



COMMERCE DEPT. STARTS WORK ON FINALIZING FUNDING FOR MICRON PROJECTS



Preliminary illustr

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PHOTO CREDIT: MICRON WEBSITE



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AUCTION HOUSE OPENS FOR BUSINESS IN UTICA

PHOTO CREDIT: UTICA AUCTION HOUSE



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RAYMOUR & FLANIGAN NOW OWNS NORTHERN LIGHTS IN SALINA

ERIC REINHARDT / CNYBJ

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CNYBJ CALENDAR:

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

July 8 List: Computer/IT Firms

July 8 Special Report: Workplace Technology *NEW!*

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CNYBJ BRIEFS



Bassett Healthcare Network will host a career fair on May 4 from 10 a.m.-1 p.m. at its outpatient clinic in Cooperstown. The organization is hiring for job openings across its entire eight-county service area. PHOTO CREDIT: BASSETT WEBSITE

Bassett Healthcare plans May 4 career fair with job openings across the health system

COOPERSTOWN — Bassett Healthcare Network will hold a career fair on Saturday, May 4 from 10 a.m. to 1 p.m. at Bassett Medical Center's outpatient clinic, located at 1 Atwell Road in Cooperstown.

Both clinical and non-clinical health-care jobs are open across the organization's eight-county service area of Chenango, Delaware, Herkimer, Madison, Montgomery, Oneida, Otsego, and Schoharie counties.

"To provide our patients with the best possible care, one of our top priorities is finding exceptional professionals to join our team," Bassett Healthcare Network President/CEO Staci Thompson said in a news release announcing the event. "We are welcoming new employees throughout our entire health system."

The career fair gives job seekers the opportunity to connect with Bassett's leadership, engage in on-site interviews, potentially receive same-day job offers,

and take a tour of Bassett Medical Center.

Bassett is offering sign-on bonuses for many of its full-time and part-time positions including all practitioners, registered nurses, licensed practical nurses, various technologists, pharmacists, speech pathologists, physical and occupational therapists, social workers, emergency department and operating room technicians, and several other positions.

Open positions span the Bassett network, which includes five hospitals, one stand-alone emergency department, more than two dozen outpatient clinics, over 20 school-based health centers, the Bassett Cancer Institute, two convenient-care centers, three retail pharmacies, two long-term care facilities, an assisted living center, a home health agency, and a research institute.

For more information or to register for the event, visit: www.bassett.org/event/2024/05/04/career-fair-at-bassett-medical-center.

SUNY Poly professor awarded \$175K in NSF research funding

MARCY — SUNY Polytechnic Institute's Tarannum Shaila Zaman, an assistant professor of computer science, has recently received a \$175,000 National Science Foundation Computer and Information Science and Engineering Research Initiation Initiative (NSF CRII) grant to support her project, called, "An Automated and User-centered Framework for Reproducing System-level Concurrency Bugs by Analyzing Bug Reports."

The research will create a novel framework named RepSON that addresses challenges caused by system-level concurrency bugs that frequently appear in modern software systems, lessening the burden faced by developers who must currently troubleshoot them manually, the university said.

"I applaud Dr. Zaman's efforts on this project, which will develop a game changing resource for those in the software industry," SUNY Poly Interim Dean of the College of Engineering and Associate Provost for Research Michael Carpenter said in a news release. "Furthermore, this project will increase workplace efficiency, cutting down the amount of time developers spend debugging software, so they can focus on other important tasks."

According to Zaman, reproducing software bugs is necessary to ensure that

they exist so their behavior can be observed, and they can be fixed. Reproducing system-level concurrency bugs is challenging.

"I'm grateful for this investment by the National Science Foundation that will allow this incredibly important research to come to fruition," Zaman said. "In addition to the creation of a novel framework (RepSON), this project will also develop a technique for extracting information and generating executable inputs from bug reports that can also be applied to other types of software bugs."

Zaman joined SUNY Poly's College of Engineering faculty in August 2022 after graduating with her Ph.D. in computer science from the University of Kentucky. Prior to this, she obtained her bachelor's and master's degrees in computer science from the University of Dhaka in Bangladesh, in 2011 and 2013, respectively. She worked at Samsung Research and Development from 2012-2013.

Her research focuses on devising novel techniques that make computer systems more efficient, reliable, autonomous, and user friendly.

SUNY Poly offers undergraduate and graduate degrees through its four colleges — arts and sciences, engineering, business, and health sciences.



Zaman

Lockheed Martin Owego wins \$13M Navy contract modification

OWEGO — Lockheed Martin Rotary and Mission Systems in Owego has recently been awarded a nearly \$13.2 million modification to an order against a previously issued basic ordering agreement from the U.S. Navy.

This modification exercises an option to provide 105 mission-computer retrofit kits (101 for the Navy, three for



the government of Australia, and one for the government of Denmark); 28 flight-computer retrofit kits (22 for the Navy, three for Australia, one for Denmark, and two for the government of Saudi Arabia); and 100 Lynx and 55 Redhat software licenses for the Navy — all in support of the H-60 aircraft. That's according to an April 5 contract announcement from the U.S. Department of Defense.

Work will be performed at the Lockheed Martin plant in Owego, and is expected to be completed in November 2026, per the contract announcement. Fiscal 2024 aircraft procurement (Navy) of more than \$12.4 million and foreign-military sales customer funds totaling \$767,672 will be obligated at the time of award — none of which will expire at the end of the current fiscal year. The Naval Air Systems Command in Patuxent River, Maryland is the contracting authority.

Broome County hotel occupancy falls nearly 7 percent in March

BINGHAMTON — Broome County hotels registered fewer guests in March, while two other important indicators of business performance were mixed.

The hotel-occupancy rate (rooms sold as a percentage of rooms available) in the county declined 6.9 percent to 51.6 percent in the third month of 2024, compared to March 2023, according to a report from STR, a Tennessee-based hotel market data and analytics company.

Revenue per available room (RevPar), an industry gauge that measures how much money hotels are bringing in per available room, fell 4 percent to \$53.73 in March versus the year-ago month.

Bucking the trend, the average daily rate (ADR), which represents the average rental rate for a sold room, rose 3.1 percent to \$104.07 in the county this March, compared to the same month a year prior.

Onondaga County hotels see almost 5 percent drop in guests in March

SYRACUSE — Onondaga County hotels posted a decline in overnight guests in March, as two other key benchmarks of business performance also dipped.

The hotel-occupancy rate (rooms sold as a percentage of rooms available) in Central New York's largest county fell 4.9 percent to 57.2 percent in the third month of 2024, compared to March 2023, according to STR, a Tennessee-based hotel market data and analytics company.

Revenue per available room (RevPar), an industry gauge that measures how much money hotels are bringing in per available room, slipped 5 percent to \$67.40 in Onondaga County in March from a year before.

Average daily rate (or ADR), which represents the average rental rate for a sold room, edged down 0.1 percent to \$117.90 in March versus the year-prior month, STR reports.

Raymour & Flanigan now owns Northern Lights in Salina

Plans a new store in the shopping center

BY ERIC REINHARDT

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SALINA — With its purchase of the Northern Lights shopping center in the town of Salina, Raymour & Flanigan Furniture and Mattresses has plans to open a retail store there.

But the retailer tells CNYBJ that it hasn't set a timeline for opening a new store. Northern Lights is located at 132 Northern Lights Plaza in the Mattydale hamlet within Salina.

The acquisition closed on April 11, the office of Salina Town Supervisor Nick Paro said in an announcement the following day. Raymour & Flanigan declined to disclose the purchase price in its email response to a CNYBJ inquiry.

The town's announcement indicated Raymour & Flanigan plans to open a retail store in the plaza "in the coming months"

and "focus on attracting national retailers to fill vacant spaces."

"As a family-owned business that considers Syracuse its home, the company has always been committed to serving the people in the area and is always looking for new ways to grow in its backyard," Raymour & Flanigan tells CNYBJ. "We're excited about the opportunity to contribute to economic growth in the area, including development in the region and new job opportunities."

Raymour & Flanigan is headquartered in the Syracuse suburb of Clay.

The retailer bought the Northern Lights property from Cushman & Wakefield (NYSE: CWK), a Chicago, Illinois-based commercial real-estate firm that operates offices in the Syracuse area.

"This plaza was once a jewel of our community, but has been in disrepair for many years now," Salina Town Supervisor Nick Paro said in the announcement. "Its placement along Interstate-81 makes it a prime location for retailers to serve our community and grow their customer base,



The Northern Lights shopping center at 132 Northern Lights Plaza in the town of Salina is under new ownership. Raymour & Flanigan Furniture and Mattresses has acquired the property, per an April 12 announcement from the Town of Salina.

ERIC REINHARDT / CNYBJ

and I am thrilled to welcome [Raymour & Flanigan] to Salina."

The large entrance sign at Northern Lights lists current tenants that include Olum's Furniture & Appliances, Petco, Party City, Flaming Grill & Buffet, and Paladino's Pizza.

Originally built in 1956, Northern Lights has been a "retail staple" of the town of Salina for generations, the town said. "In its heyday," the plaza was home to retail-

ers like T.J. Maxx and Michaels, Media Play, and even local-favorite restaurants like Hofmann's Hot Haus and Paladino's Pizza, Paro's office said.

"When Barstool Sports founder Dave Portnoy visited Paladino's Pizza two years ago, he commented on the great pizza but dismal strip mall," Paro noted. "I am excited to say that Northern Lights Plaza will be much more attractive and full of life for Portnoy's next visit." ■

NYS Secretary of State Rodriguez to begin new role with DASNY in May

BY ERIC REINHARDT

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ALBANY — The man who currently serves as New York's 68th Secretary of State will begin a new role in early May.

The board of directors of the Dormitory Authority of the State of New York (DASNY) has appointed Robert Rodriguez as acting president and CEO.

Rodriguez will begin his new duties at DASNY on May 8. He will serve as acting president and CEO until confirmed by the New York State Senate, the office of Gov. Kathy Hochul announced on April 10.

Rodriguez will assume the role previously held by Reuben McDaniel III, who left DASNY last October and now serves as managing director of the Alice Walton Foundation, according to his LinkedIn profile.

DASNY is New York State's public fi-

nance and construction authority. It finances, designs, and builds health and education infrastructure that is "the foundation of inclusive, sustainable communities," per its website.

"As Secretary of State, Robert has been a skilled manager, a sharp tactician, and a devoted public servant for the people of New York, and I have the utmost confidence that he will continue to succeed in this new role," Hochul said. "DASNY staff stepped up in extraordinary ways to fulfill the authority's mission while my office conducted its search for new leadership, and I look forward to continuing our partnership with Robert at the helm."

About Rodriguez

As Secretary of State, Rodriguez oversaw the New York State Department of State. The department contends that it fosters "community revitalization, catalyz-

ing economic growth through business formation, protecting consumers, helping new Americans, supporting local governments, assisting individuals and families to achieve upward economic mobility, and ensuring safety and integrity through the regulation of licensed occupations and the development of building standards and codes."

Prior to joining the Hochul administration as Secretary of State, Rodriguez, a Democrat, served as a member of the New York State Assembly for 11 years. He represented Assembly District 68, which encompasses northeastern Manhattan.

He served as co-chair of the legislative task force on demographic research and reapportionment; founding chair of the Assembly sub-committee on infrastructure; and member of committees on ways and means, housing, labor, banking, corporations and authorities and mental health.



Robert Rodriguez, who currently serves as New York's Secretary of State, has been appointed to lead the Dormitory Authority of the State of New York (DASNY).

PHOTO CREDIT: NYS DEPARTMENT OF STATE WEBSITE

Rodriguez also held private-sector roles as a director at Public Financial Management, VP at A.C. Advisory, Inc., and various management and operations roles at Bloomberg LP, Hochul's office said. ■

Madison County receives \$2 million grant for healthy housing program

BY JOURNAL STAFF

news@cnybj.com

WAMPSVILLE — Madison County Public Health (MCPH) has received a \$2 million grant from the Healthy Homes Production Grant Program of the U.S. Department of Housing and Urban Development (HUD) to help mitigate housing-related hazards that can contribute to childhood diseases and injuries in low-income households across the county.

"This grant will make it possible to improve local housing conditions which are

directly linked to poor health," Madison County Public Health Director Eric Faisst said in a press release announced the grant. "We will work together with community partners to create a healthier future for Madison County, one home at a time."

MCPH will partner with Community Action Partnership for Madison County (CAP) to run the program, integrating internal resources from MCPH's Healthy Homes, Childhood Lead Poison Prevention,



and other public-health programs.

"As partners in community wellbeing, Community Action

Partnership for Madison County is honored to join forces with Madison County Public Health Department in the pursuit of healthier homes and brighter futures for our residents," CAP Executive Director Elizabeth Crofut said. "With the support of the Healthy Homes Production Grant Program, we embark on a transformative journey to mitigate housing-related

hazards and safeguard the health of our children. Together, we strive to build resilient communities where every family can thrive in a safe and healthy environment."

The multi-year funding will help MCPH build upon and expand its Healthy Homes Program by assisting qualifying residents in improving their living conditions and pursuing eligible repairs for health concerns ranging from indoor air quality to housing safety.

MCPH is still finalizing program details and will announce more information, including eligibility, soon. ■

Commerce Dept. starts work on finalizing funding for Micron projects

BY ERIC REINHARDT
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CLAY — The U.S. Department of Commerce is working on a due-diligence process on Micron Technology's (NASDAQ: MU) planned projects in both the town of Clay and in Idaho.

Micron has reached a \$6.1 billion preliminary memorandum of terms (PMT) funding agreement with the Commerce Department under the federal CHIPS & Science Law.

The PMT outlines key terms for Micron's CHIPS agreement. To finalize the federal CHIPS agreement, the Commerce Department will now begin a due-diligence process on the proposed

project and other information contained in the application, the office of U.S. Senate Majority Leader Charles Schumer (D-N.Y.) announced April 17.

After satisfactory completion of the due-diligence phase, the Commerce Department will finalize the PMT.

President Joseph Biden on April 25 visited the Milton J. Rubenstein Museum of Science & Technology in downtown Syracuse to formally announce and showcase the funding agreement.

This federal funding is part of a planned public-private investment of more than \$100 billion over the next two decades. It represents the largest private investment in New York's history, Schumer's office said.



Micron Technology (NASDAQ: MU), which has plans for a semiconductor campus in the town of Clay, has reached a \$6.1 billion preliminary memorandum of terms (PMT) funding agreement with the U.S. Department of Commerce under the federal CHIPS & Science Law for projects in both the town of Clay and in Idaho.

PHOTO CREDIT: MICRON WEBSITE

The money "was made possible thanks to Schumer's push to bring Micron to Central New York," his office noted.

"To all those who have had their

doubts, believe it, Micron is here, Micron is real. And now with billions in federal

SEE MKCRON, PAGE 6 ▶

Chemung Financial posts strong sequential quarter profit growth

BY TRACI DELORE
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ELMIRA — Chemung Financial Corp. (NASDAQ: CHMG), the parent company of Chemung Canal Trust Company, reported that its net income nearly doubled in the first quarter of this year compared to last quarter.

Elmira-based Chemung Financial produced net income of \$7.1 million, or \$1.48 per share, in the first three months of 2024, up 87 percent from \$3.8 million, or 80 cents per share, in the final three months of 2023.

"We have started out 2024 with another strong quarter of results from our core businesses," Chemung Financial President/

CEO Anders M. Tomson said in the banking company's April 18 earnings report. "Improving credit metrics and 6 percent annualized loan growth in a challenging environment is an endorsement of our client-focused business model and franchise."

However, Chemung Financial's first-quarter net income was down nearly 3 percent from \$7.3 million, or \$1.54 a share in the first quarter of 2023.

Chemung Financial's total assets as of March 31, 2024, were \$2.785 billion, up 2.7 percent from \$2.711 billion at the end of 2023. The rise is attributed to increases of \$58 million in cash and cash equivalents, \$30.9 million in loans, \$2.6 million in accrued interest receivable and other assets, and



The Chemung Canal Trust Company Ithaca Station branch office.

ADAM ROMBEL / CNYBJ FILE PHOTO

a decrease of \$2 million in the allowance for credit losses — offset by a decrease of \$19.4 million in total investment securities.

Chemung Financial is a financial-services holding company that operates primarily through Chemung Canal Trust

Company and CFS Group, Inc., a financial-services subsidiary. Established in 1833, Chemung Canal Trust, which has 31 branches, says it is the oldest locally owned and managed community bank in New York state.

Auction house opens for business in Utica

BY TRACI DELORE
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UTICA — Utica Auction House LLC opened for business with its first auction on April 13, bringing the first public auction house to the city.

Nick Cavalier III first began thinking about opening an auction house during the pandemic when everything switched to online. He owns an auto detailing business, Clean Car Auto LLC, and has also worked as a waiter — both the types of jobs and businesses that suffered during the pandemic.

After his own experiences during the pandemic of trying to sell items online through options like Facebook Marketplace, Cavalier thought there has to be a better way that didn't involve meeting up in a safe location to finalize the sale or, even worse, people who say they'll buy something and then never show up.

So, Cavalier began working on developing the auction business, which he operates from his Clean Car Auto property at

1700 Oriskany St., putting up a billboard to market the business.

He takes in items on consignment and then sells them during the auctions, which are open to anyone who wants to come.

"The idea started with vehicles, but then I got a lot of calls for household items," Cavalier says. So far, he's consigned and sold everything from a payload loader to a small space heater. While most of the items he sells are consignment, Cavalier also has overstock merchandise on occasion.

Right now, he plans to hold auctions once a month. For the first one, he hired a professional auctioneer and was pleased with the turnout for the event.

The next auction will take place both in person and online, Cavalier says. He plans to have monitors visible during the auction so those attending in person can see the online bids.

"We run an honest business," he says. "There's no fake bidding." Along with being honest, Cavalier says his focus is on customer service, making sure both



Utica Auction House opened for business on April 13 at 1700 Oriskany St. The business plans to hold monthly auctions for consignment and overstock items.

PHOTO CREDIT: UTICA AUCTION HOUSE

buyers and sellers are satisfied.

Utica Auction House currently employs four people during the auctions, but Cavalier expects that number to grow by about 10 if auctions continue the way they started.

Along with the auctions, he also hopes to begin offering a weekly flea market as well, noting that he plans to begin offering food concessions during the events.

"We're going to turn this into a destination spot," Cavalier says.

ICAN opens Amsterdam location

BY TRACI DELORE
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UTICA — Integrated Community Alternatives Network (ICAN) is expanding eastward with a new office in Amsterdam, the organization recently announced.

The move is part of ICAN’s mission to “Keep Families Together” by providing individualized and non-traditional services to at-risk individuals and families.

ICAN held a ribbon cutting with the Fulton Montgomery Regional Chamber of Commerce on April 15 to celebrate the opening of its new location at 1230 Riverfront Center in Amsterdam.

“The Fulton Montgomery Regional Chamber of Commerce is thrilled to have played a part in welcoming ICAN to our vibrant community in Amsterdam, N.Y.,” Anne Boles, chamber executive director said in a news release. “ICAN’s expansion

signifies growth and opportunity and aligns with our chamber’s mission of fostering a thriving, supportive environment for businesses and nonprofits alike. We are confident that ICAN’s presence will profoundly impact the lives of many individuals and families. Their dedication to keeping families together and providing essential services is truly commendable. We look forward to seeing the positive changes ICAN will bring to our community and are excited about future collaborations.”

The new Amsterdam location was made possible through grants and other funding opportunities.

ICAN Chief Program Officer Allison Jackson said. “This expansion is a testament to our commitment to providing support and services where they are most needed. We look forward to many years of operation in this community.”

Founded in 1997, ICAN serves more



Utica-based ICAN recently celebrated the grand opening of its new location in Amsterdam. The organization provides services aimed at keeping families together.

PHOTO CREDIT: ICAN

than 2,100 individuals daily with a comprehensive network of services aimed at family reunification and preservation. It employs more than 275 people. ■

New York egg production falls nearly 2 percent

BY JOURNAL STAFF
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Farms in New York state produced 146.2 million eggs in March, down 1.6 percent from 148.6 million eggs in the year-prior month, according to a report from the USDA’s National Agricultural Statistics Service (NASS).

The total number of layers in the state averaged just under 5.6 million in the third month of 2024, off 2.5 percent from nearly 5.74 million layers in the year-ago period. Egg production per 100 layers edged up 0.9 percent to 2,613 eggs in March from 2,589 eggs in March 2023.

In neighboring Pennsylvania, egg production increased almost 6 percent to nearly 692 million eggs in March 2024 from more than 653 million eggs a year earlier.

U.S. egg production totaled more than 9.29 billion eggs in March, up less than 1 percent from over 9.23 billion eggs in March 2023. ■

New York milk production flat in March

Dairy farms in New York state produced 1.364 billion pounds of milk in March, down a slight 0.2 percent from 1.367 billion pounds in the year-prior month, according to the monthly milk-production report that the USDA’s National Agricultural Statistics Service (NASS) issued on April 22.

Milk production per cow in the state averaged 2,165 pounds in the third month of 2024, also off 0.2 percent from 2,170 pounds in March 2023. The number of milk cows on farms in the Empire State totaled 630,000 head in March, unchanged from the year-ago month, NASS reported.

Milk prices were mixed in the latest month for which data is available. New York dairy farms were paid an average of \$22 per hundredweight of milk in February, up almost 1.9 percent from \$21.60 in January, but down 2.2 percent from \$22.50 in February 2023. ■

CNY BUSINESS JOURNAL

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Marketing is not a foreign language

The main challenge facing marketers in 2024 might not be a new one.



JORDAN BUNING
Viewpoint

The idea of marketing as a standalone department is crystallized in popular culture. Think of the AMC drama “Mad Men” — the story of an insular advertising agency with its own language, uncompromising internal politics, and ambitions disconnected from those of its clients. The series might have been set in the 1960s, but its stereotypes persist to this day. Periodically, the stereotype of the out-of-touch marketer re-enters the imagination whenever a popular advertising campaign backfires. Even within institutions, the stereotype of a marketing department as a cost center versus revenue driver persists.

From a practical standpoint, marketers ought to exist on less of an island than ever in the business world. So why doesn't it seem like it?

Pointing the blame inward

In some ways, marketing did this to itself. Historically, it hasn't been clearly defined for, or connected to, other business elements. A welder welds. A judge judges. What does a marketer do? The answer

isn't necessarily obvious, even to others within the same organization.

Today's marketing departments possess individuals with wildly diverse job descriptions. Whether they operate in the B2B or B2C space often defines the nature and pace of their work. By necessity, marketing is constantly adapting to the digital age, relegating the “Mad Men” milieu to the history books. Against this backdrop, the successes and failures of today's marketers can't be measured by something as crude as the number of “likes” and “followers” behind a social-media campaign. Yet in specialized, service-based industries where marketers commonly occupy their own silo — think health care, education, manufacturing, financial services, etc. — a limited understanding of marketing persists.

Better communication is needed to fill in the gaps. More work must be done to educate stakeholders — particularly within your own organization — on how to understand, evaluate, and engage with the work of marketers.

Making the connection

Management guru Peter Drucker once said, “Because its purpose is to create a customer, the business enterprise has two — and only these two — basic functions: marketing and innovation.” In a sense, connecting the work of marketers to the other functions of a business has never

been easier.

That's because the utility of every business unit can be reduced to a three-letter acronym: ROI. Measuring the return on investment of any marketing initiative with granularity hasn't always been possible. Now, thanks to the sophisticated analytics of today's digital-marketing tools, it is. And the ROI of innovation is only as good as the ability of a marketer to entice a unique product or service to customers and clients. Conversely, the marketer's success depends at least in part on the success of the product/service; the two are intertwined.

The need for marketers to translate the language of the innovators to the hoi polloi is as old as time. As the language of marketing evolves, it too needs to be more easily understood by the innovators, and everyone else in the organization. Getting on the same page can begin by sitting down with the other stakeholders and answering some basic questions:

1. What is this initiative trying to achieve strategically for our organization?
2. What audience are you trying to reach? What do they want, how do they behave, and where are they?
3. What positioning for the offer best aligns to the audience?
4. What measurables that matter in the C suite can be owned/delivered by marketing?

By aligning on objectives early in the

development process, a marketing team can understand what excites and motivates the rest of their team before designing and executing a marketing campaign, bringing both sides closer together in a collaborative process.

More measurables than ever

Speaking of measurables, technology has empowered a more analytical approach to measuring the successes and failures of marketing initiatives. Gone are the days of “build and run it advertising.” Today's marketing campaigns are measured via complex combinations of search, email, content, hyper-targeting, personalization, adaptive media, A/B testing, and data analytics.

By harvesting more granular customer insights than before, these methods are allowing marketers to find what works and adjust on the fly. They're also reinventing the customer experience, allowing brands to find new ways to connect with and engage consumers online.

Rather than merely limiting marketing to those with technical expertise, these tools have ushered a new generation of marketers to the table, bringing new and exciting opportunities to take initiative, channel more creative and analytical abilities, and better demonstrate marketing's contribution to an organization's profitability. ■

Jordan Buning is president of ddm marketing + communications, a marketing agency for complex and regulated industries, including health care, financial services, and global manufacturing.

Ask Rusty: Can I Claim Social Security and Still Work?

Dear Rusty: I will be turning 63 soon. Can I apply for Social Security (SS) and continue to work? Would I be limited to how many hours or how much I could make? I know my monthly SS amount would be cut by 30 percent, or somewhere around that, but how would working affect me? I was trying to read up on this, but the \$1 and \$2 thing confused me. I have an offer to take a work-at-home position and need to decide soon, but it is a cut in income. The cut would be okay if I could draw my Social Security, too.

Signed: Wanting Work at Home

Dear Wanting: If you claim your Social Security to start in the month you turn 63, you'll be claiming four years before your full retirement age (FRA) of 67, which means your monthly benefit at 63 will be about 25 percent less than it would be if you claimed SS at age 67. And if you are working before your FRA, you'll be subject to the Social Security “earnings test.”

The 2024 earnings limit for those collecting early Social Security benefits is \$22,320 (this limit changes annually). If your annual earnings exceed the limit,

the Social Security Administration (SSA) will assess a penalty of \$1 for every \$2 you are over the limit. The SSA will recover that penalty amount by withholding future benefits until it recovers what you owe. If your work earnings are under the annual limit, you will get all your monthly SS benefits. But if you exceed the limit, the SSA will find that out after you submit your income-tax return (the following year) and issue you an overpayment notice, telling you how much you owe for exceeding the limit last year. The SSA will then withhold your benefits until it gets back what you owe, or you can repay the agency in a lump sum. To avoid the overpayment notice, it is best to inform the SSA in advance that you will exceed the annual earnings limit, and it will simply withhold your monthly SS benefits during the year for enough months to avoid overpaying you.

So, what you should do depends largely on how much you expect to earn

“The 2024 earnings limit for those collecting early Social Security benefits is \$22,320 (this limit changes annually).”

from your new work-at-home position. If your earnings are below the annual limit, no penalty will be assessed. If you only exceed the annual limit by a little bit, then you can still work and earn and simply repay the SSA what is owed for exceeding the limit (or have your SS benefit temporarily withheld). If you only exceed the earnings limit by a little, you'll still get benefits for most months of the year. But if you significantly exceed the annual earnings limit, you could even be ineligible to receive SS benefits until you either earn less or reach your full retirement age (the earnings limit goes away at your FRA).

So, what you should do depends on what “a cut in income” means in terms of your expected annual-earnings amount. If your total annual earnings will be under the annual limit, your SS benefit won't be affected. If you only exceed the limit by a little bit, then you will get SS benefits for most months of the year. But if

your annual earnings are significantly over each year's annual-earnings limit, then you won't get SS benefits for most months of the year and may even be temporarily ineligible to receive benefits. ■

Russell Gloor is a national Social Security advisor at the AMAC Foundation, the nonprofit 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: ssadviser@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

MICRON:

Continued from page 4

investment from my CHIPS & Science Law, we are taking the next steps to get shovels in the ground to transform the Syracuse region and all of Upstate into a global hub for the chips that will power America's future,” Schumer said in an April 17 release. “From smartphones to AI to our nation's most sensitive defense technologies, the memory chips Micron makes are in nearly every product of

our modern economy, but as the pandemic showed when we don't shore up our supply chains and make these chips in America it can skyrocket prices and threaten our national security. This investment will build a more secure economy for the entire country, with Micron in Central NY as its beating heart.”

Micron announced its plans for a semiconductor-manufacturing campus at the White Pine Commerce Park in the town of Clay on Oct. 4, 2022.

Gov. Kathy Hochul reacted to

Schumer's announcement in a statement on April 18.

“The largest private investment in American history is on its way to Central New York. New federal funding from President Biden's CHIPS and Science Act will help lock in 50,000 jobs, a \$100 billion investment, and millions of dollars in community benefits, along with aid from the Green CHIPS Act we passed here in New York,” Hochul said.

This is the second agreement for a New York company from the CHIPS-incentives

program funded by Schumer's CHIPS & Science Law.

Earlier this year, Schumer announced that GlobalFoundries in Malta in Saratoga County had reached a \$1.5 billion in-direct grant funding pact under the CHIPS & Science Law, with an additional \$1.6 billion in loans available. The firm will use the combined \$12.5 billion public-private investment over the next 10 plus years to expand and construct a second, new state-of-the-art computer chip factory in Malta, per Schumer's office. ■

SPECIAL REPORT: BANKING & CREDIT UNION REPORT



The Fulton branch of the Oswego County Federal Credit Union (FCU) operates at 707 S. 4th St. in Fulton

PHOTO CREDIT: OSWEGO COUNTY FCU

Oswego County FCU launches “Buy Now, Pay Later” product

BY ERIC REINHARDT
ereinhardt@cnybj.com

OSWEGO — Oswego County Federal Credit Union (FCU) announced it has added “Buy Now, Pay Later” (BNPL) to its suite of online-banking products.

Oswego County FCU says it has partnered with Scottsdale, Arizona-based equipifi, a BNPL platform tailored for debit-card issuers, to “enhance its offerings,” per a March 28 announcement.

Oswego County FCU is a member-owned, nonprofit that serves more than 13,000 members in Oswego County.

Through Oswego County FCU’s BNPL product, members will receive personalized offers tailored to their financial well-being on eligible debit-card transactions.

Credit-union members will be able to view and accept these offers “within seconds,” Oswego County FCU says. Eligible purchases qualify for the BNPL program. Eligible purchases are defined as debit-card transactions of at least \$100 made within the last 60 days, excluding cash or cash-equivalent transactions (such as ATM withdrawals, money orders, or cash advances), the credit union noted.

“BNPL is a payment preference that

our members not only increasingly use but also expect as part of their financial experience,” Bill Carhart, CEO of Oswego County Federal Credit Union, said in the announcement. “equipifi’s BNPL platform allows us to embed this intuitive solution within our existing banking experience to meet our members where they are.”

To utilize the BNPL product, members can make purchases with their debit card and check “Buy Now, Pay Later” in their online banking to view available BNPL offers on eligible purchases, Oswego County FCU said. They can then decide which purchases to split over time, se-

lect the appropriate payment-installment plan, and receive their purchase amount deposited back into their account within 24 hours.

“BNPL is a payment method that grew from next-gen engagement and is now seeing adoption across all demographics,” Bryce Deeney, CEO and co-founder of equipifi, noted in the Oswego County FCU announcement. “Consumers prefer receiving it from their trusted financial institution, and Oswego County FCU is rolling out BNPL as a long-term commitment to their members and their evolving payment preferences.” ■

Visions board reelects directors, reorganizes at March meeting

BY ERIC REINHARDT
ereinhardt@cnybj.com

ENDWELL — Visions Federal Credit Union (FCU) reelected three directors to its board of directors during its 58th annual meeting held March 16 at its headquarters in Endwell.

Michael Mullen, Mary Robinson, and Denise Stoughton were reelected to three-year terms on the board. The Visions FCU board also includes Jill Bennedum, Kenneth Kidder III, James Lewis, Christopher Marion, Kelly Roche, and Laurie Schorno.

During the meeting, Marion, who serves as the board chairperson, recognized Lewis for five years of volunteer service.

The board also held a special reorganization meeting immediately following the annual meeting. During that session, the board elected Marion as chairperson, Robinson as vice chairperson, Stoughton as treasurer, and Roche as secretary of the executive committee. The board also appointed Charles Sebuharara as associate director and George Bobinski, Jr. and Alan Hertel as directors’ emeriti.

The board also reappointed supervisory committee members Fermin Romero III (secretary) and Gordon Thompson to two-year terms and appointed John Koniuto, Mary Anne Benedict, and Kathleen Towery to one-year terms as alternates on the supervisory committee.

The supervisory committee also includes chairperson Douglas Camin, vice



Visions Federal Credit Union (FCU) operates a location in Newark Valley in Tioga County.
PHOTO CREDIT: VISIONS FCU

chairperson Stephanie Jerzak, and Mark Wasser.

Established in 1966, the nonprofit Visions FCU is a financial institution fully

owned by its members. Visions serves more than 250,000 members in communities throughout New Jersey, New York, and Pennsylvania. ■

AmeriCU's 2023 highlights included expansion, renovations

BY ERIC REINHARDT
ereinhardt@cnybj.com

ROME — AmeriCU Credit Union in July 2023 announced its largest expansion into 15 additional counties across the North Country, Mohawk Valley, Central New York, and Southern Tier communities of New York state.

The credit union says it has expanded its field of membership into 24 counties to “promote financial education, stability, and growth.”

The credit union adds that its 2023 operational highlights also included a new virtual financial center, renovations of the Watertown and Auburn financial centers, a website redesign, an expanded interactive ATM network, and a new mobile and online mortgage application.

The Rome-based credit union on March 11 hosted its annual membership meeting. In that session, Ronald Belle, president and CEO of AmeriCU Credit Union, and Nick Fabrizio, who chairs the AmeriCU board of directors, addressed

the current membership on the credit union's financial performance and successes in 2023, “highlighting the achievements the credit union made throughout the year.”

“As AmeriCU looks ahead to 2024, we are eager to deepen the connections we have with our membership,” Belle said in an AmeriCU news release. “We will continue to evolve our services to give back even more to our members and take care of those who have helped us get to where we are today as we expand forward.”

AmeriCU in 2023 also introduced Pay A Person, a mobile application that allows its members to transfer money “quickly and easily” from their mobile phone; along with Pay A Day Early, which provides early access to direct-deposit paychecks including pension, Social Security, and all income payments.

As a credit union and a cooperative,



Belle



Rome-based AmeriCU Credit Union held the organization's annual membership meeting on March 11. PHOTO CREDIT: AMERICU CREDIT UNION

AmeriCU says it is governed by its members through an elected, volunteer board of directors. The credit union's nominating committee announced that incumbents George Bauer and Joseph Turczyn have been nominated to fill two open positions on the board of directors. The

two nominees were seated at the annual meeting.

AmeriCU also used the annual meeting to award 10 scholarships of \$1,000 each to local students, who were joined by their families and recognized for their academic achievement. ■

NBT reports flat earnings in Q1, poised for future growth

BY TRACI DELORE
tdelore@cnybj.com

NORWICH — NBT Bancorp Inc., (NASDAQ: NBTB), the parent company of NBT Bank, N.A., saw relatively flat earnings in the first quarter of 2024, reporting net income of \$33.8 million, or 71 cents a share, compared to \$33.7 million, or 78 cents per share in the year-ago quarter.

“NBT reported solid results for the quarter despite the ongoing challenges presented by the interest-rate environment,” President/CEO John H. Watt Jr. said in NBT's April 22 earnings report. “Our resilient balance sheet is the foundation that allows our team to execute on our growth strategies across our markets. Our fee-based businesses continue to grow, providing diversified revenue streams that generated 31 percent of total revenues.”

The banking company generated net interest income of \$95.2 million in the first quarter, up 0.1 percent from the first quarter of 2023, but down 4 percent from the fourth quarter of 2023. The quarter-over-quarter decrease stems from a decline in short-term interest-bearing accounts and the interest earned on those accounts, coupled with one less day in the first quarter of 2024 compared to 2023.

Non-interest income at NBT increased by \$6.8 million, or 18.7 percent, to hit \$43.2 million in the first quarter of this year, compared to the first three months of 2023. NBT saw increases of \$2.8 million in retirement-plan administration fees, \$500,000 in wealth-management fees, and \$700,000 in insurance-services income.

Non-interest expenses increased to \$91.8 million in this year's first three months from \$79.3 million a year prior, driven in part by an 11.4 percent increase in salary and benefit costs due to the bank's 2023 acquisition of Salisbury Bancorp. Total interest expenses also increased during the first quarter to \$51.8 million from \$42.2 million in the first quarter of 2023.

NBT repurchased 1,900 shares of its common stock during the quarter at an average price of \$33.03 per share under a previously announced share-repurchase program. As of March 31, there were 1,998,100 shares available for repurchase under this plan.

NBT's stock price was down about 16 percent year to date as of trading at mid-day on April 24.

Total deposits as of March 31, 2024, were \$11.2 billion, an increase of \$226.3 million from the \$10.97 billion reported on Dec. 31, 2023. The increase stems mainly from an inflow of seasonal municipal deposits during



The NBT Bank branch office on Route 31 in the town of Lysander.

ADAM ROMBEL / CNYBJ FILE PHOTO

the quarter, the report stated.

“NBT is poised to participate in the transformational growth that will occur in our core upstate New York markets as the result of multiple game-changing investments in semiconductor manufacturing, including the recently announced \$6.1 billion grant Micron Technology will receive under the CHIPS & Science Act that will, in part, support its plans to invest as much as \$100 billion, over the next 10 years, in a new complex of semiconductor chip manufacturing plants near Syracuse,”

Watt said.

NBT Bancorp, a financial-holding company headquartered in Norwich, has total assets of \$13.44 billion. The company operates through NBT Bank, with 154 branches in New York, Pennsylvania, Vermont, Massachusetts, New Hampshire, Maine, and Connecticut. It also operates EPIC Retirement Plan Services, a national benefits-administration firm based in Rochester, and NBT Insurance Agency, LLC, a full-service insurance agency based in Norwich. ■



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\$1.0
BILLION
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Solvay Bank appoints business-banking officer

BY JOURNAL STAFF
news@cnybj.com

SOLVAY — Solvay Bank announced that Lynn Coates has joined its new small-business banking team as a VP, business-banking officer.

Coates joined Solvay Bank in 2022 on Solvay Bank's commercial-lending team, where she specialized in commercial lending, investments, and small-business banking.



Coates

She has more than 33 years of banking experience and has been in business banking for 10 years. Coates is active in the community and serves as president of the Golden Retriever Club of Central New York and the obedience chair for the Onondaga Kennel Club. She is also a member of Syracuse Executives and serves as a CenterState CEO ambassador. In addition, Coates spends hours volunteering in therapy work with her professional certified golden retriever.

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

Pathfinder Bank appoints first VP, corporate controller

BY JOURNAL STAFF
news@cnybj.com

OSWEGO — Pathfinder Bank recently announced it has named Regina Bass first vice president and corporate controller.

In this role, Bass will continue to oversee the bank's corporate-accounting function and is responsible for both internal and external regulatory financial reporting, including Securities & Exchange Commission filings, for the bank and its subsidiaries. She also serves "as a cornerstone in the bank's strategic planning structure, working closely with senior management to craft and implement crucial initiatives. With her expertise and agility, Bass continues to enhance the bank's standing in the

ever-changing financial environment," the bank said in a news release.

Bass joined Pathfinder Bank in 2022, initially serving as VP, financial-analysis manager, before advancing to the role of corporate controller in 2023. Prior to these roles, Bass worked for 13 years at the Bonadio Group, most recently serving as tax principal. Additionally, Bass worked as a tax manager at both KPMG LLP and PriceWaterhouseCoopers LLP.

"We are proud to recognize Regina with this promotion," Walter Rusnak, Pathfinder's senior VP and chief financial officer, said in the release. "Since joining Pathfinder Bank, Regina has made significant contributions to the bank through her dedication and knowledge of the financial

industry. With her leadership and expertise, we look forward to watching her excel in this expanded role."

Bass is a graduate of Ithaca College and SUNY Oswego, holding a bachelor's degree in business management and a bachelor's in accounting, respectively.

Pathfinder Bank is a New York State chartered commercial bank headquartered in Oswego. The bank is a wholly owned subsidiary of Pathfinder Bancorp, Inc. (NASDAQ: PBHC). The bank has 11 full-service branches located in its market areas consisting of Oswego and Onondaga County. ■



Bass

Community Bank adds escrow-management platform

BY TRACI DELORE
tdelore@cnybj.com

DEWITT — For businesses that have to hold onto other peoples' money — think

lawyers with escrow accounts and landlords with tenant security deposits — Community Bank N.A. has added a new product to its banking lineup it believes will make things easier.

"We're really excited about it," Benjamin Conger, commercial banking officer at Community Bank, says of the addition of ZEscrow, a management tool for escrow accounts. "We're always trying to look for ways to make banking easier."

With all the rules and regulations surrounding escrow and other accounts used to hold money, it can almost be a full-time job just staying on top of that, Conger says.

Imagine a property manager of 20 buildings with each building having 10 rental units, he posits as an example. "They have to keep a security deposit for each tenant," Conger says. The deposits need to be held in their own separate accounts, he adds, which means the property manager has to go to the bank and open a new account each time there is a new tenant.

Property managers aren't the only ones who manage such accounts. Lawyers might be holding money in escrow for a client. Even funeral homes that take pre-payment for services need to properly manage those funds, Conger notes.

Managing means keeping detailed records for each account. Many might just use something like a spreadsheet, Conger says,

"It's not an efficient way to do it," he says. That's where a digital platform like ZEscrow can help those who need to hold on to someone else's money.

With ZEscrow, clients can use the platform to open new accounts, deposit checks, run a variety of reports, and even print statements. For accounts requiring a W-9, ZEscrow will generate that form to be completed. "There's a place where you can upload the lease for the tenant," or other documents, Conger says. There is even a way to bulk upload that old spreadsheet to get started on ZEscrow, he adds.

"It's just extremely easy to use," Conger says. "The onboarding is very easy."

The idea to add ZEscrow came from the bank's treasury-management division, which oversees how money comes into and out of the bank, he says. Those em-



Benjamin Conger

PHOTO CREDIT: COMMUNITY BANK N.A.

ployees were able to see the trends and started the process of looking for a banking solution for those escrow accounts.

At Community Bank, ZEscrow is included with the bank's Premier Business Connect Online commercial accounts. "If you have that, it's a free add-on service," Conger says. Using the service through Community Bank not only makes managing escrow easier, but also comes with the bank's team and their expertise.

"We're always looking to help customers," he says. Conger believes using ZEscrow will save the bank's customers time, which will free them up to focus on their business and its growth and profits.

The service adds value for existing customers, and Conger hopes it will attract new customers to the bank at a time when it's expanding its branch presence, especially in Onondaga County.

"Any time we can add new customers, we love that," Conger says.

Community Bank is part of Community Bank System, Inc. (NYSE: CBU) and operates about 200 branch locations in New York, Pennsylvania, Vermont, and Massachusetts. ■



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Community Bank plots growth as region's economy picks up

BY TRACI DELORE
tdelore@cnybj.com

DeWITT — As development and economic activity bustle along the state's Thruway corridor, Community Bank System, Inc. (NYSE: CBU) has its own plans to beef up its presence in those markets, starting with three new Community Bank, N.A. branches in Onondaga County.

"It's part of our strategic plan," President/CEO Dimitar Karaivanov tells CNYBJ in an interview. The banking company is always looking at both the future and opportunity, he notes. Growth is important and not just for Community Bank, but also for the communities it serves and its employees, he adds.

"The markets are finally growing in upstate New York," he says, and that creates opportunity for Community Bank to expand and serve more people. It provides a more personal relationship for customers as compared to national banks, and can provide more services than smaller banks, he contends.

Currently, Community Bank has branches in DeWitt, where it is headquartered, along with Cicero and Skaneateles. It's adding branches in downtown Syracuse — in the State Tower building on Sout Warren Street — as well as two other branches in the greater Syracuse area.

While he couldn't disclose more information just yet, Karaivanov notes the branches are in areas Community Bank felt it wasn't adequately serving yet in order to expand access.

Each of the new branches will be staffed by four to five employees, he says. And Syracuse isn't the only area getting new locations. Community Bank also plans to grow its branch presence in Buffalo, Rochester, the Capital District, the Lehigh Valley in Pennsylvania, and the Springfield, Massachusetts region. It will also open its first physical branch in New Hampshire within the next year or so, Karaivanov says. Community Bank currently has branches in Vermont and has gained some New Hampshire-based customers through those locations. Now, they will have a closer location to serve them.

The bank has experienced above market-rate growth over the past three years, Karaivanov says. "Now, we've just got to make some real investment in those markets on the heels of that success."

While companies like Micron Technology, Inc. (NASDAQ: MU), which just landed billions in federal funding for the chip plant it plans to build in Clay along with another in Idaho, are getting big headlines. But it's really the whole corri-

dor from Buffalo to Albany, and especially in the Syracuse area, that has Community Bank excited, Karaivanov says.

The economic pipeline for Central New York is about 20 times bigger than it was in 2019, he says, especially in the areas of advanced manufacturing as companies reshore manufacturing from overseas.

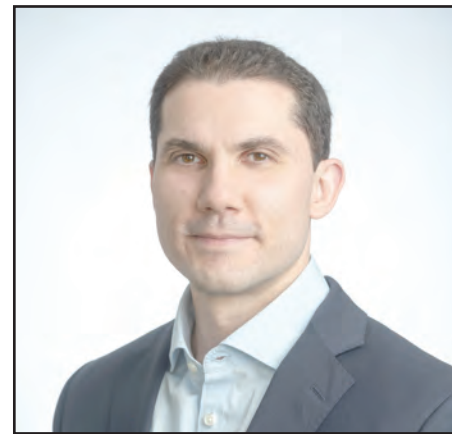
"There's just a lot happening here," Karaivanov says, and Community Bank wants to be part of it. The banking company has two buckets it has to keep track of, he says. One is opportunity, and the other is responsibility. As it acts on opportunity, it has to keep responsibility in mind, he says.

"What are you doing to make this success inclusive for all of the community?" he asks. Community Bank will do that through specialized products that will help those most in need, such as its special

purpose credit homeownership program that removes barriers to homeownership like closing costs and downpayments by providing up to 100 percent financing.

"It really is the cornerstone of our communities," Karaivanov says of homeownership, which typically leads to people being more invested and therefore investing more in their neighborhoods.

Community Bank System operates more than 200 Community Bank N.A. branch locations in New York, Pennsylvania, Vermont, and Massachusetts. The banking company has more than \$15 billion in assets and employs nearly 2,900 people across all its locations and business lines, which includes benefits administration through its Benefit Plans Administrative Services, Inc. subsidiary; insurance services through the OneGroup NY, Inc. sub-



Dimitar Karaivanov PHOTO CREDIT: COMMUNITY BANK

sidiary; and wealth management through its Community Bank Wealth Management operating unit. ■



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MBA PROGRAMS

Ranked by Spring 2024 MBA Program Total Enrollment

Rank	Name Address Phone/Website	Spring 2024		Types of MBAs Offered	No. of Faculty	Program Directors/Deans	Year MBA Program Estab.
		MBA Total Enrollment	Tuition Per Credit Hours				
1.	Samuel Curtis Johnson Graduate School of Management at Cornell University Sage Hall Ithaca, NY 14853 (607) 255-4526/ johnson.cornell.edu	587 ¹ 587/0	\$2,770 60	two-year MBA in Ithaca; Cornell Tech MBA; Cornell Executive MBA in Metro New York; Cornell Executive MBA Americas; Cornell-Tsinghua MBA/FMBA. dual degrees: MEng/MBA, JD/MBA, MILR/MBA, MD/MBA, MHA/MBA, and MPS/MBA	60	Glen Dowell, Senior Director of MBA/MPS Programs & Professor of Management	1946
2.	Syracuse University, Whitman School of Management MBA Program 721 University Ave., Suite 315 Syracuse, NY 13244 (315) 443-4327/ whitman.syracuse.edu/mba	452 132/320	\$1,872 54	full-time MBA STEM-designated with specializations in accounting, business analytics, entrepreneurship, finance, marketing, real estate, and supply-chain management; MBA@Syracuse - an online MBA program for working professionals	NA	Alexander McKelvie, Interim Dean	1968
3.	SUNY Oswego MBA Program 138 Rich Hall Oswego, NY 13126 (315) 312-2911/oswego.edu/mba	334 87/247	\$625 ² 36-57	MBA-management; MBA-healthcare administration; MBA-online management; MBA-public accounting; five-year combined degree in accounting (BS/MBA); five-year combined degree in psychology (BA/MBA); five-year combined degree in broadcast & mass communication (BA/MBA)	37	Dr. Irene Scruton, Assistant Dean & Director for MBA Programs	1992
4.	Rochester Institute of Technology, Saunders College of Business 105 Lomb Memorial Drive Rochester, NY 14623 (585) 475-7935/rit.edu/business	181 181/0	\$2,463 48 MBA, 47 EMBA	MBA; executive MBA, on campus; executive MBA, online; specializations include: accounting, business analytics, digital marketing, technology innovation management and entrepreneurship, finance, innovation management, international business, management and leadership, management information systems, marketing, project management, global supply chain management, health systems administration, human resource development, industrial and systems engineering management, public policy	63	Jacqueline R. Mozrall, Dean Bill Dresnack, Associate Professor and MBA Director Shal Khazanchi, Associate Dean, Research and Graduate Programs	1968
5.	Utica University MBA Program 1600 Burrstone Road Utica, NY 13502 (315) 792-3111/utica.edu	126 ¹ 82/44	\$750 30	general MBA; accounting MBA	15	Matthew Marmet, Director, MBA Programs	1999
6.	Le Moyne Madden College of Business & Economics 1419 Salt Springs Road Syracuse, NY 13214 (315) 445-4786/lemoyne.edu/mba	92 45/47	\$992 36 (plus prerequisites, if necessary)	general MBA; MBA in leadership; MBA in analytics; MBA in marketing	18	Dipankar Rai, Associate Dean and Associate Professor Teresa Renn, Associate Dean of Graduate Admissions	1993
7.	SUNY Polytechnic Institute MBA 100 Seymour Road Utica, NY 13502 (315) 792-7500/sunypoly.edu	79 23/56	\$625 ² 48	accounting & finance, business management, health informatics, human resource management, marketing management	5 full-time, 4 part-time	Rafael Romero, Interim Dean Rafael Lu, Dean, College of Business	2002
8.	SUNY Empire State University MBA 113 West Ave. Saratoga Springs, NY 12866 (518) 587-2100 ext. 2429/ https://sunyempire.edu/graduate-studies/	46 5/41	\$625 ² 35-45	MBA in business management; MBA in healthcare leadership; master of science in finance	14	Audeliz Matias, Interim Dean	1974
9.	Alfred University College of Business 1 Saxon Drive Alfred, NY 14802 (607) 871-2115/alfred.edu	45 27/18	\$1,337 31	accounting, business administration, healthcare planning and management	13	Theresa Gunn, Director of the MBA Program	1991
NR.	Binghamton University School of Management MBA Program P.O. Box 6000 Binghamton, NY 13902 (607) 777-2317/binghamton.edu/som/graduate-programs	NA ³ NA/NA	\$765.70 per credit, \$8,735 for 12+ credits (full time) 51-57 for full-time, four-semester MBA	full-time MBA (fall admission—57 credits); full-time MBA one-year option (summer admission - 51 credits); nine-month MBA for undergraduate AACSB business or accounting major (34 credits)	72	George S. Bobinski, Associate Dean, School of Management	1972
NR.	University of Rochester, Simon Graduate School of Business MBA 305 Schlegel Hall Rochester, NY 14627 (585) 275-3533/ simon.rochester.edu	NA ³ NA/NA	\$2,274 64 - 68	executive MBA, part time, and full time	92	Sevin Yeltekin, Dean, Simon Business School	1958

THE LIST

Research by Vance Marriner
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@cnybjresearch

FOOTNOTES

- 2023 data
- In-state tuition
- Not ranked due to incomplete enrollment data being available

ABOUT THE LIST

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

For the purpose of this list, we have included institutions in adjacent counties that serve students in our readership area.

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

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Protect Those Who Protect Us

Two [Central New York] police officers were senselessly gunned down [on April 14] by a deranged individual following what should have been a routine traffic stop. The two heroes, Syracuse cop Michael Jensen and Onondaga County Sheriff's Deputy Michael Hoosock, died defending the communities they swore to protect. We all mourn these shining pillars of service, and we owe them and their families an unpayable debt.

**WILL BARCLAY**
Opinion

Attacks on law enforcement in recent weeks have sent shockwaves through New York. From the horrific murder of Officer Jonathan Diller in New York City to the recent shooting in Albany, police officers are facing an unprecedented assault from violent criminals. As these attacks mount, I am continually disgusted by how little they have moved the state's Democrat leadership to take any action. The response from the other side has amounted to little more than business as usual. Violent criminals have become emboldened, and the badge of law enforcement has become a bullseye. If these individuals don't even second-guess shooting a police officer how are New Yorkers going to walk the streets

safely?

The Assembly Minority Conference has offered a series of common-sense proposals to help protect law enforcement and the public. Each remains stalled by misguided Democrat leadership. Among some of our proposals are:

- **Mandatory Life Without Parole** — Makes life imprisonment without parole (LWOP) mandatory for defendants convicted of murder in the first degree or second degree if the victim is a police officer, specified peace officer, first responder, or correctional officer (A.7472, Angelino/S.408, Gallivan).

- **Hate Crimes Against First Responders** — Designates offenses against law enforcement, emergency medical services personnel, and/or firefighters as hate crimes, thereby increasing the penalty for the offense (A.3417, DeStefano/S.6091, Murray).

- **Imposing the Dangerousness Standard** — Allows a judge to consider the safety of any person or the community when selecting a securing order on a criminal suspect. Requires the court to make an individualized determination as to whether suspects pose a risk or threat of physical danger to the safety of any person or the community and a determination as to whether they pose a risk of flight to avoid prosecution (Reilly).
- **Reinstating the death penalty in**

"If these individuals don't even second-guess shooting a police officer how are New Yorkers going to walk the streets safely?"

New York state and make it an available sentence for those convicted for the intentional killing of police officers, specified peace officers, and first responders, among others. Further, mandate LWOP for cop killers not sentenced to death (A.3906, Barclay).

National Crime Victims' Rights Week [is April 21-27]. This year, we remember several law-enforcement officers as we reflect on the lives of the many victims of crime here in New York. Every single one of these crimes is a tragedy, especially the ones that took the lives of those who died in the line of duty. In the name of officers Jensen, Hoosock, Diller, and anyone else victimized by senseless violence, Albany needs to stand with those who protect us and take action to support our police. ■

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.

You're Used to How Congress Does Budgets. You Shouldn't Be

There was lots of drama back at the end of March, when Congress — six months behind schedule — finally funded the federal government for the rest of the fiscal year. You may remember some of the highlights: The \$1.2 trillion package funded defense, homeland security, and other key agencies (others had gotten their funding a few weeks earlier), and Congress passed it mere hours before a government shutdown.

**LEE HAMILTON**
Opinion

This, of course, was characterized as a great success, though Senate Majority Leader Chuck Schumer, a Democrat, was straightforward about what it took. "It's been a long day, a long week and a very long few months," he told the press. "It's no small feat to get a package like this done in divided government." Over in the House, the fact that Republican Speaker Mike Johnson played ball with Democrats to get the package through led to the first stage of a move by Rep. Marjorie Taylor Green to seek his ouster as speaker.

I take some comfort from the fact that the government is now funded through September and Congress can move on to a full agenda of pressing business. But I take no comfort at all from the fact — indeed, I'm genuinely outraged — that we're just going to go through all this again at some point down the road. The congressional budget process is deeply and fundamentally broken.

What I find most distressing is that

there's now an entire generation of Americans and members of Congress who know only this: that the budget consists of a gargantuan bill hammered out by congressional leaders and the White House and some key staff, then is rushed through with little debate and even less insight into what it contains, other than some key topline figures. The fact that in the world's greatest democracy this is how we handle the fundamental blueprint of our government, and its priorities should not be a point of pride. As veteran budget analyst Alice Rivlin put it, it is "frightening and embarrassing that the world's most experienced democracy is currently unable to carry out even the basic responsibility of funding the services that Americans are expecting from their government." That was in 2018, the year before her death.

That's especially true because we know how to do better. Though I've done this before, let me remind you of what you're missing. Up until the mid-1990s, Congress followed a process that had been honed over decades. It divided the budget into a dozen different areas, and then handled their appropriations through separate committee hearings. These allowed committees — and the rank-and-file members who sat on them — to gather expert opinions, propose changes, and thoroughly vet federal spending decisions in both chambers before sending each bill on to the president. It was not a perfect process, but it was transparent, far more democratic, orderly, and a politically rational way to decide on our priorities and how to fund them.

These days, we just take it for granted that we have to live with high-stakes fis-

cal brinksmanship. And that the myriad crucial decisions that undergird our government's operations will be contained in omnibus spending bills or continuing resolutions that basically put the government on automatic pilot and get no real scrutiny. Congress's historical role as a nurturer of innovation and creative approaches to problem-solving? Nowhere in sight.

I don't know what it's going to take to improve matters. There are plenty of members of the GOP majority in the House who ran two years ago on restoring the "regular order" of the appropriations process. And in all my conversations with public officials in recent years, I've never heard a single one defend what goes on now. So, in theory, there should be plenty of motivation to restore a saner approach to budgeting.

But there's also reality. After returning from their recess, members of Congress are settling in to work on the next appropriations round, facing an Oct. 1 deadline to keep the government funded. It's an election year. Any bets that they'll get the job done in orderly fashion and without resorting to a stopgap spending measure in September? I didn't think so. ■

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 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-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/>

BUSINESS CALENDAR

Email us at movers@cnybj.com

MAY 9

■ **Cayuga County Chamber Awards Luncheon** from 12-1:30 p.m. at The Springside Inn, 6141 West Lake Road, near Auburn. The Chamber Awards recognize individuals and businesses for their unique contributions to the economy and overall development of Cayuga County. Tickets are \$50. For more information and to buy tickets, visit: www.cayugacountychamber.com/awards

MAY 15

■ **Spring Networking Event: Fisher**

MAY 16

■ **2024 Greater Utica Chamber of**

Women in Family Business from 4:30-7 p.m. at Innovation Square, 100-140 South Clinton Ave., Rochester. Enjoy networking with other women in family firms, food/drinks from women-led family firms, a talk from Lauren Gallina Payne on her family business journey and a (condensed) tour of her family's extraordinary property. Music will be provided by Innovation Square Eastman School resident students. More information is available at: <https://www.sjf.edu/news-and-events/news-archive/spring-2024/networking-event-at-innovation-square/>. You can register at: <https://www.eventbrite.com/e/spring-networking-event-fisher-women-in-family-business-tickets-868539925297>

SEE CALENDAR, PAGE 15 ▶

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PEOPLE ON THE MOVE NEWS

BANKING

BRIANA FOX has been appointed as the new assistant VP, branch manager for Solvay Bank's North Syracuse branch. She joined Solvay Bank in 2016 as a banking solutions representative at its former Fairmount branch. Most recently, Fox was the assistant branch manager at the bank's DeWitt location. As manager of the North Syracuse branch, Fox will oversee day-to-day operations, focusing on providing exceptional customer service and working to expand relationships within the North



Fox

Syracuse community and beyond.

BUILDING MATERIALS

Erie Materials, a regional distributor of building materials in New York and Pennsylvania, has made several promotions and new hires. **MATT RUDY** was named the incoming general manager of the Auburn location. He will work closely with the firm's current general manager, Randy Moore, throughout the year to ensure a smooth transition. Rudy joined Erie Materials in 2018 as warehouse



Rudy

manager and previously held key leadership roles. **JOSH CADY** rejoined the Binghamton branch as an inside salesperson. Cady started as summer help in the warehouse while in college. After completing his bachelor's degree, he joined Erie Materials full time as a warehouse specialist. He relocated for a while then returned to Binghamton and rejoined the Erie Materials staff. **MITCH DeVITO** joined the inside sales staff of Erie



Cady



DeVito

Materials at the Watertown location. DeVito had worked for another local building-materials dealer. **JUSTIN WALKER** has been named warehouse manager at the Erie Materials' Syracuse location. He originally joined the company in 2010 and has worked in the warehouse, as a CDL driver and a backup dispatcher, as well as training to become a boom operator. Erie Materials distributes building materials for residential and commercial exteriors, such as roofing, siding, windows, doors, decking, manufactured stone veneer, and gutters.



Walker

New York home sales resumed their decline in March

Inventory hits another record low

BY ERIC REINHARDT
ereinhardt@cnybj.com

ALBANY — New York homes sales resumed their decline in March after a one-month reprieve in February.

New York realtors sold 6,685 previously owned homes this March, down 14.2 percent from the 7,790 homes they sold in the year-ago month, according to the monthly housing report that the New York State Association of Realtors (NYSAR) issued on April 18. This came after New York home sales rose in February for the first time in 30 months, through it was a less than 1 percent increase.

The number of homes for sale in New York totaled 23,924 in March, down nearly 15 percent from the 28,060 homes available for sale in March 2023. It's the lowest number of homes for sale since statistics have been kept in New York state, NYSAR said. It also marks the 13th straight month that inventory has dropped in year-over-year comparisons, it added.

Mortgage rates in March continued to rise closer to 7 percent again. NYSAR cited Freddie Mac as indicating interest

rates averaged 6.82 percent on a 30-year fixed-rate mortgage. That was up from the 6.78 percent rate in March. A year ago, at this time, the interest rate stood at 6.54 percent. Freddie Mac is the more common way of referring to the Virginia-based Federal Home Loan Mortgage Corporation.

New York sales data

Pending sales totaled 9,576 in March, a decrease of 2 percent from the 9,776 pending sales in the same month in 2023, according to the NYSAR data. This foreshadows further declines in closed sales in the next couple of months.

The March 2024 statewide median sales price was \$380,000, up 5.6 percent from the March 2023 median sales price of \$360,000.

The months' supply of homes for sale at the end of this March stood at 2.6 months, down more than 7 percent from the 2.8 months' supply at the end of March 2023, per NYSAR. A 6-month to 6.5-month supply is considered a balanced market, the association said.

New listings fell 7.5 percent to 11,790 this March from 12,749 in March 2023.

All home-sales data is compiled from multiple-listing services in New York, and it includes townhomes and condominiums in addition to existing single-family homes, according to NYSAR.

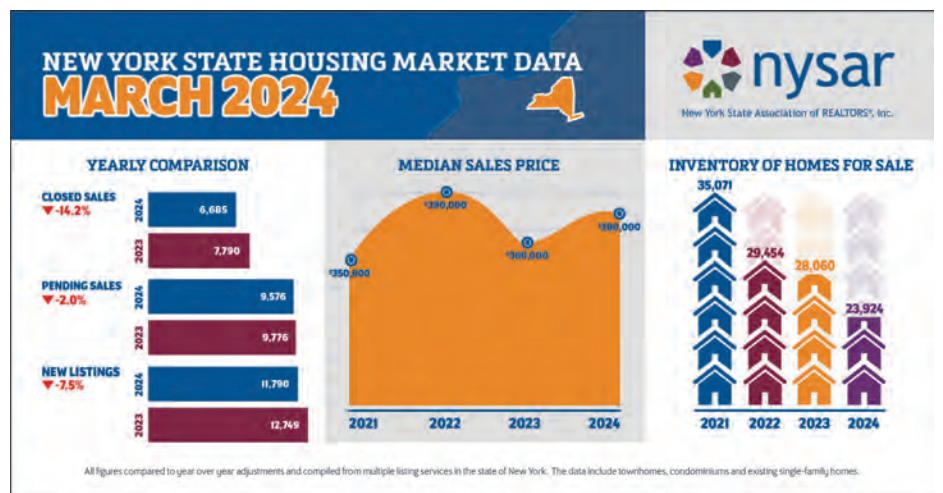


IMAGE CREDIT: NYSAR

CALENDAR: *Continued from page 14*

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.com>.

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/>

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