse office. In her role, Dwyer supports the firm's financial activities including client billing and renewal, vendor management, and general bookkeeping responsibilities. Born in Binghamton, Dwyer now resides in Syracuse with her family. She graduated from SUNY Broome in 2017 with an applied-science degree.



Dwyer

HEALTH CARE

MATTHEW TALBOTT, M.D., was recently

appointed VP of medical affairs and chief medical officer at UR Medicine Finger Lakes Health. In his new role, he is responsible for risk management, care management, performance improvement, infection prevention, medical-staff services and the medical staff clinical departments. Talbott will continue his leadership role for both the Brenda & Dave Rickey Foundation Emergency Department at Geneva General Hospital and Soldiers and Sailors Memorial Hospital Emergency Department as director of emergency medicine. Talbott has been an active staff emergency-medicine physician at Finger Lakes Health since 2008. In 2016, he was promoted to director of emergency medicine. In May 2023, Talbott was named associate chief medical officer. He completed his residency training at the University of Rochester, and received his medical degree from the Ohio State University College of Medicine & Public Health. Most recently, he completed his MBA degree at SUNY Oswego.



Talbott

UR Medicine Finger Lakes Health has added **SARA ZIMMER**, M.D. to the medical staffs of Geneva General Hospital and Soldiers and Sailors Memorial Hospital, specializing in the field of pathology. She completed her residency in pathology and her internship in internal medicine at the Naval Medical Center in San Diego, California. Zimmer attended medical school at Uniformed Services University of the Health Sciences in Bethesda, Maryland. She served as senior medical officer, as well as general medical officer at Naval Hospital Twentynine Palms in California. Most recently, Zimmer served a physician medical director at Octapharma Plasma in Irondequoit, near Rochester.



Zimmer

TECHNOLOGY

M.A. Polce Consulting Inc., a technology and cybersecurity-services provider headquartered in Rome, has announced the promotion of **RICK POLLARD** to VP for strategy & business development. Pollard joined M.A. Polce in 2020 in a business-de-

velopment capacity. In his new role, he will lead all sales, marketing, and business-development efforts and drive strategic initiatives, including service development and expansion into new regions of New York state. Under Pollard's leadership, M.A. Polce has created a new line of cybersecurity services to help businesses manage advanced cyber threats and adhere to industry-specific compliance frameworks. His expertise and vision have been instrumental in the successful development and roll out of this line of services. Pollard holds a bachelor's degree from the University of Rochester and a master's degree and certificate of advanced study from SUNY Oswego.



Pollard

SRC, Inc. is pleased to announce the promotion of **JOHN DOUGHERTY** and **JASON STEEGER** to chief systems engineers. In their roles, Dougherty and Steeger will be active in the development of new radar systems, and with directing and assisting engineering teams with the analysis of existing products. They will also serve as technical resources to SRC's executive management regarding technology investment and internal research decisions. Dougherty has 26 years of experience designing and developing radar-system architectures, signal-processing algorithms, and hardware. He is currently leading efforts to develop new counter battery and instrumentation radars. Dougherty received his bachelor's degree in electrical engineering from the University at Buffalo and master's degree in electrical engineering and business management from Syracuse University. Steeger is currently leading efforts to develop radar systems for military ground-vehicle protection. Responsible for developing cutting-edge technology for Department of Defense customers, Steeger was honored as the 2023 "Technologist of the Year" by the Technology Alliance of Central New York (TACNY). He received his bachelor's in electrical engineering from Gannon University. ■



Dougherty



Steeger

LEAD:

Continued from page 5

Foundation — \$2,500 to enhance and expand its therapy equipment and gross motor areas on the outdoor playground at the Bright Beginnings Early Learning Center in Watertown, which includes day-care, early intervention, clinical therapies, and an integrated preschool for children of all abilities. Participants range from 18 months to 5 years old.

Gwen's Food Pantry, LaFargeville — \$2,000 to help bolster its inventory of food and toiletries to help individuals and families during the winter season. In early 2023, the pantry assisted about 40 families; today, that number has doubled. It also supports five-day meal plans for Town of Orleans residents in need.

Frontier Housing Corporation, Dexter — \$1,900 to develop effective outreach materials for homeowners that the organization serves through its Owner-Occupied Rehabilitation program. Frontier Housing helps income-eligible homeowners in nine Jefferson County townships — Brownville, Hounsfield, Henderson, Lyme, Adams, Ellisburg, Rodman, Lorraine, and Worth — make homes safe and energy efficient.

Canton Day Care Center — \$1,400 to help the center augment its book collection and materials focused on early childhood literacy. New books and play-based materials will help center staff encourage children between the ages of 18 months and 4 years old to develop a love for reading and learning that will enhance their overall development.

Church & Community Program

Church of Canton — \$500 to help secure locally sourced goods and bolster the local economy and agriculture industry. The organization offers a food pantry, thrift store, senior meals, and more to seven different St. Lawrence County communities. More than 500 people were served in late summer and patrons have steadily increased through the winter.

Encompass Recreation — \$500 to support efforts to expand access to one-to-one and smaller group swim lessons for youth with high-support needs, in partnership with the Watertown Family YMCA. The YMCA plans to present five, 8-week swim sessions where five exceptional youth can receive lessons and learn essential water-safety skills.

South Jeff Backpack Program — \$500 to acquire essential inventory and

support operations as they evaluate their current scale. The organization operates solely on charitable contributions with food secured through the Food Bank of Central New York. Grant funding will help offset a recent decrease in charitable contributions.

The LEAD Council was chartered in 2014 as an advisory committee of the Northern New York Community Foundation empowered to identify and address strategic needs in Jefferson, Lewis, and St. Lawrence counties. The Council is comprised of 12 young professionals who live and work in the tri-county area with an interest in enhancing the quality of life for all in the North Country. LEAD is an acronym that reflects four important guiding principles of the Community Foundation's work: Leadership, Engagement, Access, and Direction. ■



Honoring companies that have helped to reimagine, reinvigorate, and revitalize the Mohawk Valley.

JOIN US MAY 22 | BEECHES MANOR | 5PM-8PM

VISIT [BIZEVENTZ.COM](https://bizeventz.com) FOR TICKETS