



**SPECIAL REPORT:**  
**EMPLOYEE BENEFITS/HR/  
 INSURANCE/GENERATIONS**

PAGES 6-11

PHOTO CREDIT: COMMUNITY LIVING ADVOCATES



PAGE 5

**RECAPPING THE 2024 CENTERSTATE CEO ANNUAL MEETING IN SYRACUSE**

ERIC REINHARDT / CNYBJ



PAGE 3

**2024 TASTE OF SYRACUSE, SYRACUSE NATIONALS DETAILS UNVEILED**

ERIC REINHARDT / CNYBJ

**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 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

**June 17 List:** CPA Firms

**June 17 Special Report:** Law/ Accounting/Taxes

**June 24 List:** Engineering Firms

**June 24 Special Report:** Engineering/ Architecture Directory

**July 1 List:** Largest Employers

**July 1 Special Report:** Health Care Quarterly/Business of Aging

**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**



Love's Travel Stops has selected PAR Technology's Data Central product to help manage food costs and other operations. PHOTO CREDIT: LOVE'S TRAVEL STOPS FACEBOOK PROFILE

**Love's Travel Stops selects PAR data product**

NEW HARTFORD — Restaurant-technology company PAR Technology Corp. (NYSE: PAR) announced it has added Love's Travel Stops to its roster of clients for its PAR Data Central enterprise food-management solution.

The Love's network includes brands such as Carl's Jr., Hardee's, Arby's, Bojangles, Taco John's, Love's Deli, Dairy Queen, Back40, Naf Naf, Subway, Godfather's, BB Subs, and Chester's locations across stores and travel stops in the U.S.

"The implementation of Data Central has transformed our operations, providing a comprehensive solution to effectively manage food costs across all our brands," Love's Operations Lead Margaret Barnes said in a PAR news release. "It has empowered our teams to make data-driven decisions, helping to enhance efficiency and profitability. With streamlined processes and robust reporting features, we're better equipped to meet the evol-

ing needs of our customers while optimizing our operational resources."

PAR Data Central allows Love's to use its existing tech stack and helps the company track food costs and centralize operational processes.

"At PAR, we are dedicated to delivering tangible results for our customers," PAR CEO Savneet Singh said. "Love's decision to select Data Central as its exclusive back-office management provider underscores the value our solutions bring to the table. Together, we are reshaping how businesses manage their operations and enhancing their competitive edge."

Headquartered in Oklahoma City, Love's Travel Stops operates 642 locations in 42 states.

PAR Technology offers restaurant point-of-sale, digital ordering, loyalty, and back-office solutions. Clients include more than 70,000 restaurant locations in over 110 countries.

**Electronics recycler rebrands as Sunnking Sustainable Solutions**

BROCKPORT — Sunnking, which operates an electronics recycling and resale location in Whitesboro, announced it has rebranded as Sunnking Sustainable Solutions.

The new brand marks the company's commitment to sustainability and innovation, as well as its evolution to providing comprehensive, sustainable e-waste-management solutions to businesses and organizations.

"Sunnking has always embraced its passion for creating a more sustainable future through responsible electronic-waste-management practices," Adam Shine, company president, said in a news release. "This rebranding represents our unwavering commitment to sustainability, innovation, and corporate environmental initiatives. By leveraging cutting-edge technologies and best practices, we empower businesses to



responsibly manage their electronics, reduce their footprint, and contribute to the circular economy."

Sunnking Sustainable Solutions, based in Brockport, provides an array of services including electronics recycling, secure data destruction, asset recovery, and IT asset-disposition services.

The new brand comes with a newly refreshed website at sunnking.com. The company also remains committed to fostering partnerships with businesses, government agencies, educational institutions, and non-profit organizations to promote sustainability and environmental responsibility.

**Auburn firm awarded a more than \$18 million U.S. Army Fort Drum contract for roof work**

AUBURN — JJ Contracting Corp., a small business in Auburn, recently won a nearly \$18.3 million firm-fixed-price contract from the U.S. Army to repair and replace roofs at Army facilities.

Work locations and funding will be determined with each order, with an estimated completion date of April 30,

2029, according to an April 10 contract announcement from the U.S. Department of Defense.

The 419th Contracting Support Brigade at Fort Drum is the contracting authority. Bids were solicited via the internet with five received, per the contract announcement.

JJ Contracting Corp. is a service-disabled,

**Watershed research and education projects, including those at Cornell, receive more than \$325K in state funding**

A total of 11 watershed research and education projects across New York state, including several in the Great Lakes watershed and Mohawk River basin, will share in \$325,994 in grant awards, the New York State Department of Environmental Conservation (DEC) and the New York State Water Resources Institute (WRI) at Cornell University recently announced.

Cornell University received three grants. It will use \$33,700 for its FLX PFAS Project, which uses targeted water sampling to identify sources of per- and polyfluoroalkyl substances in the Finger Lakes, according to an April 11 DEC news release.

The second grant, totaling \$7,200, will be used to help understand the impacts of tile drain density on watershed-scale nutrient concentration by creating a geospatial dataset covering the state to assess the impact of agricultural tile drainage on nitrate and phosphorus levels in streams. Statistical models will be built to compare nutrient concentrations between areas with significant tile drainage and those with limited drainage, informing decisions on prioritizing best-management practices to mitigate nutrient loadings in key agricultural regions, per the release.

A third grant of \$40,000 will be used to continue to improve water literacy and education of the Mohawk River watershed through art, science, and indigenous studies with Cornell students and middle-school students in towns along the river. The project examines how art-based field experiences with the watershed improve learning and change student attitudes and behavior toward the environment.

The SUNY College of Environmental Science and Forestry, partnering with Hobart and William Smith Colleges, was awarded \$40,000 to research the isolation of benthic cyanobacteria and investigate their toxin production from the Finger Lakes and the embayments of Lake Ontario, the release stated.

SUNY Oneonta received \$25,000 for its work measuring the biological productivity of Hudson River tributaries and the impact of dams on tributaries. The project focuses on understanding how natural and human factors affect the flow of nutrients and energy through these vital waterways, crucial for sustaining fisheries and ecosystem health.

"Protecting the health of New York's remarkable watersheds will help ensure aquatic habitats continue to thrive and that communities are better prepared to withstand the challenges of climate change along their shorelines," DEC Commissioner Basil Seggos said in the release. "Through DEC's partnership with the New York State Water Resources Institute at Cornell University, secured through the state's Environmental Protection Fund, these grants are advancing valuable education programs and projects that will support DEC's work managing New York's watersheds."



PHOTO CREDIT: U.S. ARMY FORT DRUM WEBSITE

veteran-owned small business, located at 201 Genesee St. in Auburn, according to its website. Jered Muoio is the company president.



Cars flood the New York State Fairgrounds during the 2023 Syracuse Nationals.

PHOTO CREDIT: ZOEYADVERTISING.COM



The Syracuse Nationals classic-car show returns to the New York State Fairgrounds during the weekend of July 19-21, organizers announced March 27. Pictured here, from left to right, are: Grazi Zazzara, co-owner of Syracuse Nationals; Dom and Dave Tucci with Tucci Hot Rods; Carrie Wojtaszek, COO of Galaxy Media; Brian Badger, operations manager of Syracuse Nationals; and Ed Levine, co-owner of Syracuse Nationals, as well as president and CEO of Galaxy Media.

# Taste of Syracuse, Syracuse Nationals details unveiled

BY ERIC REINHARDT  
ereinhardt@cnybj.com

Syracuse-based Galaxy Media used separate March events to announce details of both the upcoming Taste of Syracuse event and Syracuse Nationals classic car show at the State Fairgrounds.

## Taste of Syracuse

The group that gave listeners the song “MMMBop” will headline this year’s Taste of Syracuse event.

Described as “Central New York’s biggest food and music festival,” Taste of Syracuse returns for its 26th year on June 7-8 in and around Clinton Square from 11 a.m.-10 p.m. both days, Galaxy Media announced on March 20. Admission is free.

The Grammy-nominated Hanson will take the main stage on Saturday night. Hanson will be among 30 bands and 100 local musicians providing entertainment for the annual two-day event.

Besides Hanson, American

rock band Cracker will perform on the Clinton Stage early Saturday evening. The Zac Brown Tribute Band will also perform on Friday. The youth talent showcase will also return to the festival on Saturday from 11 a.m.-1 p.m.

Taste of Syracuse is sponsored by The Summit Federal Credit Union and presented by Tops Friendly Markets.

As always, those attending will have the chance to sample items from local eateries for \$2. Several new restaurants and vendors will be joining the 2024 festival as well, along with “many fan favorites” as well, per the announcement.

Besides the food and music, the Taste of Syracuse will collect donations for two charitable organizations — Griffin’s Guardians and Paige’s Butterfly Run.

The Summit, Tops Markets, and other sponsors and vendors will be working with festival organizers to raise money for the charities all weekend long. Both the Summit and Tops will donate the proceeds from their tents to the charities, Galaxy Media said.

“We stand by our message that no matter what you’re looking for, musically or food-wise, we truly can say we’ve got it at the Taste of Syracuse!” Carrie Wojtaszek, COO of Galaxy Media, said in the announcement. “We’re also thrilled to be raising awareness and funds for both Griffin’s Guardians and Paige’s Butterfly Run. We’d like to thank The Summit Federal Credit Union and Tops Friendly Markets for their support. With help from our sponsors, we’re able to showcase this amazing event to the CNY community!”

## Syracuse Nationals

The hosts of a show on MotorTrend TV will be among the attractions as the Napa Auto Parts Syracuse Nationals returns to the New York State Fairgrounds in the town of Geddes during the weekend of July 19-21.

Described as a “hallmark of summer,” the Syracuse Nationals is the largest car show in the Northeast, drawing hundreds of thousands of fans from across

the country and even around the world, Galaxy Media said in its March 27 announcement.

Organizers held a news conference at Mercurio’s Garage in Cicero to announce details about this summer’s Syracuse Nationals. One new aspect of this year’s show is kids ages 12 and under are admitted free.

Fans will get to check out more than 8,000 hot rods, classic cars, and trucks. They’ll also be able to browse the wares of more than 400 vendors.

Those attending can also enjoy the event’s “signature features,” which include the Syracuse Signature Showcase; Sparky’s Rockabilly Roundup; Nitro Row; Memories on Main Street; Swap Meet & Car Corral; and Brush Fest.

This year’s show will also include Dave Kindig and KevDogg, the hosts of “Bitchin’ Rides” on MotorTrend TV. They’ll be on-site greeting fans and signing autographs, and they’re bringing three custom cars, including their 2024 Ridler Award winner.

The event will also feature a special appearance by Optimus Is Here, the only officially licensed Optimus Prime replica, Galaxy Media said.

“This year’s Syracuse Nationals promises to be another great show, and we can’t wait to welcome Dave Kindig and KevDogg. It’ll be a once-in-a-lifetime experience for their many fans,” Ed Levine, president and CEO of Galaxy Media, which co-owns the event, said in the announcement. “Now that kids under 12 get in free, we hope to see multiple generations out enjoying the festivities together.”

Paradise Galaxy LLC — a joint venture between locally owned businesses Paradise Companies

and Galaxy Media Partners — purchased the Syracuse Nationals car show in May 2023.

Last year’s Syracuse Nationals had an economic impact of more than \$19 million, Galaxy Media said, citing Tourism Economics and Visit Syracuse. It also raised more than \$85,000 for local charities.

Pre-sale tickets, show-car registrations, and camping registrations are currently available at SyracuseNationals.com or by calling (800) 753-3978. ■



# SU to use more than \$2M donation for ECS student center

BY ERIC REINHARDT  
ereinhardt@cnybj.com

SYRACUSE — Syracuse University (SU) says it will use a more than \$2 million donation for a student center in its College of Engineering and Computer Science (ECS).

The funding comes from the Campos Foundation and its founders, Marcos Campos and his sister, Deanna Compos-Miller. Marcos Campos’ son is a third-year student in SU’s College of Visual and Performing Arts.

The Campos Student Center will be housed on the second floor of the Center for Science and Technology. The student center will offer programming designed

to attract underrepresented students to the college and “support the academic success of all ECS students,” SU said.

It comes at a “time of tremendous growth” for ECS. As part of SU’s academic strategic plan, ECS will grow its enrollment and faculty ranks by 50 percent by 2028, per the university’s announcement.

“The Campos Student Center will provide dedicated space for our students with a home for collaboration, community and access to resources that maximize their success,” J. Cole Smith, dean of the SU College of Engineering and Computer Science, said in a news release. “This space will facilitate club activities that enhance the experience of our diverse student body. More than that, it will be a

home on campus that is inviting and welcoming to all.”

Campos’ donation was inspired by a recent visit to the SU campus and by the success of an earlier gift made by his foundation to the University of Colorado in Boulder.

He says he saw the geography and the demographics of Syracuse and “thought he could make a similar impact,” SU noted.

Campos believes the new student center will be a welcoming and inclusive home where engineering, computer science, and other STEM (science, technology, engineering, and mathematics) students can go for academic support, financial advice, and career direction.



Marcos Campos PHOTO CREDIT: SYRACUSE UNIVERSITY NEWS WEBSITE

Campos’ career began with an internship at Texaco during his college years, and he joined the firm after graduation.

By age 30, he had accumulated enough work and consulting experience, confidence, and wealth to start his own company and start giving back, SU said. Campos EPC, established in 2005 with headquarters in Denver, offers engineering, procurement and construction counsel for utility, energy and midstream organizations. ■

# New orders, shipments slip in New York manufacturing sector in April

BY ERIC REINHARDT  
ereinhardt@cnybj.com

For New York manufacturers, new orders and shipments both declined substantially and unfilled orders “continued to shrink.”

That’s according to the Federal Reserve Bank of New York, which released the monthly Empire State Manufacturing Survey on April 15.

The survey’s general business-conditions index rose 7 points in April, but remained underwater at -14.3, pointing to continued contraction in the state’s manufacturing sector. The result was worse than the consensus economists’ expectation for a reading of -5.2, according to a Seeking Alpha article.

The index has been volatile in recent months. It declined 19 points to -20.9 in March after rising 41 points in February to -2.4, rebounding from a nearly four-year low in January but still remaining in negative territory.

The general business-conditions index is the monthly gauge of New York’s manufacturing sector. Based on firms re-

sponding to the survey, the April reading indicates business activity “continued to decline” in New York state, the New York Fed said in its April 15 report.

A negative index number indicates a decline in the state’s manufacturing sector, while a positive number shows expansion or growth in manufacturing activity.

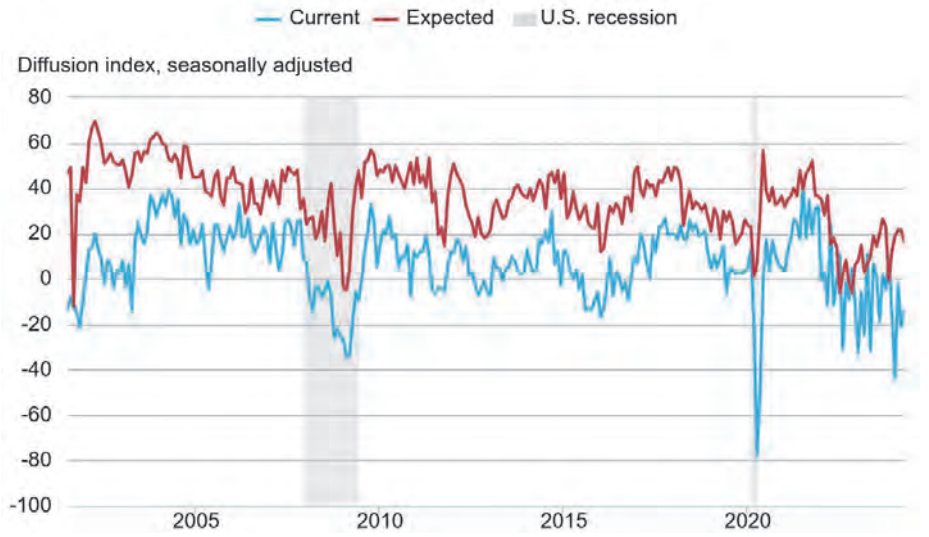
Besides the decline in new orders and shipments, the Empire State Survey also found the six-month outlook for manufacturers improved, though optimism “remained subdued.”

## Survey details

The new-orders index was little changed at -16.2, and the shipments index fell 8 points to -14.4, pointing to an ongoing decline in both orders and shipments, the New York Fed said.

The unfilled-orders index held steady at -10.1, a sign that unfilled orders “continued to fall.” The inventories index moved up 16 points to 3.4, indicating that inventories edged higher for the first time in several months, and the delivery-times index fell to -7.9, suggesting that delivery

## General Business Conditions



VISUAL CREDIT: NEW YORK FED WEBSITE

times shortened.

The index for number of employees came in at -5.1 and the average-workweek index was little changed at -10.6, pointing to an ongoing decline in employment levels and hours worked.

The prices-paid index moved up 5 points to 33.7, indicating that input price increases “picked up slightly,” and the prices-received index held steady at 16.9.

The index for future business conditions dipped 5 points to 16.7, with only 37

percent of respondents expecting conditions to improve in the next six months.

The outlook for employment growth “weakened noticeably.” The capital-spending index fell to 6.7, suggesting that capital-spending plans remained soft.

The New York Fed distributes the Empire State Manufacturing Survey on the first day of each month to the same pool of about 200 manufacturing executives in New York. On average, about 100 executives return responses. ■

CNY BUSINESS JOURNAL  
**revitalize**  
GREATER BINGHAMTON

*A resurgence is happening in the Greater Binghamton area as the region grows*

Growth in high-tech industries, major economic-development projects, and the revitalization of the Binghamton area are among the highlights.

Be a part of this premier digital and print magazine, spotlighting your company in revitalizing the Greater Binghamton area.

This publication’s coverage will include the following:

- Big players involved in the region’s resurgence
- Major construction projects
- The region’s emergence from the pandemic
- Urban-revitalization projects, new restaurants & other downtown businesses
- Arts & culture
- Economic impact of Greater Binghamton’s transformation and what’s next for the region.

**Publication Date: June 3**

Advertising Deadline: May 8

### CONTACT US FOR RATES AND PACKAGE INFORMATION!

#### COVER SPONSOR PACKAGE:

- Full page cover position (inside front, page 1, inside back, back cover)
- Logo on cover & URL link on digital edition
- Full Page Ad
- Sponsor Message
- Logo on the index page

#### FULL PAGE:

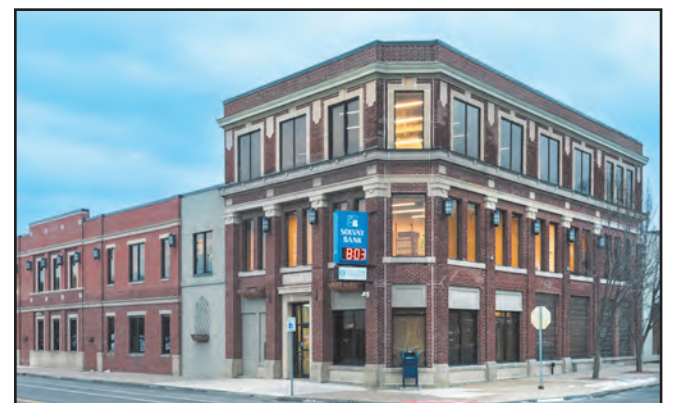
- Full Bleed: 8.175” x 10.875” (please include an extra 1/8” on all sides for bleed/trim)
- No Bleed: 7” x 10”

#### HALF PAGE:

- Horizontal: 7” x 4.5” - Vertical: 3.25” x 10”

#### 2 PAGE CENTER SPREAD:

- Full Bleed: 16.375” x 10.875” (please include an extra 1/8” on all sides for bleed/trim)
- No Bleed: 15.375” x 10”



The Solvay Bank main office on Milton Avenue in the village of Solvay. PHOTO CREDIT: SOLVAY BANK

# Solvay Bank to pay quarterly dividend of 43 cents a share at end of April

BY JOURNAL STAFF  
news@cnybj.com

SOLVAY — Solvay Bank Corp. (ticker: SOBS), the holding company for Solvay Bank, recently announced that its board of directors has approved a cash dividend of 43 cents per share of its common stock for the first quarter of this year.

The dividend is payable on April 30, to shareholders of record at the close of business on April 5.

This marks the 32nd straight year of the bank increasing the dividends it pays to shareholders, according to a Solvay Bank news release.

Founded in 1917, Solvay Bank says it is the oldest community bank established in Onondaga County. Solvay Bank has nine branch offices in Solvay, Baldwinsville, Camillus, Cicero, DeWitt, Liverpool, North Syracuse, Westvale, and downtown Syracuse (State Tower Building), and a commercial-lending presence in the Mohawk Valley.

Solvay Bank Insurance Agency, Inc., a full-service general insurance agency, is also part of Solvay Bank Corp. ■

# Recapping the 2024 CenterState CEO annual meeting in Syracuse

BY ERIC REINHARDT  
ereinhardt@cnybj.com

SYRACUSE — More than 800 business and community leaders watched the announcements of the Business of the Year Awards, a keynote address, and remarks from Robert Simpson, president and CEO of CenterState CEO, at the April 11 annual meeting of CenterState CEO at the Nicholas J. Pirro Convention Center at Oncenter in Syracuse.

## Awards

In the Business of the Year Awards, the economic development and chamber of commerce organization recognized Crouse Health in the “More than 50 Employees” category. The finalists in the category also included Bond, Schoeneck & King PLLC; Tompkins Community Bank; and Woodford Bros., Inc.

Drakos Dynamics prevailed in the “Fewer than 50 Employees” category. The additional finalists in that grouping included 325 Productions; Potter Heating & AC - Perrone Plumbing Services; and ResilienX.

CenterState CEO recognized Food Bank of Central New York in the “Nonprofit” category. The additional finalists included Catholic Charities of Onondaga County; ConnexCare; and Housing Visions.

SGTR LLC was honored with the “Minority-owned Business” Award, which CenterState CEO presented in partnership with the Upstate Minority Economic

Alliance. Additional finalists in the category included Brackens Financial Solutions Network; Cocoa’s Candle Bar; and La Liga.

In addition, CenterState CEO recognized NBT Bank with the “Community Involvement” award. The category’s additional finalists included CPS Recruitment, Inc.; Firley, Moran, Freer & Eassa, CPA, P.C.; and Novelis, Inc.

## Simpson remarks

CenterState CEO President Robert Simpson talked about the opportunity for Central New York to “think bigger about its own economic future and to shape the growth that is coming.”

“As humans, we are so deeply rooted in what we’ve known ... stagnation, population loss, progress that can sometimes feel glacially slow. But the moment we have now entered is entirely different,” Simpson said as he addressed the gathering at the annual meeting. “In a world of data, it’s an outlier, a full standard deviation or two from our past and even recent experience. Don’t believe me? Consider this: by the end of this decade there will be more people living in Central New York than at any other time in history. Over the next 15 years, projected job growth with Micron’s investment alone will drive our population up by nearly 8 percent, create as many as 50,000 new jobs. Can anyone tell me the last time we had 50,000 more jobs in this community than we have today? Of course not. It’s a trick question.



More than 800 people gathered for the April 11 annual meeting of CenterState CEO at the Nicholas J. Pirro Convention Center at Oncenter. A networking reception followed the event that included business awards and remarks on artificial intelligence and the region’s economic vision and future.

ERIC REINHARDT / CNYBJ

We’ve never had 50,000 more jobs in this community than we have today.”

Simpson went on to say that Micron’s investment isn’t just reshaping the economic landscape, it’s “reshaping our nation’s economic competitiveness and vaulting upstate New York into an entirely new tier of criticality to our nation’s future.”

“Within the next decade, when Micron has just two of its four fabs up and operating, one in four American-made chips will be produced within 350 miles of this corridor,” Simpson said. “No other area of the country will account for a greater share of domestic production of one of the most

fundamental inputs to the modern economy that there is. This region matters.”

He also noted that the moment is “so much bigger” than Central New York alone, which is why CenterState CEO has joined with partners in Buffalo, Rochester, Ithaca, and Syracuse to compete for the designation as one of 31 tech hubs nationwide. It works with almost 100 private-sector partners, academic partners, and community organizations across upstate New York.

“The Smart-I corridor has a generation-

SEE ANNUAL MEETING, PAGE 12 ▶

*featuring*  
**Col. Eileen Collins**  
First Female Space Shuttle Pilot;  
First Woman Mission Commander in NASA History





CNY's Premier Social Event

*May 1, 2024*

SRC Arena & Events Center  
Presented by  




*honoring*  
**Kemper Matt Sr.**  
Distinguished Citizens of the Year

**Get your ticket(s) today! | [www.cnyscouts.org/scoutpower](http://www.cnyscouts.org/scoutpower) | (315) 463-0201**



# EMPLOYEE BENEFITS/HR/INSURANCE/GENERATIONS



Community Living Advocates (CLA) is a network of businesses, organizations, and others who provide services for seniors. The organization holds an expo every year to share information with seniors, their caregivers, and the community about where they can go to find the services they need.

PHOTO CREDIT: COMMUNITY LIVING ADVOCATES

## Community Living Advocates provides a network for senior care

BY TRACI DELORE  
tde lore@cnybj.com

**SALINA**— After years of helping her mother take care of her elderly grandmother, Nancy Aureli figured there had to be an easier way to find and manage the care loved ones require as they age.

“I am an RN and still didn’t understand what to do,” she recalls of those years providing care. Even though she worked as an oncology nurse and routinely dealt with end-of-life care at work, Aureli says it was so challenging to figure out where to go for the different services and care her grandmother required.

“There’s got to be a better way of helping people take care of their loved ones,” she recalls thinking, so she set out to create one.

In 2017, Aureli took over an informal networking group in Onondaga County and turned it into Community Living Advocates (CLA), a network of more than 140 businesses, nonprofits, organizations, and oth-

ers that provide services for seniors.

“I took it and I just decided to grow it into something that was a lot bigger,” she recalls.

CLA members include businesses like pharmacies, medical-equipment suppliers, and transportation providers; professionals serving the senior population including lawyers, insurance companies, and real-estate agents; nonprofits and agencies providing services including housing, rehabilitation, therapy, and at-home care; and even small businesses that provide services like installing ramps.

“We have someone who actually will go in and do gardening for seniors,” Aureli says.

The CLA network has helped connect seniors to members for the services they need, which, in turn, helps the member organizations thrive.

But more importantly, working together means seniors — or those caring for them — are never turned away without a connection to services they need, says

Tess Kenney, community relations manager at Touching Hearts at Home and CLA’s Onondaga County coordinator.

“It gives us the opportunity to help our clients better, because we can’t do it all,” she says. So, if Touching Hearts at Home receives a request for something it can help with, Kenney is able to go right to the CLA member directly and steer the person in need toward a business or organization that can help them.

Along with maintaining an active network for referrals, CLA also provides regular networking events for members to build relationships and boost that referral network.

CLA, which has an office at 220 Beechwood Ave. in the town of Salina, also hosts several events throughout the year that give members a chance to get into the community and connect with people who may need their services. Its annual expo, scheduled this year for May, attracts several hundred attendees, Aureli notes. CLA also hosts senior fairs at se-

nior centers with more than 100 people typically attending and holds a retirement showcase every fall.

“We also [provide] resource bags for discharge planners at the hospitals,” Aureli says. Discharge planners are employees who help coordinate continuing care for patients who are well enough to leave the hospital, but still need care going forward.

Often, Aureli says, these employees have to develop their own network of care providers, so CLA gives them the resource bags to give them a head start.

The organization also provides a resource page on its website ([www.communitylivingadvocates.com](http://www.communitylivingadvocates.com)) for each county it serves — Cayuga, Cortland, Madison, Oneida, Onondaga, and Oswego.

“People don’t know what they don’t know,” when they are overwhelmed by caring for a loved one, Kenney says. “They don’t even know what to ask.”

CLA is making sure to provide the questions — and the answers — that seniors and their caregivers need. ■

# Ithaca College professor named to lead George W. Bush Presidential Library

BY JOURNAL STAFF  
news@cnybj.com

ITHACA — Ithaca College Professor of History Pearl Ponce has been named director of the George W. Bush Presidential Library in Dallas, Texas.

In that role, she will lead the planning, directing, and administration of all library programming and activities. Archivist of the United States Colleen Shogan announced Ponce's appointment, which is effective on June 2.

"The presidential libraries provide an

important framework to better understand the complexities of our democracy and the decisions that shape our nation," Shogan said in an April 15 news release. "With her deep knowledge of the presidency and foreign relations, and her passion for American democracy, [Ponce] will be an excellent steward for the George W. Bush Library and a strong voice for archival research and public engagement."

At Ithaca College, Ponce has served as chair of the Department of History, helping to lead it through the disruption created by the COVID-19 pandemic. She

has taught a wide range of courses in U.S. history and has conducted research and published on the presidency, governance and democracy, the exercise of federal power, and the territorial system, Ithaca College said in a separate release.

Ponce said that while she will miss her students and colleagues at Ithaca College, this new role will give her the unique opportunity she was seeking to engage with the public while merging with her intellectual interests.

"My work has centered on the presidency and federal power in the territories,

and I am thrilled to have the opportunity to share it in a new way," said Ponce. "The presidential library system is devoted to ensuring the American people have access to their own history. Preservation of and access to a presidential administration's archival materials is foundational to understanding and preserving our democratic institutions, and I am honored to have been selected to contribute to this critical mission."

The library serves as a resource for the study of the life and career of George W. Bush, while also promoting a better understanding of the presidency, American history, and important issues of public policy. It is part of the Presidential Libraries system, administered by the National Archives and Records Administration, a U.S. federal agency. ■



Ponce

# Loretto offers LPN training program that helps younger employees develop soft skills

BY ERIC REINHARDT  
ereinhardt@cnybj.com

SYRACUSE — A Loretto staff member believes soft skills — especially emotional intelligence and managing relationships — are among the most important skills that a professional can possess.

But what if a job candidate never developed these soft skills? Loretto says it's a trend that's linked to Gen Z workers, or those born between 1997 and 2012.

Loretto cited a December 2022 article "9 Future Work Trends for 2023" on the website of Gartner, which indicated 46 percent of Gen Z employees that it surveyed said the pandemic made pursuing their educational or career goals "more difficult," and 51 percent said that their education has "not prepared them to enter the workforce."

Gartner is an information-services firm based in Stamford, Connecticut.



Jackson

Johaun Jackson, Loretto's director of nursing education and development for skilled nursing, developed a paid training program that teaches emotional intelligence and managerial skills in addition to the necessary medical curricula as well.

Jackson spoke with CNYBJ in a March 27 phone interview.

The nonprofit Loretto is a health-care organization providing services for older adults throughout Central New York. It serves close to 10,000 individuals each year through 19 locations in Onondaga and Cayuga counties.

## Younger generation

Loretto's training programs typically include participants who Jackson describes as African-American females, single mothers between the ages of 25 and 35.

"That would represent a majority of the population that we've been serving in our training programs. But that Gen-Z population [also] comprises a lot [as well] ... be they male, female or from other countries or different denominations," says Jackson.

Those who were born or raised within

that generation "communicate much differently" than people from earlier generations, he added.

"...where a handshake had value; where a discussion had value; and they find themselves, unfortunately, in a place of emotional destitution," says Jackson.

He went on to say the unfortunate part of that is almost 90 percent of our communication has an "emotional component." When Gen-Z employees enter an organization with co-workers who are older and supervisors who are also older and have that emotional component as a part of their decision-making process, they view the Gen-Z employee as "detached or uninterested."

"In my estimation, what needs to happen ... we put into place mechanisms that allow for an older generation to be able to receive, understand, and accept the younger generation, so that way we can bridge that communication gap," says Jackson.

## Developing the training program

Jackson says he developed the training program after he started working for Loretto in 2019.

He was tasked with creating a bridge program that coincides with the LPN (licensed practical nurse) program at OCM BOCES. Loretto wanted to build a nursing apprenticeship program.

The only way that federal recognition through the U.S. Department of Labor could happen is if the program worked in conjunction with state curriculum-approved nursing programs. Jackson says he had some choices to make.

"Do I create a program that duplicates the services that a student will receive in a nursing program, or can I ... design a program that gives something to the student/employee that they will not receive from a nursing program," he explained.

Educators focus on three particular domains of education that they can teach in: cognitive domain; the psychomotor domain; and the affective domain, or as Jackson put it, "what you know, what you can do, and how you feel."

Instructors in nursing programs teach cognitive and psychomotor domains "ad nauseum," says Jackson.



Loretto's LPN (licensed practical nurse) apprenticeship program is a paid training program that teaches emotional intelligence and managerial skills, in addition to medical curricula.

PHOTO CREDIT: LORETTO

"We test you to death and we throw you out there into the fire in front of the patient ... so you can show us that you have skills," he adds.

But the affective domain, because it is so difficult to measure, is typically abandoned in all nursing curricula. "We do not measure how a student feels, or how they respond in terms of their feeling," he notes,

With that in mind, Jackson says he decided to write a curriculum that focused on teaching in the affective domain, and over the last four years, Loretto had almost 97 percent compliance and success in its LPN graduates.

Loretto's nursing-apprenticeship program spans over the course of the time that those involved are in the OCM BOCES program. "We teach it slowly over the course of 11 months," says Jackson.

When asked about the results of the training program, he tells CNYBJ, "We have graduated successfully 34 students, 22 of them still remain, so we have 66 percent of our class still operating in the licensed roles ... that's over four years."

## Emotional intelligence

He went on to say that Loretto is injecting emotional intelligence into many of its discussions with new employees and its other training programs, such as the nurse's aide training program and its EDGE program, which involves training leaders coming into the organization.

"One of the things I hear more often than not is the term soft skill," he says. "It makes for a microcosm of insanity because the skills are not necessarily soft.

The skills are integrated into everything that a person does."

Jackson went on to say that if you're describing a person's efficacy in an organization and put it on a scale of 100 percent ... 10 percent would come from the person's education; 20 percent would come from previous experiences.

"But 70 percent of an individual's efficacy on a job or in an organization stems from the way that they make connections with other people. How they engage effectively, and we typically engage one another emotionally, so emotional intelligence is not a soft skill. It is an essential skill and it commonly overlooked and overshadowed by what individuals can do cognitively."

Jackson describes what he does as "empowering talent for battle," saying he sees working on the frontlines in health care as literally going to battle because nurses are dealing with a lot. That includes managing care for their patients; needing to have difficult conversations with patients' families; and making sure they're able to deal with all the pressure of the job, so they can continue handling the workload.

"On one side of the line, you have the health-care [workers] and they are fighting off, warding off sickness and death," Jackson says. "On the opposite side of that line, that is exactly what you have ... the presence of sickness and death and if those individuals are not frequently replenished ... we just end recycling individuals and creating a conveyor belt, per se, of new employees. They need to be replenished in their ability to remain resilient and stay." ■

# Five Star Bank parent sells assets of SDN Insurance Agency

BY ERIC REINHARDT  
ereinhardt@cnybj.com

WARSAW, N.Y. — Financial Institutions, Inc. (NASDAQ: FISI), the parent company of Five Star Bank, has sold the assets of its wholly owned subsidiary SDN Insurance Agency, LLC to NFP Property & Casualty Services, Inc.

The buyer is a subsidiary of New York City-based NFP Corp. and a property and casualty broker and benefits consultant, Financial Institutions said in its April 1 announcement.

As part of the transaction, the SDN team joins NFP, including its president, William Gallagher.

"In the nearly 10 years since we entered the insurance space, it has proven to be a valuable line of business that supported revenue diversification. This transaction allows us to capture strong value premium in this business at an important time, strengthen our capital position and support our continued focus on driving earnings in our core banking business," Martin Birmingham, president and CEO of both Financial Institutions and Five Star Bank, said in the announcement. "Since 2014, we enhanced SDN's capabilities and scale through two additional in-market acquisitions and as a result, it has grown into a leading insurance agency in our Western New York market with national reach. We are extremely confident in NFP

as the right company to steward SDN's continued growth for the benefit of its employees and our shared customers."

Financial Institutions is based in Warsaw in Wyoming County in Western New York. Five Star Bank has about 50 retail branches located throughout Western and Central New York. Its CNY branches include offices in Auburn, Waterloo, Geneva, Ovid, Horseheads, and Elmira.

Five Star Bank in February 2023 announced its expansion into the Syracuse market with a new commercial-loan production office at 115 Solar St. in the city's Franklin Square area.

Established in 1999, NFP has more than 8,000 employees in the U.S., Canada, U.K., and Ireland — serving a diverse set of clients, industries and communities through its global capabilities, specialized expertise, and customized products across property and casualty insurance,



Five Star Bank's parent company, Financial Institutions, Inc. (NASDAQ: FISI) of Warsaw in Wyoming County, has sold the assets of its wholly owned subsidiary SDN Insurance Agency, LLC to NFP Property & Casualty Services, Inc., per an April 1 announcement.

CNYBJ FILE PHOTO

and benefits, per the announcement.

SDN is an insurance agency serving business and personal-insurance customers. In addition to traditional business-in-

urance policies, its team has grown in recent years to specialize in the areas of property and casualty coverage, surety bonding, and employee benefits.

"In its 100-year history, SDN has established itself as a well-respected partner to commercial and personal insurance customers throughout Western New York," Gallagher said. "We are excited to partner with NFP's global network of insurance and employee benefits professionals and benefit from its robust and sophisticated solutions. We also look forward to continuing to partner with Five Star Bank, which we have found to be an exceptional and supportive partner in our decade of shared history." ■

## Financial Value Transparency & Gainful Employment Regulations: What We Know Now

The U.S. Department of Education's recent Financial Value Transparency and Gainful Employment (FVT/GE)



SETH F. GILBERTSON  
Viewpoint

rules reflect an attempt to focus the federal regulatory apparatus on financial accountability and transparency. Slated for implementation on July 1, 2024, these regulations aim to enhance the informational paradigm available to students and their families regarding the financial aspects and potential outcomes of educational programs. This initiative, announced on Oct. 10, 2023, signifies a comprehensive effort to enhance decision-making processes and protect the financial interests of both students and the [U.S. government office] that underwrites the student financial-aid system.

### Regulatory Framework Overview

Under the auspices of title IV of the Higher

## CH Insurance ASK THE EXPERT What is Fiduciary Liability and how does it affect you and your business?

Managing a company's insurance needs can be complex and stressful. It doesn't need to be when adding certain specialty insurance products, like fiduciary liability insurance. It protects the sponsoring company; its directors, officers and employees; its employee benefit plans and the plan's fiduciaries, against claims alleging error in the administration of a plan or a breach of ERISA (Employee Retirement Income Security Act of 1974), in either a civil suit or a criminal proceeding brought by the Department of Labor. Given this unique exposure, which includes litigation costs and the personal liability to directors, officers and plan fiduciaries, and the relatively inexpensive cost of the coverage, fiduciary insurance should be part of your company's insurance program. Here are six additional reasons why:

#### 1. You may be a fiduciary whether you know it or not.

According to ERISA, a person or entity can be a fiduciary either through designation in the plan document or by virtue of control over the assets and management of a plan.

#### 2. Being a fiduciary can put you and your organization's directors and officers at risk.

A fiduciary must adhere to ERISA, its duties and its obligations. Under Section 409, a breach of ERISA shall hold the fiduciary personally liable, and potentially threatens the fiduciary's home and other personal assets.

#### 3. Fiduciary duties and liability cannot be contracted away.

There is a misconception that hiring a service provider for your retirement plan, or a third party administrator of your health plan, transfers all fiduciary liability from the organization, its plans and its fiduciaries. The selection and monitoring of service providers, including those who are hired to manage a plan, are duties under ERISA that cannot be contracted away.

#### 4. ERISA litigation is costly and frequent.

While headlines over the past 12-18 months could lead

one to conclude that only large companies and "jumbo" plans are targets of claims, do not be misled because small employers are also at risk. From 2013 to 2015, U.S. District Courts received an average of 7,326 ERISA suits each year. The Department of Labor's Employee Benefits Security Administration (EBSA), which is charged with the enforcement of ERISA violations, has been active as well. In 2016, EBSA recovered \$352 million on behalf of plans, their participants and beneficiaries, and closed 333 criminal investigations, resulting in the indictment of 96 individuals. According to the latest Tillinghast Survey, the average cost of a paid fiduciary claim was \$994,000, with an average defense cost of \$365,000.

#### 5. Breach of fiduciary duty under ERISA is not covered by other insurance policies.

There are other policies (Employee Benefits Liability, Directors & Officers Liability, ERISA Bond) frequently confused with the coverage provided by fiduciary liability. A fiduciary liability policy is the only one that provides coverage both for errors in administration of a plan and for breach of duties under ERISA.

#### 6. Fiduciary liability insurance is readily available in the marketplace and relatively inexpensive.

There are a number of insurance carriers offering fiduciary liability insurance. Depending on the risk, the cost can be relatively inexpensive compared to most property casualty or specialty insurance policies. Given its coverage, low cost, and broad protection of directors, officers and employees' personal assets, the purchase of fiduciary liability insurance makes sense. Make sure to contact your local independent agent to review if Fiduciary Liability insurance is right for you and your organization.

Contributed by Wendy Von Wald,  
Fiduciary Product Manager, Travelers



Joe Convertino, Jr.  
President

Celebrating  
— 25 YEARS —  
CHinsurance.cc 315-234-7588

Education Act of 1965, the FVT/GE regulations introduce a framework designed to provide information concerning program costs, financial-aid opportunities, and expected educational outcomes. The primary goal of this framework is to mitigate the risk of students enrolling in career-training programs that offer minimal financial returns, thus safeguarding the investment in education.

### Regulation Specifics

The regulations are bifurcated into two

primary components, each addressing different aspects of educational programs:

Financial Value Transparency (FVT): This segment mandates the disclosure of detailed information regarding the financial costs, aid, and outcomes associated with educational programs. The objective is to preempt potential financial challenges for students by setting performance benchmarks that assess the economic feasibility and implications of these programs.

Gainful Employment (GE): Focused on

career-training programs, the GE regulations implement an accountability framework predicated on earnings and debt metrics. This framework is intended to scrutinize and potentially disqualify programs that fail to deliver significant financial benefits to their participants.

### Scope and Exemptions

The FVT/GE regulations encompass a wide array of educational programs, explicitly including those leading to degrees at public, private nonprofit, and for-profit institutions. Limited exemptions are specified for certain types of programs, such as those designed for transitional post-secondary students or those involved in prison education.

### Implementation and Reporting Adjustments

In acknowledgment of the logistical and operational challenges posed by these regulations, the Department of Education has extended the deadline for initial data reporting to October 1, 2024. This extension is reflective of the department's stated goal to ensure a seamless transition for institutions while upholding the core objectives of the FVT/GE regulatory framework. It must also be acknowledged that the Department of Education faces multiple higher-educational related regulatory and administrative challenges in 2024, including the much-anticipated Title IX regulations and a turbulent roll-out of new FAFSA documents.

### Forward-Looking Implementation Strategy

The Department of Education has delineated an implementation strategy that



# Crouse's workforce-development initiative now includes a leadership institute

BY ERIC REINHARDT  
ereinhardt@cnybj.com

SYRACUSE—The workforce-development initiative at Crouse Health now includes the Crouse Leadership Institute, which the health system considers a “major focus moving forward” as the effort continues.

“In line with Crouse’s mission, vision and values, this supportive framework will provide introductory, ongoing and as-needed training in leadership and personal and professional development for all members of the Crouse family,” the Syracuse-based health system said in its announcement.

Earlier this year, Crouse Health established a workforce development and training center to support its workforce-develop-

ment focus for all Crouse employees, both union and non-union.

Its goal is providing educational and career-advancement resources and opportunities for its 3,500 employees.

Jeremy Freund — leadership and professional-development coordinator — will lead the institute. Freund has worked in educational services and as a bedside nurse for a total of 13 years at Crouse.

In his new role, he will help and guide Crouse Leadership Institute participants to accelerate learning, improve critical thinking skills, improve interaction within a team setting, and increase self-awareness.

Programs offered through the institute include future leaders’ program, transformational lead-



Crouse Health on April 11 announced the Crouse Leadership Institute, which it described as a key part of its ongoing workforce-development initiative.  
PHOTO CREDIT: ZOEYADVERTISING.COM

ership series, leadership growth series, leadership coaching program, and community leadership and professional development training.

The format of the programs will include ongoing “lunch and learn” sessions, classroom and online instruction and discussion, and one-on-one coaching based on individual needs, Crouse Health said.

Crouse will develop additional content offerings based on staff input and feedback. The institute will support and complement the workforce-development activities that the organization is developing in collaboration with the 1199SEIU Training and Upgrading Fund (TUF).

“Our goal with the Institute is to invest in our current workforce and attract and retain em-

ployees who are passionate about the Crouse culture and want to develop or build on the skills and resources needed to become leaders within our organization,” Dr. Seth Kronenberg, president and CEO of Crouse Health, said in a statement. “We want our employees to stay at Crouse for their entire career. The Institute will give them the tools and support to do that.” ■

# Report: HSA balances rise but contributions not maximized

BY ERIC REINHARDT  
ereinhardt@cnybj.com

A new research report using the latest available data about health savings accounts (HSAs) finds average contributions are well below the maximum allowed, most account-holders taking a distribution from their HSA, and relatively few account-holders investing.

Still, despite workers spending more on health care in 2022 than in previous years, average balances in HSAs increased, rising from \$4,318 in 2021 to \$4,607 the next year.

That’s according to the report issued on March 28 by the Washington, D.C.-based Employee Benefit Research Institute (EBRI). The nonprofit describes itself as an “independent and unbiased” resource organization that provides the “most authoritative and objective” information about critical issues relating to employee-benefit programs in the U.S.

EBRI listed some key findings in the new research report, “Trends in Health Savings Account Balances, Contributions, Distributions, and Investments, 2011–2022.”

Since the establishment of EBRI’s HSA database, average account balances have gener-

ally trended upward and 2022 “was no exception.” End-of-year balances increased in 2022 to \$4,607, but average balances are “still modest.” This may be a result of the fact that many of the HSAs in EBRI’s HSA database are relatively new.

About one-third of the accounts were opened since 2021.

The report found that relative to 2022, average HSA contributions increased. Average employee contributions rose to \$1,962, while the average employer contribution decreased slightly to \$762.

However, the growth in individual contributions outweighed the decrease in employer contributions, resulting in higher total contributions in 2022 than in 2021. The average combined HSA contribution was \$926 less than the statutory maximum contribution for individuals and \$4,576 less than the statutory maximum contribution for account-holders with family coverage.

In addition, the analysis found more than one-half of account-holders withdrew funds. The average distribution rose to \$1,868, continuing to rise from the COVID-era lows observed in 2020.

SEE EBRI, PAGE 11 ▶



## CNY BUSINESS JOURNAL WORKPLACE TECHNOLOGY

This Special Report will cover a range of technologies and innovations deployed in Central New York workplaces, as well as the CNY businesses that produce and distribute these technologies.

**Possible topics include:**

- Business telecommunications services
- IT
- Remote work
- Office-design innovations
- Ergonomic furniture
- AI and automation
- Manufacturing technology
- And more!

**Issue Date: July 8, 2024**

Ad Deadline: June 26, 2024

**Make sure your company is a part of this vital special report!**

**SPECIAL PRICING  
AVAILABLE!**

**Contact us for rates**

Contact us today!

Kelly Bailey: kbailey@cnybj.com • Marny Neshor: mneshor@cnybj.com

# Ask Rusty: When Should We Claim Social Security Benefits?

*Dear Rusty:* I am almost 63 and my husband will be 61 soon, and we are looking to see when our best time would be to start our Social Security benefits. We would like to know if one of us qualifies for benefits from a previous marriage from 1984-1995. And we are wondering if I can start drawing at age 65, in two years, or if it is better that I wait until 67 because my spouse is two years younger than me. Also, if I were to continue working limited hours after 65, what would my earning limit be?

*Signed: Almost Ready*

*Dear Almost Ready:* The first thing to understand is that full retirement age (FRA) for both of you is 67. If either of you claim before that, your monthly benefit amount will be permanently reduced and, because you are working, you will be subject to the Social Security “earnings test.”

If you claim your benefit at age 65, your monthly payment will be about 87 percent of what you would get if you claimed at age 67. If your husband claims at age 62, his benefit will be about 70 percent of his FRA amount. The only way to receive 100 percent of the benefit you’ve each earned from a lifetime of working is to claim at your FRA. You can

choose to claim at age 65, as long as you’re comfortable with the benefit reduction that will occur, and as long as your annual work earnings do not significantly exceed the earnings limit for that year. In any case, when each of you claims will not affect the other’s retirement benefit amount.

Social Security’s “earnings test” for those claiming before FRA sets a limit for how much can be earned before some (or all) benefits are taken away. The earnings limit for 2024 is \$22,320, but it changes yearly. If you claim early benefits and your work earnings exceed that year’s limit, the Social Security Administration will take away \$1 in benefits for every \$2 you are over the limit. It does so by withholding future benefits long enough to recover what you owe for exceeding the limit. If you significantly exceed the annual earnings limit, you may be temporarily ineligible to receive Social Security benefits until you either earn less or reach your FRA (the earnings test no longer applies after you reach your FRA). I cannot predict what the earnings limit will be two years from now, but it will be more than the 2024 limit and published at that time. FYI, in the year you turn 67 your pre-FRA earnings limit will

be much higher, and when you reach your FRA, the earnings test no longer applies.

Regarding your previous marriage, you cannot receive spousal benefits from an ex-spouse while you are currently married. But when to claim may also be influenced by whether either you or your current spouse will get a spousal benefit from the other. If the FRA (age 67) benefit amount for one of you is more than twice the other’s FRA entitlement, the one with the lower FRA amount will get a “spousal boost” to their own amount when both of you are collecting.

Spouse benefits reach maximum at one’s FRA, but each person’s personal Social Security retirement amount will continue to grow if not claimed at FRA. Waiting past FRA to claim allows the Social Security retirement benefit to grow by 8 percent per year, up to age 70. So, with an FRA of 67, claiming at age 70 will yield a payment 24 percent higher than the FRA amount, 76 percent more than the age 62 amount, and about 37 percent more than the age 65 amount. But waiting beyond FRA is only smart if financially feasible and life expectancy is at least average (about 84 and 87, respectively, for a man and woman your current ages). And, as a general rule,

if one’s spousal benefit at FRA (50 percent of their partner’s FRA entitlement) is highest, then that spouse should claim at FRA to get their maximum benefit. ■

*Russell Gloor is a national Social Security advisor at the AMAC Foundation, the non-profit arm of the Association of Mature American Citizens (AMAC). The 2.4-million-member AMAC says it is a senior advocacy organization. Send your questions to: ssadvisor@amacfoundation.org.*

*Author’s note:* This article is intended for information purposes only and does not represent legal or financial guidance. It presents the opinions and interpretations of the AMAC Foundation’s staff, trained and accredited by the National Social Security Association (NSSA). The NSSA and the AMAC Foundation and its staff are not affiliated with or endorsed by the Social Security Administration or any other governmental entity.



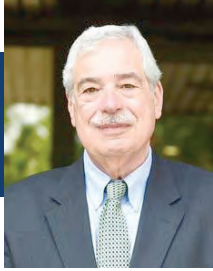
**RUSSELL GLOOR**  
Social Security Matters

## Administrative Support: Unsung Heroes of a Profitable Business

Administrative support in business is like the backstage crew of a Broadway play. It performs the tasks necessary to make sure the show goes on successfully. In the same way, managing schedules, handling paperwork, and coordinating resources, administrative tasks form the backbone of organizational efficiency. A skilled administrative department streamlines processes, reducing bottlenecks and minimizing the risk of errors. This efficiency, in turn, translates to cost-effectiveness. And life for owners and managers becomes so much easier.

But so often we see leadership and management take on administrative duties themselves. Or delegate them to staff in sales and marketing. So, in addition to planning, marketing, and selling, owners and/or sales talent serve customers, manage their calendar, and sift through the company’s daily load of emails.

But can people really multitask like this? According to the National Library of Medicine, “...multitasking is almost always a misnomer, as the human mind and brain lack the architecture to perform two or more tasks simultaneously.” So, we don’t really multitask; we switch from one task to another.



**ASK THE EXPERT**

**Time to Prepare for OSHA’s new “Walkaround Rule”**


**Nicholas J. Fiorenza, Esq.**  
Ferrara Fiorenza PC

In a development consistent with President Biden’s growing reputation as leading the most pro-union administration in history, the Occupational Safety and Health Administration (OSHA) has published a rule allowing employees to select non-employee third parties to be present for – and to participate in – OSHA inspections, commonly referred to as “walkarounds”. The revised Final Rule which is effective May 31, 2024, modifies OSHA’s current practice of only allowing employee representatives to be present during inspections. In announcing its new approach, OSHA expressed its view that the new rule will “better align OSHA’s regulation with the OSH Act and enable the agency to conduct more effective inspections”.

Since opening the door to non-employee representatives is intended to capitalize on outside “knowledge or experience with hazards or conditions in the workplace or similar workplaces”, it is widely expected that union representatives (and organizers) will take advantage of the new rule to gain access to non-union workplaces. And while already unionized workplaces can expect non-employee union officials to be present at their safety inspections, they should also take note that the door is now open to other third-party participants as well.

While employees and employers may file objections to any selected representative, there are no clear standards governing how such protests should be decided. OSHA inspectors have wide discretion to resolve these issues. The rule includes some restrictions on the conduct of “inspection representatives”, including safeguards against disruptions to operations, taking photographs, engaging with employees as to issues unrelated to the inspection and others. But, again, controversies involving these issues will be resolved by the inspector.

Although court challenges are expected, if implemented, employers will not only face the daunting task of complying with OSHA regulations and preparing for potential inspections, they will also have to prepare for a union’s (or other third party’s) involvement in OSHA inspections as well as these third parties’ access to the employer’s workplace and employees in general.



**FERRARA FIORENZA PC**

The Employer’s Law Firm

**Syracuse Office** 5010 Campuswood Dr., East Syracuse, New York 13057 315-437-7600  
**Rochester Office** 290 Linden Oaks - Suite 230, Rochester, New York 14625 585-441-0345  
**Binghamton Office** 520 Columbia Dr. Suite 204, Johnson City, New York 13790 607-797-4839

— one that can step in to rescue you from this bureaucratic abyss.

By delegating to employees who are specifically tasked with administrative responsibilities, you are freed to focus on your core competencies — innovating, strategizing, and delivering quality to your customers.

With the burden of administrative tasks lifted, you can channel your creativity and strategic thinking into crafting products and services that not only meet but also exceed customer expectations. Administrative efficiency fuels managerial creativity, resulting in a business that not only runs smoothly, but also thrives in delivering excellence.

### Work on What You Do Best, Our Virtual Assistant Will Do the Rest

Not ready to organize and staff an administrative department? Another possibility is to outsource your administrative duties to an outside firm offering a virtual assistant. It can handle your calendar management, travel arrangements, email management, and data entry. The virtual assistant can even provide customer service from online inquiries or over the phone.

This is especially helpful if you’re just starting out. Your business may not require a full-time employee to complete all of its administrative tasks. You hire an outside virtual assistant to do them so you, or your sales force, can concentrate fully on what you do best — bringing in new business.

Then, as you grow, you may reach a point where it makes sense to hire a full or part-time administrator. In the meantime, the outside firm can work as your administrative department.

The upshot is that it’s so important to take the administrative duties of your business seriously. And consider the people who quickly and accurately complete them as truly the unsung heroes of your business. ■

*Christina Aiello is the administrative officer at Empower Business Strategies. Contact her at christina@gowithempower.com*

administrative hurdles eliminated if people who were tasked with these duties could give them their full attention.

### Professional Administration to the Rescue

We strongly urge you to prioritize professional administration for your business



PHOTO CREDIT: MOREHOUSE APPLIANCES



PHOTO CREDIT: MOREHOUSE APPLIANCES

# Morehouse Appliances celebrates five generations of business

BY TRACI DELORE  
tdelore@cnybj.com

NEW HARTFORD — From world wars to a global pandemic, Morehouse Appliances has weathered it all through four generations of family ownership — with the fifth generation already on staff.

The appliance retailer and servicer celebrated its 130th year in business on April 20 with an event to celebrate its decades in business, the five generations of family behind it, and the customers who have supported the business along the way. The event featured cooking demonstrations, discounts, and giveaways.

“It’s kind of a big number,” owner Dan Morehouse says of why he chose to celebrate 130 years.

Henry D. Morehouse opened the first store — H.D. Morehouse

— in 1894. Eventually, his son Leslie joined him working in the business before World War I took him to Europe, Morehouse says. During that time, his great grandmother helped her husband run the store until their son returned and took over.

Morehouse’s father, another Henry, took over the business in 1973 after his father passed. Eventually Dan and his brother Dave took the reins from their father in 1993.

“We were the first siblings in the business together,” Morehouse notes. His brother retired a few years ago, and now Morehouse’s daughter Ellie works with him as the store’s office manager.

“I’m not ready to retire yet,” Morehouse says, but he’s already planning for his daughter and future generations to take over one day.

The early Morehouse generations contended with two world wars and kept the business going, he says. During World War II, people couldn’t even buy new appliances because none were being made. All manufacturing efforts went toward armaments for the war, he says. However, they could bring in an old appliance to trade and purchase a refurbished one. Customers’ old appliance would then be refurbished and sold to someone else.

Fast forward 75 years, and Morehouse had to contend with a global pandemic that severely

disrupted supply chains for all of his products.

The store remained open and still had display models because he decided not to sell them, Morehouse recalls. He believes that decision helped him continue to make sales during the pandemic.

“We had back orders that it took well over a year to get them,” he says. “People were ordering, and they understood it would take a while.”

It was challenging tracking those orders and managing deliveries throughout the pandemic, but they got the job done,

Morehouse says.

“We gained during the pandemic, and we’ve kept most of those new customers,” he adds.

Morehouse credits the family value of focusing on the customer for the company’s 130-year history, including through those trying times.

“We hope to go for another 130 years,” he adds.

Morehouse Appliances operates from 15,000 square feet of space at 8411 Seneca Turnpike in New Hartford. The store has 11 full-time employees, including positions in sales, service, and delivery. ■

## EBRI: *Continued from page 9*

The report also found few accountholders took advantage of the ability to invest HSA funds, as only 13 percent of accountholders invested in assets other than cash. However, the share of accountholders who invested their HSAs has increased for six years in a row, which is an “encouraging sign” that accountholders are increasingly leveraging the “powerful” tax advantages HSAs offer, EBRI says.

“It is critical for plan sponsors to understand how HSAs are being used by their workers, as trends can inform future workplace benefit strategies. We find that as individuals become more familiar with HSAs — the longer they have had their HSA — accountholders tend to take better advantage of the benefits HSAs offer,” Jake Spiegel, research associate of health and wealth benefits at EBRI, explained in the report. “In particular, the longer someone has owned their HSA, the larger their balance tends to

be, the higher their contributions tend to be and the more likely they are to invest their HSA in assets other than cash. These strategies better position accountholders to withdraw larger sums when unexpected major health expenses occur and can leave accountholders more prepared to cover their health care expenses in retirement.”

The EBRI HSA database is a representative repository of information about individual HSAs. The database includes information provided by a variety of account recordkeepers representing the characteristics and activity of a broad range of HSA owners.

As of Dec. 31, 2022, the EBRI database includes 14 million health-savings accounts representing \$42.5 billion in assets.

“Plan sponsors that wish to introduce or continue offering HSA-eligible health plans as part of a workplace benefit program, as well as policymakers and providers, can benefit from this longer-term view of HSA accountholder behaviors,” Spiegel said. ■

CNY BUSINESS JOURNAL  
**CYBERSECURITY**  
CONFERENCE

SPONSORED BY



**Usherwood**  
OFFICE TECHNOLOGY

**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 in Banking, Insurance, IT and Law who will help educate the business community on ways to keep their companies secure.

Roll up your sleeves as we walk you through different strategies and offer useful tips to safeguard your organization against cyber threats. This conference will help you to improve your current plan or offer the building blocks for the start of one.

**The day will consist of Registration, Lunch, Speakers,  
and finish with a Networking Event.**

**For tickets, visit [bizeventz.com](http://bizeventz.com)**

## AIRPORTS

### Ranked by Number of CY 2022 Commercial-Service Enplanements

Rank	Airport Name Address Phone/Website	Airport Code	Commercial-Service Enplanements (CY 2022)	Airlines	Owner	Top Airport Executive	Year Founded
1.	<b>Syracuse Hancock International Airport</b> 1000 Colonel Eileen Collins Blvd. Syracuse, NY 13212 (315) 454-3263/syairport.org	SYR	1,244,921	Allegiant, American, Breeze, Delta, Frontier, JetBlue, Southwest, Sun Country, United	Syracuse Regional Airport Authority	H. Jason Terreri, Executive Director, Syracuse Regional Airport Authority	1943
2.	<b>Elmira-Corning Regional Airport</b> 276 Sing Sing Road #1 Horseheads, NY 14845 (607) 739-5621/flyelm.com	ELM	81,796	Allegiant, Delta	Chemung County	Thomas J. Freeman, Director of Aviation	1945
3.	<b>Ithaca Tompkins International Airport</b> 1 Culligan Drive Ithaca, NY 14850 (607) 257-0456/flyithaca.com	ITH	56,509	Delta, United	Tompkins County	Roxan E. Noble, Airport Director	1947
4.	<b>Watertown International Airport</b> 22564 Airport Drive Dexter, NY 13634 (315) 786-6000/ watertownairport.com	ART	20,379	American	Jefferson County	Grant W. Sussey, Director of Aviation	1928
5.	<b>Greater Binghamton Airport-Edwin A. Link Field</b> 2534 Airport Road Johnson City, NY 13790 (607) 763-4471/flybgm.com	BGM	13,328	Avelo, Delta	Broome County	Mark Heefner, Commissioner of Aviation	1950
6.	<b>Ogdensburg International Airport</b> 5900 State Highway 812 Ogdensburg, NY 13669 (315) 393-4721/ogsair.com	OGS	7,841	Contour	Ogdensburg Bridge & Port Authority	Charlie Garrelts, Airport Manager	1947
7.	<b>Massena International Airport-Richards Field</b> 90 Aviation Road Massena, NY 13662 (315) 769-0719/flymassena.com	MSS	4,721	Boutique Air	Town of Massena	Dylan Casselman, Superintendent	1940

## THE LIST

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

### ABOUT THE LIST

Information was provided by representatives of listed organizations, the Federal Aviation Administration, and airport websites. Other groups may have been eligible but did not respond to our requests for information. While *The Business Journal* strives to print accurate information, it is not possible to independently verify all data submitted. We reserve the right to edit entries or delete categories for space considerations.

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

### 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

## Brown & Brown names two to leadership team

**B**rown & Brown, Inc. (NYSE: BRO) — the Florida-based insurance-brokerage parent of Brown & Brown of New York, Inc., which has an office in Syracuse — recently announced it has appointed David Putz and Niels Seebeck to its senior leadership team.

David Putz is executive VP of Arrowhead General Insurance Agency within Brown & Brown's programs segment, leading four businesses and strategically collaborating with other programs and Brown & Brown teams to create automotive insurance products and services. Before

joining Brown & Brown in 2019, Putz spent nearly 25 years at Zurich Insurance North America, where he was a member of the global leadership team, overseeing alternative markets, including the crop, programs, automotive, and captives' businesses.

Niels Seebeck is president of Arrowhead's risk managers program, a commercial excess and surplus (E&S) property insurance program for wind-driven business. He joined the team in 2015 and is responsible for the growth and oversight of numerous programs, includ-

ing portfolio management, underwriting, and operations. Seebeck has more than 20 years of property insurance experience, having previously held leadership positions with Guy Carpenter and Munich RE, focusing on reinsurance, E&S property, and program business.

"With our continued strong business growth comes the need to tap into our deep ranks of key leaders to provide additional, unique perspectives and insights that will help drive us forward. I am excited to welcome David and Niels to our senior leadership team. Each of them brings

extensive industry experience, particularly within the programs space, and their contributions will further enable our mission of being the leading global provider of insurance solutions for our customers," Powell Brown, president and CEO of Brown & Brown, said in a statement.

Brown & Brown, through its subsidiaries, offers a broad range of insurance products and related risk-management services. It has more than 16,000 employees and more than 500 offices worldwide. The insurance-brokerage firm makes frequent acquisitions of insurance agencies a key part of its growth strategy.

Brown & Brown of New York has an office at 500 Plum St. in Syracuse's Franklin Square area. ■

## ANNUAL MEETING: Continued from page 5

al opportunity to build a globally leading semiconductor cluster to advance not just our region's economic prosperity but our national security as well," he said.

Simpson also says he understands why some might be anxious about future possibilities because they come with immediate challenges, such as housing with rent prices rising 57 percent in Onondaga County in the last seven years. The figure makes Syracuse "one of the places with the fastest rising rents in the country."

"Every single city and town and village in Central New York will benefit from our evolution from stagnation to growth and therefore we all share a responsibility for delivering real solutions in the form of more and more affordable housing for the people who live here and the people we want to move here," Simpson said in his remarks.

And it's not just housing that's "under pressure," but the region's health-care system as well, he said.

"Aging facilities. A lack of necessary IT [information technology] infrastructure and an acute shortage of nurses and doctors that are going to require massive investments to modernize and to scale with the growth of our community," Simpson said.

He also talked about Syracuse Hancock International Airport, which is now the fourth busiest in the state, surpassing Albany and Rochester within the last year.

"And yet, we will need more than a billion dollars of investment in that airport just to accommodate traffic that we can accurately foresee and plan for today," Simpson said.

He also mentioned the energy grid, which he said faces the simultaneous challenges of growth in energy-intensive industries like semiconductor manufacturing and advanced manufacturing.

"But also an electrification and a decarbonization mandate from New York State that, absent rational debate and new carbon-free generation, will actually slow or stall the growth that we anticipate," he said.

Housing, transportation, energy, he added, are just a few of the systems "that are going to be strained by this moment that we're in."

Simpson went on to say it was the region's "civic cohesion" that allowed it to fight back from economic collapse.

"Our civic leadership and our collaboration and our creativity and our willingness to work together is what brought us back to this moment, and it is that civic cohesion that must not only hold but strengthen for us to maximize this moment," Simpson said.

### Keynote address

Prior to Simpson's remarks, Elizabeth Kelly, CEO of the U.S. AI Safety Institute at the National Institute of Standards and Technology (NIST), delivered the keynote presentation, speaking about the positive power of AI and the need for safeguards.

"First and foremost, AI holds transformative potential. We would not be having any of the conversations we are having today if we did not recognize the tremendous potential and want to harness it. The number of positive uses for AI truly has no limit but the human imagination."

She then elaborated using Syracuse as an example. She pointed to chemical manufacturing, one of Syracuse's earliest industries.

"Today, AI holds the potential to revolutionize chemical discovery and engineering processes. It has the ability to digitally synthesize tens of thousands of different chemicals and then choose among them [to] select the best one for the job. That makes chemical [research & development (R&D)], like other types of R&D, go a lot faster," Kelly said in her remarks.

NIST is part of the U.S. Department of Commerce, which Kelly said works to promote U.S. innovation and industrial competitiveness and advancing AI safety is a "key part of that." ■

The Central New York  
**BUSINESS JOURNAL**

APRIL 22, 2024  
VOL. XXXVII, NO. 16

**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**  
**Russell Gloor**  
**Lee Hamilton**

**SALES**

**Kelly Bailey**  
kbailey@cnybj.com

**CIRCULATION**

CIRCULATION MANAGER

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

**ADMINISTRATIVE**

PUBLISHER

**Marny Neshet**  
mnesher@cnybj.com

OFFICE MANAGER

**Patty Martino**  
officemanager@cnybj.com

The Central New York Business Journal (ISSN #1050-3005) is published every week by CNY Business Review, Inc. All contents copyrighted 2024. All rights reserved. No part of this publication may be reproduced without the written consent of the publisher.

Cover Price \$3.00

Subscription Rate \$95 per year

Call (315) 579-3927

# Good-Cause Evictions Will Make Existing Housing Crisis Worse

The New York State Legislature continues to wage war on landlords, property owners, and small businesses by insisting on including policies that erode property rights and rejecting common sense. The latest salvo comes in the form of a proposal to restrict property owners' ability to remove tenants without "good cause." The same proposal also includes a requirement



**WILL BARCLAY**  
*Opinion*

for property owners to justify rent increases of more than 3 percent.

Essentially, Albany Democrats are proposing legislation to extend New York City's strict and often burdensome rent regulations to the rest of the state. Under their plan, most building owners upstate would be forced to renew tenant leases, and it would add even more obstacles to combat harsh economic conditions like rampant inflation. New York already places enormous pressure on small businesses and property owners, so the last thing we need is another layer of red tape tamping down growth.

Proponents of the [good cause] bill have attempted to paint the proposal as a way to protect renters. This is a reasonable idea on its face, and landlords taking advantage of their tenants is something we should all be working to prevent. However, proponents often ignore the reality that renters in New York already enjoy some of the most tenant-friendly protections in the nation. One need look no further than the state's backward squatting laws — individuals who set up shop in an unoccupied home or apartment for sale, for example, are given enormous protections after just 30 days — to see how difficult it is to be a property owner in New York. In addition, municipalities can already avail themselves of tenant protection — including rent regulations — upon showing a low vacancy rate for rental properties.

Shoehorning so-called "good cause eviction" into the state budget will also have ramifications extending far beyond making life harder for property owners. With each new regulation forced upon landlords and owners, many of whom fall squarely in the middle class, more and more landlords are going to give up. This will lead to even further outmigration, a reluctance to build

**"Essentially, Albany Democrats are proposing legislation to extend New York City's strict and often burdensome rent regulations to the rest of the state."**

new apartments and ultimately exacerbate the housing crisis plaguing New Yorkers. This isn't a solution, it's a catalyst for more problems.

I sincerely hope any version of this legislation considers the massive challenges facing property owners in New York. Policymaking should never be a zero-sum game. We don't have to cut down one group in order to serve another, and it seems a lot like that is what the Democrat leadership in New York wants to do. ■

*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.*

# Americans have common sense, but too many politicians lack it

There is a widely shared belief about the current state of U.S. politics. It runs like this: We live in highly polarized times, with Americans engaging in extreme behavior and, all too often, indulging anti-democratic sentiment and behavior. Political moderation has all but disappeared.



**LEE HAMILTON**  
*Opinion*

But a pair of recent studies makes clear that this is phrased wrong. It's not "Americans" who are embracing extremism and anti-democratic conduct. It's some American politicians. On the whole, these studies suggest, they are out of step with the vast majority of their constituents, who are quite happy with political moderation and crave common-sense approaches from their elected representatives.

The first of these studies came along last fall, when the Carnegie Endowment published a paper by longtime democracy researcher Rachel Kleinfeld, "Polarization, Democracy, and Political Violence in the United States: What the Research Says." "Americans are not as ideologically polarized as they believe themselves to be," she wrote — but noted that even if there's plenty of common ground, the activists tend not to see it. "Most partisans hold major misbeliefs about the other party's preferences that lead them to think there is far less shared policy belief," she added. "In other words, the people who are most involved in civic and political life hold the least-accurate views of the other side's beliefs."

The result, she argued to *Governing* magazine after the study was published, is that

political-party leaders tend to see much less room for steps required to make democracy work, like compromise and negotiation. "Most people think Americans of different parties hold radically different views, and that's not true," she said. "There's a lot of overlap in what Americans from both parties think, although they differ in intensity... The real difference in viewpoints is in who we elect as leaders. Party leaders have almost no issues in common. That's making it very difficult to govern."

This was followed in mid-March by a new study from the Polarization Research Lab, which is a collaboration among researchers at the University of Pennsylvania, Dartmouth College, and Stanford University. Over the course of 13 months in 2022-23, they surveyed more than 45,000 Republicans and Democrats on their attitudes toward such violations of democratic behavior as cutting polling stations in areas where the other party is popular, showing more loyalty to party than to election rules and the Constitution, or believing that elected officials of one's own party should ignore court decisions issued by judges who were appointed by a president of the other party.

All of those beliefs show up among political leaders, but the researchers found that they were relatively rare among ordinary voters. Just 17.2 percent of Democrats and 21.6 percent of Republicans backed one "norm violation," and only a relative handful in each party — 6 percent of Democrats, 9 percent of Republicans — supported two or more, which suggests that broadly held anti-democratic beliefs are quite rare.

But then the researchers did something interesting. They took a look at the Republicans they'd surveyed who lived

in districts represented by members of Congress who had either voted to overturn the 2020 election results or publicly denied the legitimacy of the 2020 election results. That is where the strongest differences appeared. As one study author put it, "The real gap in support for democracy is not between Democratic and Republican voters, but between Republican voters and Republican representatives." Yet those politicians continue to get elected.

Other studies might yield different results. But I think the basic point is a good one: There is a real difference between how party leaders and elected officials look at a problem, and how ordinary Americans do. Political leaders tend to weigh the questions they face in terms of how it affects the party or their political fortunes. Most Americans, on the other hand, don't view challenges through the lens of party; instead, they ask themselves what would be the right or wrong thing to do for their own lives, or for the country or their community. They're pragmatic.

I find this heartening. Because I have to believe that at some point, more Americans will get tired of being represented by people who don't actually represent their beliefs. ■

*Lee Hamilton, 92, is a senior advisor for the Indiana University (IU) Center on Representative Government, distinguished scholar at the IU Hamilton Lugar School of Global and International Studies, and professor of practice at the IU O'Neill School of Public and Environmental Affairs. Hamilton, a Democrat, was a member of the U.S. House of Representatives for 34 years (1965-1999), representing a district in south-central Indiana.*

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](https://cnyatd.org/coffee_chat)

APRIL 25

■ **2024 Tioga County Economic Forecasting Forum: Key Insights for Local Development** from 3-5 p.m. at the Owego Elks Lodge in Owego. This year's forum aims to provide invaluable insights into the economic landscape at the local, national, and global levels. With a diverse panel of experts, attendees can expect

in-depth discussions on various topics, including monetary policy, interest rates, economic development, the housing market, workforce development, and more. The event is open to the public, with a registration fee of \$25. To register, contact the Tioga County Chamber of Commerce at (607) 687-7335, or visit: [www.tiogachamber.com](http://www.tiogachamber.com)

■ **Sips for the Senses: Cocktails with CABVI** from 5-6:30 p.m. at Metropolitan Club at NBT Bank Stadium in Syracuse. Join CABVI for a night of sensory delight at the first ever "Sips for the Senses." There will be cocktails, a blindfolded wine tasting, raffles, food, activities, and more. CABVI also welcomes Eric Devendorf,

# BUSINESS CALENDAR

Email us at [movers@cnybj.com](mailto:movers@cnybj.com)

former Syracuse University basketball star and founder of the ED23 Foundation, as its special guest. For more information and to register, visit: <https://interland3.donorperfect.net/weblink/weblink.aspx?name=E253721&id=36>

APRIL 29

■ **Unity House Annual Award dinner** from 5:30-8:30 p.m. at the Hilton Garden Inn, 74 State St., Auburn. There are three special components to the evening: Guest speaker Charlie Mills, owner of Mr. Mills Enterprises, will make remarks on "Tragedy to Triumph: My Road to Hope and Recovery;" the 13th annual Open Arms Award will be presented to Elaine Meyers

APRIL 30

■ **2024 Greater Utica Chamber of Commerce Annual Meeting** from 4-7 p.m. at Twin Ponds Golf & Country Club, 169 Main St., New York Mills. The event will review 2023 and what's to come in 2024; offer networking, nibbles, and a cash bar; and new this year, provide a chance to showcase your business. For more information and to register, visit: <https://greateruticachamberofcommerce.growthzoneapp.com/chamber-events/Details/chamber-annual-meeting-2024-and-small-business-expo>

SEE CALENDAR, PAGE 15 ▶

## CNY BUSINESS DIRECTORY

**LEAD-BASED PAINT & DUST TESTING**

RESIDENTIAL COMMERCIAL

877-466-4429  
[unyse.net](http://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.**

**CNY SPCA**  
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](http://SafeHarborWillsAndTrusts.com) | 315.471.4700

Computer problems?  
Network glitches?  
**WE CAN HELP.**

**YOUR LOCAL IT DEPT.**

BY GROWTH MODE TECHNOLOGIES

Matt Masur- Founder

6103 E. Molloy Rd. | East Syracuse, NY  
315.333.0999 | [localitdept.com](http://localitdept.com)

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

315.575.4845

**Scripa Group**

[ScripaGroup.com](http://ScripaGroup.com) | [Joe@ScripaGroup.com](mailto: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](http://PrimeHeatingAndAir.com)  
RESIDENTIAL AND COMMERCIAL HVAC SERVICES

Professional Pest Management (315) 598-4046

**Pest Master**

Jerome Snyder OWNER  
[jerome@pestmaster.com](mailto: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](http://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](mailto:nmcquaid@clintonsditch.com)

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

Apply for fantastic opportunities at [clintonsditch.com](http://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](mailto:bernardbregman@gmail.com)

**IMS BARTER**

# PEOPLE ON THE MOVE NEWS

## BANKING

**FRANK TAMBURRINO** has been promoted to senior VP and team leader of cash management and treasury services at Berkshire Bank, which does business across New England and New York. In this role, Tamburrino will be responsible for managing sales activities for all cash-management services across the bank's footprint. Tamburrino has more than 30 years of experience in the financial-services industry. Since joining Berkshire in 2017, he served as first VP, cash management sales officer. He previously held treasury management roles at KeyBank and First Niagara Bank. Tamburrino earned a bachelor's degree in business and public management from SUNY Polytechnic Institute and an associate degree in accounting from Herkimer College. A resident of New Hartford, he is



Tamburrino

an active local volunteer and in community service events, the bank stated. Berkshire Bank — a unit of Boston-based Berkshire Hills Bancorp, Inc., (NYSE: BHLB) — operates 16 branches in its core New York market including branches in Rome, New Hartford, Whitesboro, North Utica, West Winfield, and Ilion.

## HEALTH CARE

**KYLE ARNOLD**, a psychiatric mental health nurse practitioner (PMHNP), has joined Oswego Health to provide care at the Center for Mental Health & Wellness for Youth. Arnold has nine years' experience as a registered nurse working throughout Central New York and the northeast. In 2018, he transitioned to provide direct care to adult patients experiencing a psychiatric crisis, a field he soon discovered was his passion. Most recently he was an intensive crisis stabilization PMHNP at Helio Health, where he provided walk-in

care for adult and pediatric patients experiencing psychiatric or substance-related emergencies. Arnold is also an adjunct clinical instructor at Utica University, where he teaches clinical skills to students on an inpatient psychiatric unit. Arnold earned a master's degree in nursing in 2023 from Duke University. He completed his bachelor's degree in nursing in 2015 from Utica College and also earned a bachelor's in music from SUNY Empire State in 2002. The Center for Mental Health & Wellness for Youth includes child/adolescent psychiatrists, psychologists, counselors, and nurses who work closely with families, empowering them to successfully support their children during and after treatment, Oswego Health said. The department provides a wide range of outpatient services to children ages 5-18, including medication management and therapy.

**JACKIE IRELAND** has joined the Community Memorial Hospital (CMH)

network orthopedics team as a physician assistant. She brings more than a decade of experience with specialized support in orthopedic spine surgery to her new role, where she will work alongside Dr. Kamaljeet Banga. Ireland holds a bachelor's degree in biology and a master's degree in physician-assistant studies from Le Moyne College. She holds certifications with the National Commission on Certifications of Physicians Assistants and is professionally affiliated with the American Academy of Physician Associates and the New York State Society of Physician Assistants. She joins CMH at its new location for the orthopedic practice in the Center for Specialty Services, 160 Broad St. in Hamilton. The Center for Orthopedic Services moved to the building in early 2024 to meet its needs for expanded patient-care space and a growing team of providers. ■



Ireland

## Crowe appointed to NYISO board of directors

BY JOURNAL STAFF  
news@cnybj.com

**RENSSELAER** — The New York Independent System Operator (NYISO), the nonprofit that operates New York state's power grid, announced it has named Michael Crowe to its board of directors, effective April 16.

The selection of Crowe resulted from the NYISO's stakeholder process in which representatives from each market sector work to conduct a national search and recommend potential directors to the board, according to an NYISO news release.

Crowe has 39 years of experience in software development, IT infrastructure, and cybersecurity with several private-sector entities. From 2014-2022, Crowe served as the chief information officer for the Colgate-Palmolive Company. In that role, he led the development of the company's global IT strategy, modernized enterprise applications, and strengthened cybersecurity systems. In recognition of those accomplishments, Crowe

was honored as a Top 50 Technology Professional in 2023 by OnCon. He currently serves as an advisor to several technology companies and is the co-chair of the Digital Supply Chain Institute — a research-based entity focused on enterprise supply chains in the digital economy.

"I'm very pleased to welcome Michael Crowe to the NYISO's board of directors. With more than three decades of advanced information technology experience, Michael's expertise will greatly benefit the organization as we confront the continued challenges of the grid in transition," NYISO Board Chairman Daniel Hill said in the release. "From IT strategy to operational reliability, Michael's wisdom and acumen will be essential as we build a power system for the future."

Crowe holds a bachelor's degree in computer and information sciences from the University of Delaware. He also earned executive-education certificates from Dartmouth University and Stanford University.

The NYISO is responsible for operating the state's bulk

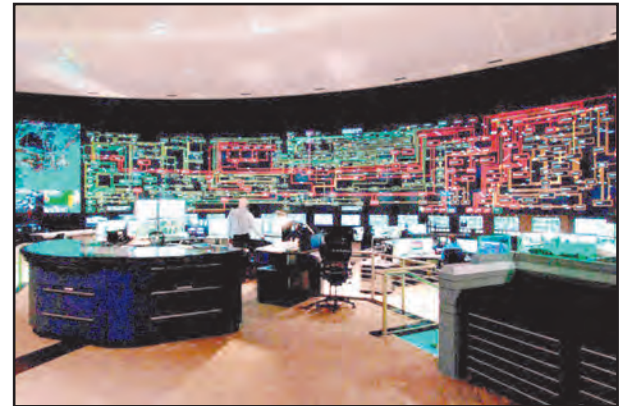


PHOTO CREDIT: NYISO WEBSITE

electricity grid, administering New York's competitive wholesale-electricity markets, conducting comprehensive long-term planning for the state's electric-power system, and advancing the technological infrastructure of the electric system serving the Empire State.

The NYISO board is an independent body comprising 10 members with vast expertise in the energy sector. ■

## GILBERTSON:

Continued from page 8

includes the provision of policy guidance, reporting guidelines and educational webinars. Bond will continue to inform clients as we learn more specifics about the planned roll-out. The anticipation of the first official release of FVT/GE metrics in early 2025 has been established as a pivotal moment for evaluating the impact of these regulations on assessing the quality and financial transparency of various higher-educational programs.

## Conclusion

The introduction of the FVT/GE regulations represents a paradigmatic shift toward a different type of informed decision-making in the realm of higher education. The department aims to equip students with more comprehensive financial insights and outcomes data. Whether and how these regulations will help students and families weigh the intrinsic value of higher education investments remains to be seen. Many would rightly question the premise of reducing education to a transactional financial-value proposition. Nevertheless, this regulatory framework will likely serve as a new pillar

in the evolving educational-funding landscape as it aims to inform the diverse stakeholders involved in the higher-education ecosystem. ■

*Seth F. Gilbertson is a member (partner) in the Buffalo office of Syracuse-based Bond, Schoeneck & King PLLC. He brings direct experience in labor and employment, student affairs, investigations, and regulatory compliance matters to his clients, with an emphasis on educational institutions and nonprofits. Contact him at sgilbertson@bsk.com. This article is drawn and edited from the law firm's website.*

## CALENDAR: Continued from page 14

1085154?sourceTypeld=Hub

MAY 2

■ **Unlock the Power of PR for Your Business** seminar at 5:30 p.m. at Village of Fayetteville Town Hall, 425 E. Genesee St. Fayetteville. Join Encore Media Agency for an exclusive seminar led by seasoned newscaster and PR specialist Devon Patton, where participants will uncover the secrets to amplifying their company's visibility and

credibility in the media landscape. During this informative event, you will learn how to craft compelling press releases that grab attention, master the art of media pitching to secure coverage in top publications, and discover proven PR strategies to generate buzz and attract new customers. For more information and to register, visit: <https://encoremediaagency.com/encore-media-agency-presents-unveiling-the-power-of-pr/>

MAY 16

■ **2024 Greater Utica Chamber of Commerce Businessperson of the Year**

award event from 5:30-7:30 p.m. at Delta Hotel by Marriott, 200 Genesee St., Utica. This year, the chamber is proud to honor Eve Van de Wal, regional president of Excellus BlueCross BlueShield's Utica region as its 2024 Businessperson of the Year. At the event, you'll enjoy food stations, a variety of wine and beer, entertainment, and a special presentation honoring Eve. For more information and to register, visit: <https://greateruticachamberofcommerce.growthzoneapp.com/ap/Events/Register/GrZdQv3P?mode=Attendee>

MAY 22

■ **Mohawk Valley GEAR Awards** from 5-8 p.m. at Beeches Manor in Rome. The event, presented by the CNY Business Journal and BizEventz, recognizes companies that are integral to the growth, energy, and revitalization of the Mohawk Valley region. This year's honorees are: Delorio's, Holland Farms Bakery & Deli, Human Technologies, and Kris-Tech Wire. For more information and to buy tickets, visit: <https://www.cnybj.com/2024-mohawk-valley-gear-awards/>



**CNY BUSINESS JOURNAL**  
**MOHAWK VALLEY**  
**GEAR AWARDS**  
 GROWTH, ENERGY, AND REVITALIZE

PRESENTED BY  


*Join us for the 2024 Mohawk Valley GEAR Awards*

—o Honoring o—



**WEDNESDAY, MAY 22, 2024**

**5:00 PM - 8:00 PM - BEECHES MANOR, ROME**

*Recognizing companies that have helped to reimagine, reinvigorate, and revitalize the Mohawk Valley*

*For more information go to [bizeventz.com](http://bizeventz.com) or email [registration@bizeventz.com](mailto:registration@bizeventz.com)*



**THIS YEAR'S EMCEE WILL BE**  
**LIZ ELLIS,**  
 Promotions Director  
 KISS-FM, Bug Country & TALK FM