



DAUGHTER FOR HIRE SEEKS TO START FRANCHISING

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PHOTO CREDIT: DAUGHTER FOR HIRE



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WCNY TO USE NEARLY \$500K STATE GRANT FOR FILM INDUSTRY WORKFORCE DEVELOPMENT

PHOTO CREDIT: ZOEYADVERTISING.COM



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STEVENS NAMED PRESIDENT OF CONSTRUCTION AT VIP STRUCTURES

PHOTO CREDIT: VIP STRUCTURES

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CNYBJ Data & Details

COMING UP:

July 31 List: Credit Unions

July 31 Special Report: Banking & Credit Union Report

August 7: Revitalize Mohawk Valley Feature Publication

August 14 List: Certified Women-Owned Businesses (20 Employees or Smaller)

August 14 Special Report: Innovation/Entrepreneur Resource Directory

August 21 List: Cultural and Performing-Arts Organizations

August 21 Special Report: Small Business

August 28 List: Commercial Law Firms

August 28 Special Report: Law/Accounting/Taxes

September 4 List: Manufacturers (100 employees or fewer)

September 4 Special Report: Energy/Environment/Sustainability/Manufacturing

September 11 List: Risk-Management Providers

September 11 Special Report: Employee Benefits/HR/Insurance

September 18 List: Certified Disabled-Veteran-Owned Businesses

September 18 Special Report: North Country Business/Veteran-Owned Businesses

September 25 Special Report: Revitalize Syracuse Feature Publication

October 2 List: Hospitals & Health Systems

October 2 Special Report: Health Care Quarterly

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Here are the results of the latest poll on cnybj.com:

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CNYBJ Briefs

MVHS residency program graduates 11 doctors, with five of them staying in the area to work

UTICA — Eleven doctors graduated on June 30 from the St. Elizabeth Family Medicine Residency Program, bringing the total number of family physicians completing the three-year, post-doctoral training program to 327. The program is an affiliate of Mohawk Valley Health System (MVHS).

Program participants trained and provided care at the St. Elizabeth campus of MVHS, the Sister Rose Vincent Family Medicine Center on Hobart Street, the Women's Health Center, and at the Faxton and St. Luke's campuses as affiliates of MVHS, according to Residency Program Director T. Eric Schackow.

Five of this year's graduates will stay in the area to work, with four of those joining MVHS primary-care practices. Historically, half of the program's graduates have settled in the upstate region to practice, adding to the primary-care workforce and helping to alleviate the area's physician shortage.

The graduates are: Kwadwo Ansong, Victor Avila Macias, Jessica S. Baik, Mary Juliana Bapana, Benjamin Flinn, Pete Htwe, Angelina M. Nitto,



PHOTO CREDIT: MVHS

The St. Elizabeth Family Medicine Residency Program recently graduated 11 doctors from the program. From left to right in front row are: Ronald Siregar, Kwadwo Ansong, Victor Avila Macias, and Sun Koo Yoo. From left to right in back row are: Benjamin Flinn, Priscilla Merli Palomar, Jessica S. Baik, Mary Juliana Bapana, Phyu Phyu Thew, Angelina M. Nitto, and Pete Htwe.

Priscilla Merli Palomar, Ronald Siregar, Phyu Phyu Thwe, and Sun Koo Yoo.

Macias will work as an inpatient hospitalist for MVHS, Bapana will work in the MVHS Washington Mills Medical Office, Htwe will work in the MVHS East Utica Medical Office, and Thwe will practice primary care at MVHS Medical Group's North Utica office. Meanwhile, Nitto will work in outpatient and school-based health in Oneonta.

A graduation ceremony and dinner were held at Hart's Hill Inn in Whitesboro and several awards were presented.

Schuyler Health Foundation names two new board members, three officers

MONTOUR FALLS — The Schuyler Health Foundation recently welcomed new board members, Dr. Joseph Mannino and Kathie Notarfonzo.

Dr. Mannino recently retired from orthopedics medicine. He cared for Cayuga Health patients for more than 20 years. During his tenure, he took a strategic role in the early affiliation process as he cared for patients at Schuyler Hospital, as well as Cayuga Medical Center. Born and raised in Brooklyn and Queens, Mannino is a member of the Trumansburg community. He recently demonstrated his life-long commitment to service by signing up for the Army Reserve Corps.

Notarfonzo has been in the Watkins Glen area since the age of 11 and is a local business owner of Inner Peace Floats and Exercise Enterprise. Working for the NYS Office of Parks, Recreation and Historic Preservation for 37 years, she is currently assistant regional director. Notarfonzo also serves on the Advisory Council for Catholic Charities, volunteers for M.R. Hess Homeworks, and participates in many local community fundraisers.

The Schuyler Health Foundation also appointed the following board officers: Brenda

Warren-Fitch, as chair; Tom Phillips, as vice-chair; and Jerry Mickelson, as secretary/treasurer.

The Schuyler Health Foundation says its mission is to inspire philanthropy in its communities to support the highest quality and equitable health-care services at Schuyler Hospital and Seneca View Skilled Nursing Facility.

Schuyler Hospital, part of Ithaca-based Cayuga Health, is a 16-bed critical access hospital, with a 120-bed skilled nursing facility attached.

Schuyler Hospital's main campus — overlooking Seneca Lake — is located in Montour Falls. For more than 100 years, Schuyler Hospital has been the primary health-care provider in and around Schuyler County. It has evolved over the years into a network of providers, programs, and services that reaches throughout Schuyler County and into neighboring counties to meet the health-care needs of a population of over 32,000 residents.



Mannino



Notarfonzo

CNY Community Foundation names two new board members

SYRACUSE — The Central New York Community Foundation board of directors recently elected two new board members.

Warren Hilton, president of Onondaga Community College (OCC), and Leyla Z. Morgillo, a financial planner at Madison Financial Planning Group, were both appointed to serve their first three-year term.



Hilton



Morgillo

Before becoming OCC president, Hilton served as the VP of enrollment management and student affairs at Kutztown University. He earned his doctorate degree in education from Drexel University, a master's degree in student affairs in higher education and a bachelor's degree in computer science from Indiana University of Pennsylvania. Hilton is the immediate past board chair of the HealthSpark Foundation, and previously served on the board of the Lehigh Valley Red Cross and as a member of the Minsi Trail Boy Scouts Urban Scouting initiative.

Morgillo has more than 15 years of experience in the financial-services industry. She received bachelor's degrees in economics and international relations from Syracuse University. Morgillo holds the certified financial planner (CFP) certification and is treasurer of the Financial Planning Association of Central New York, having recently finished her term as president.

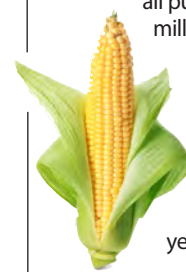
The CNY Community Foundation is a public charity founded in 1927. It receives contributions from donors, manages them to grow over time, and then distributes funding to address the region's greatest needs. The foundation says it has invested more than \$270 million in community projects that benefit Central New York.

New York corn planted area jumps 10 percent in 2023

New York farms planted corn for all purposes on an estimated 1.13 million acres this year, up 10 percent from the 2022 planted area of 1.03 million acres, according to the USDA National Agricultural Statistics Service (NASS) New York field office. The 2023 total is the highest in a decade.

Empire State growers expect to harvest 650,000 acres for corn for grain in 2023, up 13 percent from 575,000 acres last year.

This year's U.S. corn planted area for all purposes is estimated at 94.1 million acres, up 6.2 percent from 88.6 million acres in 2022, according to the USDA. Growers expect to harvest 86.3 million acres for corn for grain in 2023, up 9 percent from 79.2 million acres a year ago.



WCNY to use nearly \$500K state grant for film industry workforce development

BY ERIC REINHARDT
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SYRACUSE — The WCNY Entertainment Academy is coming this fall with the goal of workforce development for the film industry.

WCNY in Syracuse will use a state grant of nearly \$500,000 for the effort. The funding comes from the state's grant program targeting entertainment workforce diversity, Empire State Development (ESD) said in a news release about the grant funding.

The academy will train the next generation of television and film-production engineers, electricians, set designers, sound mixers, and camera operators to help support the growing entertainment industry in Central New York, ESD said.

To apply for the WCNY Entertainment Academy, visit WCNY.org/academy.

WCNY is a public-communications organization located at 415 W. Fayette St. in Syracuse.

The WCNY Entertainment Academy, which is scheduled to open this fall, will

train a diverse group of people ages 25 to 39 in one of three annual 14-week training sessions with about 16 trainees per session, ESD said.

The curriculum will be taught by local union representatives, experienced staff at WCNY, and adjunct faculty members and guest lecturers from across the entertainment industry.

Graduates will earn certifications and will develop relationships that may lead to union membership and job placements.

They will also have the chance to gain professional and life skills in areas focused on television and film-production roles.

I.A.T.S.E. Local 52 will collaborate with WCNY to provide instructors for the program and offer a "real-world baseline of knowledge" and specific skills in grip, electric, video, sound, and shopcraft, which are necessary for graduates to be "job-ready" upon completion.

"This initiative fits the goals we have for WCNY to provide education, create economic opportunity, and enhance quality of life," Mitch Gelman, president and CEO



PHOTO CREDIT: ZOEYADVERTISING.COM

WCNY, a public-communications organization located at 415 W. Fayette St., will use a state grant of nearly \$500,000 for its WCNY Entertainment Academy, which will launch this fall, Empire State Development announced.

of WCNY, said in the ESD release. "The Academy builds on the education services WCNY offers and will give us the opportunity to expand our commitment to help further workforce development."

The funding award comes from the "first-in-the-nation" grant program targeting entertainment workforce diversity, ESD said. The program helps pay for job training and workforce development across the state's entertainment industry.

It is financed by a percentage from the state's film tax-credit program.

The program is designed to "further diversify" the industry by targeting residents of economically distressed areas of the state and "creating a pathway" to permanent jobs in film and television production, ESD said. The grant will complement more than \$300,000 that WCNY will contribute to launching the Entertainment Academy, it added. ■



PHOTO CREDIT: OCC

Onondaga Community College (OCC) will use a \$50,000 donation from Amazon (NASDAQ: AMZN) to support the college's student-success coaches.

OCC to use \$50K Amazon donation to support its student-success coaches

BY ERIC REINHARDT
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ONONDAGA — Onondaga Community College (OCC) will use an Amazon (NASDAQ: AMZN) donation of \$50,000 to support student-success coaches at the college.

The Seattle, Washington-based e-commerce giant operates a massive fulfillment center at 7211 Morgan Road in Clay and a delivery station at 6834 Kirkville Road in DeWitt.

In October 2022, Amazon chose OCC to be its partner in the Career Choice program. Career Choice provides Amazon's hourly employees the opportunity to take classes at OCC at Amazon's expense, the school said. Employees can focus on the academic programs of their

choosing and learn new skills for career success at Amazon or elsewhere.

During the spring 2023 semester nearly two dozen Amazon employees took advantage of Career Choice, OCC noted.

"We are grateful to Amazon for their partnership with us at Onondaga Community College. From the Career Choice program, which is already changing lives, to today's support of our Student Success Coaches, Amazon is truly making a difference," Warren Hilton, president of OCC, said in a release. "Their transformational support is paying dividends today and will continue to do so in the future."

SEE OCC, PAGE 12 ▶



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Transforming Leaders, Teams, and Organizations

Stevens named construction president at VIP Structures

BY TRACI DELORE
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SYRACUSE — After serving in the role on an interim basis since last November, Christine Stevens was recently formally promoted to president of construction at VIP Structures.

The role is a natural evolution for her, Stevens says. She joined VIP just over seven years ago after an eight-year career working for a real-estate developer. At that job, Stevens was well versed in the customer side of capital projects and gained experience working with the real estate, construction, and design sides of those projects.

“I really enjoyed the way all those things came together,” she says.

When she started at VIP, Stevens worked in construction leading projects and then spent several years on the development team before taking over as the interim general manager of construction last fall.

“I had earned a reputation for being a good person to have on a team,” she

says when asked what set her apart for the role.

As president of construction, she works to turn clients’ visions into reality while also establishing schedules, managing budgets, and allocating resources, along with helping clients find and obtain economic-development incentives.

“Christine’s unwavering dedication to fostering an efficient and productive client and team experience is a key component of her success,” VIP Structures CEO Meg Tidd said in a release announcing Stevens’ promotion. “From the initial vision to the final delivery, her attention to detail ensures every moving part aligns perfectly.”

During her interim tenure, company officials credit Stevens for strengthening financial performance, operations, and morale; retaining and recruiting staff; and serving as a role model for client relations and teamwork.

“We take tremendous pride on those relationships we develop with clients,” Stevens says.

Through her years at VIP, Stevens has led several of the company’s larg-



Christine Stevens

PHOTO CREDIT: VIP STRUCTURES

est and most-complex projects including Cryomech’s high-tech manufacturing facility in DeWitt and the redevelopment of the former *Post-Standard* building in downtown Syracuse.

The Cryomech project, along with the Food Bank of CNY warehouse renovation, and Kris-Tech Wire new manufacturing facility designed and built by VIP are all repeat customers, she notes. “We’re really proud to be doing work for repeat clients,” she says. In a market where clients could choose any construction company, it means something when they return to VIP for the next project.

“I just feel really fortunate to be here

at this time when we’re poised for such growth,” she adds.

Stevens holds a master’s degree in international relations and economics from Johns Hopkins University School of Advanced International Studies and a bachelor’s degree in political science from Fordham University. Prior to her jobs in commercial real estate and joining VIP, Stevens spent 15 years working in international development and living overseas.

Founded in 1975, VIP is an integrated design-build company that offers architecture, engineering, construction, and development services. VIP employs about 130 people companywide. ■

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Syracuse University Art Museum’s new leader is coming home

ERIC REINHARDT
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SYRACUSE — The next executive director and chief curator of the Syracuse University Art Museum is returning to her home area.

Maika Pollack — an art historian, critic, and curator — will begin her new duties this fall.

Pollack will assume the duties that Vanja Malloy previously held. Malloy who had served as director and chief curator since August 2019, accepted a position at the University of Chicago last September, per a Syracuse University news release at the time. Emily Dittman has been serving as interim director and Melissa Yuen as interim chief curator since last Sept. 23, the university said in the release.

“Maika Pollack brings the talent and vision to support and expand the important role that Syracuse University Art Museum plays in campus life and in the greater Syracuse community,” Gretchen Ritter, Syracuse University’s vice chancellor, provost and chief academic officer, said in a statement. “I look forward to working with her and watching the museum flourish under her leadership.”

Pollack, who grew up in Central New York, comes to Syracuse University from the University of at Manoa in Honolulu. In Honolulu, she serves as the director and chief curator at John Young Museum of Art and University Galleries.

Pollack said she is looking forward to joining the Syracuse University community and returning to her home area.

“I am honored to take this role,” Pollack



PHOTO CREDIT: FRANCO SALMOIRAGHI VIA THE SU NEWS WEBSITE

Maika Pollack

said. “Syracuse University has a long history of graduates who are enormously influential in the arts, from Clement Greenberg and Sol LeWitt to LaToya Ruby Frazier. I’m excited to help make this unique history more visible through exhibitions and publications, and to work with the museum’s talented staff and leadership.”

In her new role, Pollack will report to Marcelle Haddix, associate provost for strategic initiatives. Haddix’s portfolio includes, among other things, all university-wide arts and humanities affiliates and programs.

Pollack’s background

At the University of Hawai’i at Manoa in Honolulu, Pollack established a founding endowment of nearly \$500,000, created an imprint with nationally reviewed publications and curated shows with such artists as Ken Okiishi, Tadashi Sato, Stephanie Syjuco, Hadi Fallahpishah, David Salle and

Daughter for Hire seeks to start franchising

BY ERIC REINHARDT
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CLINTON — Since it launched more than a decade ago, the companion-care business Daughter for Hire has moved into a local office in Clinton, opened an Albany-area location in Latham, and is now looking ahead to franchising its services.

“I am loving what we do,” says Kathleen Rutishauser, who started the business in 2012. “We’ve got good news stories every day that we hear from our clients, our caregivers, family members of our clients. It’s good work.”

Rutishauser spoke with CNYBJ from Clinton on June 23. She remains co-owner of Daughter for Hire with Denise Flihan and they’ve co-owned the business since 2014.

The company’s mission, values, and culture have helped it to not only remain in business but also to continue to successfully grow throughout the Albany area and in the Mohawk Valley, Flihan told CNYBJ in a July 13 email message.

“We believe in our mission and we live it every day. We truly believe that our clients are no different than our own families and we want to make sure that we are doing all that we can to help them age with dignity,” Flihan said.

Daughter for Hire has between 70 and 75 employees, including office staff and part-time care companions, as they’re called. The business is serving between 75 and 100 clients in the Mohawk Valley, as of June 23. It has an estimated total of about 200 between both regions, according to Rutishauser.

Franchising

Rutishauser and Flihan started thinking about franchising in the fall of 2022, Rutishauser tells CNYBJ.

“We had been discussing it for so long. We decided the time is right ... for us to kick off 2023 with franchising,” she says.

They signed an agreement with an Atlanta firm, Franchise Marketing Systems (FMS), in late December and in early January started working on all the paperwork necessary to file with New York State to sell franchises throughout the nation.

“Because we feel ... what we do is dif-

ferent from what a lot of companies out there do that are also companion-care services,” she says. “And we feel as though we can replicate what we do because there’s such a need.”

Flihan says she sees a big market opportunity because the U.S. Census Bureau projects the number of Americans aged 65 and older to nearly double from 52 million in 2018 to 83.9 million in 2050. By 2030, when all baby boomers will be age 65 or older, seniors will account for about 21 percent of the U.S. population.

“Seniors are choosing to stay in their homes for as long as possible. As the number of older Americans increases, so does the need for resources to help them age with dignity. This leads to a rise in the demand for in-home care as seniors look to age in place,” Flihan says. “Companion care services, like the services Daughter for Hire provides, will help support the demand to age in place.”

The company is working with FMS for all of the marketing. The process will include a website that is separate from the Daughter for Hire webpage that provides information on buying a franchise, including costs and other details.

The marketing process is still to come, but she says the company gets occasional inquiries wondering about providing a similar services in areas outside the Mohawk Valley.

“Probably over the last five years, we’ve been asked at least a few times a year,” Rutishauser notes.

Services provided

Daughter for Hire falls under the category of companion care, which includes non-medical care and non-personal care.

“We are not able to do anything medical at all ... giving drugs, doing any kind of an injection, helping with a catheter, anything like that ... In terms of non-personal, it means we don’t do bathing and toileting,” says Rutishauser

As care companions (renamed from care givers which Rutishauser believes has a “clinical tone to it.”) they go into clients’ homes 24-7, and they can handle activities that include making a meal, grocery shopping, light housekeeping, assisting clients around their home, and planting flowers.



Denise Flihan (left) and Kathleen Rutishauser (right) are co-owners of Daughter for Hire, a companion-care company with a Mohawk Valley location in Clinton and an Albany-area office in Latham.

PHOTO CREDIT: DAUGHTER FOR HIRE

Care companions can also take clients to medical appointment. They’ll take notes during the appointment so they can share details both in writing and verbally with the client’s family, if need be.

“We’ve actually got a portal that backs up everything that we do in case a client or a client’s family wanted to know — how did the visit go today,” says Rutishauser.

Daughter for Hire accepts private pay, long-term care insurance (a small percentage of clients), or through a grant, such as through the Alzheimer’s Association administered through the Oneida County Office for the Aging.

Latham office

Daughter for Hire opened a second office in Latham in 2016.

Rutishauser says she had been involved in the U.S. Small Business Administration’s Emerging Leaders program. During her time with the program, she credited the assistance of John Liddy and Dan Rickman who reviewed the business to make sure Rutishauser was operating it the proper way.

“I’ve always felt like we run a good business but that gave us additional insight. The end results of being in that program is that you need to come up with a business plan for the next five years.”

The plan included expansion. Rutishauser grew up in the Capital Region, so expanding there was a “no brainer” for the business.

The Latham office has a director and an office administrator, as well as 35 companion-care givers working from the office. ■

POLLACK:

Continued from page 4

Tetsuo Ochikubo and others, Syracuse said.

She expanded diversity in programming and put together exhibitions lauded in local and national media, resulting in an attendance of almost 40,000 unique visitors in 2022-2023. She also oversaw the creation of a scholarly study room, the rehousing of the museum’s permanent

collection, the transition to an updated collections management system and renovations to improve facilities.

Prior to Honolulu, Pollack was co-founder and director of Southfirst, a contemporary art gallery in Brooklyn that presented experimental exhibitions for almost two decades, where her curated shows were reviewed by major publications.

Previously, Pollack worked as the curatorial assistant to the chief curator at PS1 Contemporary Art Center in Queens,

where in 2000 she was part of the original curatorial team for the highly popular “Warm Up” summer performance series. Additionally, she founded the imprint Object Relations.

Her writing on contemporary art and culture has been widely published. She was the museum exhibition critic for the *New York Observer* from 2011-2015, Syracuse University noted.

Pollack earned Ph.D. and master’s degrees in the history of art and architecture

at Princeton University and a bachelor’s degree in art history and social studies at Harvard University.

She has taught art history and curatorial studies at Sarah Lawrence College, Pratt University, New York University, the University of Hawai’i at Manoa and Princeton. Her research focuses on the history of photography, late 19th-century European art, feminist art, American art of the 1960s and 70s, contemporary art and postcolonial studies. ■



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SPECIAL REPORT:

CONSTRUCTION/ DESIGN/REAL ESTATE



An aerial view of Agri-Mark's cheese-manufacturing facility in Chateaugay in Franklin County. The state says the dairy cooperative, which produces Cabot and McCadam cheese products, has wrapped up a \$30 million expansion and modernization project at the facility.

PHOTO CREDIT: NEW YORK STATE

Agri-Mark's North Country expansion cements long-term presence

It's an almost \$30 million project

BY ERIC REINHARDT
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CHATEAUGAY — The North Country facility that produces Cabot and McCadam cheese products has helped set itself up for the future with a nearly \$30 million expansion and modernization project in Chateaugay in Franklin County.

David Lynn, CEO of Agri-Mark, called it a “special day” for the company, the plant and its employees, and especially for

its 174 dairy-farm families in the North Country.

“This modernization project solidifies our long-term presence in Chateaugay,” Lynn said in a statement. “It ensures that we’ll have a sustainable facility that can process the milk our farmers produce, provide a safe, modern workplace for our employees, and continue to produce the award-winning cheeses our customers and consumers have to come to expect from our McCadam and Cabot brands.”

The expansion, which was a multi-phase project, is retaining more than 100 full-time jobs and supporting more than 500 agricultural jobs in the region, the

office of Gov. Kathy Hochul said in a June 16 announcement.

Empire State Development is supporting the dairy-processing facility's expansion with \$6 million in funding, including \$4 million in Economic Transformation Program funds.

Agri-Mark is headquartered in Andover, Massachusetts. Agri-Mark, Inc. is a dairy cooperative and certified B-Corp that's owned by hundreds of farm families throughout New England and upstate New York, per its website.

“Not only will [Agri-Mark's expanded facility] support hundreds of jobs in the region, but it will [also] ensure that New

Yorkers and people around the globe can enjoy the award-winning cheeses coming straight from the dairy farmers of Upstate New York,” Hochul said in a statement.

A ribbon-cutting event marked the completion of a 9,600 square-foot expansion. The most recent addition was a cheese-production room, which has “improved the facility's efficiency.”

The expansion project also included the rebuilding of the 110,000-square-foot manufacturing center, reconfiguring the layout of the facility, and purchasing new equipment and machinery, per Hochul's office. ■

UDig NY conference set for late October in Batavia

BY ERIC REINHARDT
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Registration is now open for UDig NY's third annual Damage Prevention Conference & Expo, which is set for Oct. 24-25 at Genesee Community College in Batavia.

The Damage Prevention Conference & Expo brings together stakeholders from all of the industries involved in the damage-prevention process in upstate New York, UDig NY said in its July 11 announcement.

Excavators, facility operators, utility locating professionals, government officials, and students pursuing careers in construction or engineering are invited to register for this free event at UDigNY.org/conference.

The 2023 Damage Prevention Conference & Expo will include educational offerings for excavators and contractors; locating professionals; administrative and human-resources professionals, along with other specializations.

It will also include the opportunity to earn CEP certification or renewal. CEP is short for certified excavator in safe digging best practices. Select sessions will also include the chance to earn continuing education credits in a variety of fields.

In addition to educational sessions, the conference will include exhibitors, equipment displays, and opportunities to network with professionals in the utilities, excavation, and damage-prevention industries.



A group holds a banner promoting UDig NY's third annual Damage Prevention Conference & Expo, which is set for Oct. 24-25 at Genesee Community College in Batavia.

PHOTO CREDIT: UDIG NY

About UDig NY

UDig NY describes itself as "the place where all safe digging in Upstate New York starts." It uses a contact center in DeWitt and the software Exactix to re-

ceive and transmit notifications of intent to dig in the form of underground utility location requests. UDig NY, an organization that serves upstate New York, says it provides the tools to place and manage location

requests "24/7/365."

The organization was previously known as Dig Safely New York, and before that, was called Underground Facilities Protective Organization, per its website. ■

State announces Buildings of Excellence contest 4th round

\$10 million in funding is available

BY ERIC REINHARDT
ereinhardt@cnybj.com

ALBANY — The fourth round of the \$58 million Buildings of Excellence competition has \$10 million in funding available.

The competition aims to advance zero-carbon emission multifamily buildings in New York, the office of Gov. Kathy Hochul announced July 17.

This round provides financial awards and recognition for the design and construction of what the state contends are "resilient, climate-friendly buildings that are healthier for residents." Funding for this program is provided through the state's Regional Greenhouse Gas Initiative and \$6 billion Clean Energy Fund.

The competition is a big step toward Hochul's goal to have 2 million "climate-friendly" homes in the state by 2030 and supports the state's Climate Leadership and Community Protection Act goal to reduce greenhouse-gas emissions by 85 percent by 2050, per a state government news release.

New York State Energy Research and Development Authority (NYSERDA) is administering the competition and accepting proposals for early-stage design projects from developers and their design teams that integrate carbon neutral features into pre-schematic and schematic design phases, and lead to the cost-effective construction and completion of multi-family buildings.

In an expansion from previous years, the competition's fourth round is open to applicants across New York state, Hochul's office said.

ASK THE EXPERT

In the Market to Build? Get Started in 4 Simple Steps

By: John Petrus, VP, Residential Lending Manager at Solvay Bank, NMLS ID# 531858

Finding the perfect home isn't always easy, especially in our world today. The U.S. Housing Shortage has created an ongoing challenge for homebuyers across the nation, opening the door to other options like building with a construction loan. Construction loans are a flexible way to build a home through financing that can be used to cover the majority of costs associated with building, such as the land, labor, materials and permits.

Solvay Bank's local lending team are experts when it comes to construction loan financing. Whether the builder chosen is looking for 'draw' funds or if the builder chooses to finance the build themselves, we've got you covered as Solvay Bank offers both types of programs. We also provide long-term rate locks and, if qualified, a product that allows you to put less than 20% down and still not have to pay private mortgage insurance.

Get Started in 4 Simple Steps

- 1. Get Prequalified:** It is important to determine how much you can afford to spend on building your dream home. To get prequalified, your bank will need the same types of documents needed when applying for a traditional mortgage, such as pay stubs, W-2s, bank statements, and in some cases, your Federal Tax Returns.
- 2. Educate Yourself on Construction Programs:** Ask your bank about the different types of construction programs available and discuss which option makes the most sense for you. This is an important step in Solvay Bank's lending process and can help you with selecting a builder.
- 3. Choose Your Builder:** Choose an experienced builder for your new home. The Home Builders and Remodelers of Central New York (HBRCNY) has an online directory that can help you find builders in your area. Ask around, read reviews and look at examples of previous builds to make the right choice.
- 4. Finalize Financing with Your Bank:** Once in contract with your builder, you are ready to continue your loan financing process. See Solvay Bank to continue your application process or apply online.

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Solvay Bank combines local processing in Central New York with competitive rates, quick loan decisions, and an array of product options to make your dream build a reality. Learn more: solvaybank.com/constructionloans | 315-484-2205.

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The information reflected in this article was current at the time of publication. This information will not be modified or updated for any subsequent changes, if any.

Proposals to the competition's solicitation for demonstration projects will be accepted through Sept. 21 at 3 p.m. Applications to secure early design support will be accepted continuously through June 28, 2024, at 3 p.m. For more information on this funding opportunity, those interested can visit NYSERDA's website (<https://www.nyserda.ny.gov>).

Launched in 2019, the competition provides financial awards and recognition

for the design, construction, and operation of resilient, climate friendly buildings that "offer predictable revenue and costs." With the support of industry experts, the competition "revolutionizes the new construction and adaptive reuse" of multifamily housing and mixed-use buildings by "demonstrating that they can be built cost-competitively as compared to traditional fossil-fuel dependent dwellings," Hochul's office stipulated. ■

Manfredo named to LeadingAge NY board

BY JOURNAL STAFF
news@cnybj.com

NEW HARTFORD — LeadingAge NY announced it has appointed Dominick Manfredo to its board of directors.



Manfredo

As a new board member, Manfredo will contribute to the organization's initiatives aimed at advancing senior care, expanding access to housing, and improving the overall quality of life for older adults.

LeadingAge NY is an association representing not-for-profit and public-sector independent living, continuing care, adult care, and affording-housing providers for older adults.

"I am honored and humbled to join the LeadingAge NY Board of Directors," Manfredo said in a press release. "I have long admired the organization's dedication to empowering older adults and supporting the professionals who care for them. I am excited to work alongside esteemed colleagues on the board and contribute to the collective effort of enhancing the lives of older adults throughout the state. Together, we will strive to make a positive impact and drive innovation in senior care."

LeadingAge NY said that Manfredo brings with him a track record of fostering innovation, implementing wellness programs, and driving positive change within the sector as the executive director and CEO at The Community at Sunset Woods, an independent-living senior community in New Hartford. ■

JF Real Estate to handle leasing for Salina 1st project

BY ERIC REINHARDT
ereinhardt@cnybj.com

SYRACUSE — JF Real Estate of Syracuse plans to serve as the commercial broker for the Salina 1st project to help lease the property's commercial real estate.

Salina 1st describes itself as Syracuse's first minority and woman-led commercial development. The property is located at 1081 S. Salina St., just south of downtown Syracuse where site prep work continues.

With an estimated development cost of more than \$15 million, the project's completion is scheduled for 2024.

"We are excited to announce our partnership with JF Real Estate," Gail Montplaisir, partner in the Salina 1st project, said in a release. "They believe in our investment in the southside and will bring the expertise needed to propel this project forward with future tenants."

JF Real Estate is a real-estate brokerage company that provides services such as brokerage, development, tenant and owner representation, site selection, space planning, architecture, design, construction, financing, and building management. The company currently exclusively represents about 3 million square feet of commercial space and over 175 apartments, all in the greater Syracuse area.

"We look forward to working with the Salina 1st team," Matt Funicello and Tom Schneider, representatives with JF Real Estate, said. "We anticipate transformative, inclusive growth in the city's Southside, and we are embracing the opportunity to find commercial tenants to finalize the development of Salina 1st."

So far, commercial tenants that have committed to occupying the property include JHP Industrial Supply Company, Inc., Ebonomy, SGTR, and E. Smith Contractors.



The Salina 1st project at 1081 S. Salina St., just south of downtown Syracuse, says JF Real Estate of Syracuse will serve as its commercial broker to help with leasing the property's commercial real estate.

Salina 1st on June 21 held a real-estate networking reception to provide a platform for professional networking and development and offer updates on the progress of the development.

During the June reception, Funicello shared an overview of the industry as well as local real-estate transactions, situated around Salina 1st and other local developments on the south side.

North Creek Ski Bowl project at Gore to break ground in 2024

BY JOURNAL STAFF
news@cnybj.com

NORTH CREEK — At its June 23 board of directors meeting, the New York State

Olympic Regional Development Authority (Olympic Authority) adopted two resolutions that will restart the North Creek Ski Bowl development projects at Gore Mountain in the Adirondack Park.

With these approvals, the Olympic Authority and Gore Mountain will break ground in the spring of 2024 on the North Creek Ski Bowl Lodge, a new Hudson chairlift, and a zip coaster. The lift is projected to be available for the '24-25 ski season and the completion of the lodge is slated for 2025, according to a news release from the Olympic Authority.

The new lodge, which replaces the historic lodge that was destroyed by fire in 1999, will be an 18,300-square-foot facility with a restaurant and two levels of patios with slope-side views. The lodge is positioned to become a popular destination for additional summer activities, the Olympic Authority contends. The zip coaster will be an attraction that combines the features of a zipline with a rail system.

"The Ski Bowl project will provide a year-round boost to the business community of North Creek," said Mark Smith, supervisor of the Town of Johnsburg, which encompasses the hamlet of North Creek and Gore Mountain. "The Ski Bowl redevelopment is a significant project that strengthens the position of North Creek as a year-round destination."

The North Creek Ski Bowl at Gore Mountain was established in 1934, is owned by the Town of Johnsburg, and is a year-round facility offering a variety of outdoor recreation. In December 2002, the Town of Johnsburg board members approved a contract with the Olympic Authority. The Olympic Authority has since operated and maintained several winter activities at the Ski Bowl. Gore Mountain has installed chairlifts there, improved trails and snowmaking, modernized, and expanded the Joe Minder Lodge, and developed a professional Nordic Center with certified racecourses, the release stated.

In January 2022, the Olympic Authority unveiled the pending projects to the Town of Johnsburg board, but the lack of a wastewater infrastructure delayed the permitting process. The Olympic Authority



PHOTO CREDIT: OLYMPIC AUTHORITY

The North Creek Ski Bowl development project at Gore Mountain will create a new Hudson chairlift, among other major improvements.

said it has worked closely with the Town of Johnsburg on a solution, and as a result, the new lodge will connect to the Town of Johnsburg's new wastewater-treatment facility, which is presently being built. The Town of Johnsburg has been awarded several grants to construct the facility, which is expected to be completed prior to the completion of the lodge.

"After many years of working through the process, we are excited to get this project underway," James Bayse, general manager of Gore Mountain, said in the release. "The new lodge will be a full-service hub for year-round activities, and the zip coaster will be a one-of-a-kind draw to our area."

Additional projects underway at Gore Mountain include the replacement of the Bear Cub Poma Lift with a conveyor-load quad, providing those who are learning ideal access to the easier-rated Sunway trail. The mountain is making several snowmaking improvements, which include adding new guns and infrastructure on Little Gore Mountain.

As recently reported in the 2022-2023 "Economic Impact Analysis for the New York State Olympic Regional Development Authority," the local operational spending and revenues, as well as the state's investment, yielded a direct economic impact of \$341.8 million, of which Gore Mountain generated \$31.3 million in direct spending in FY 2022-2023.



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¹Total assets as of 12/31/2022. ²Commercial loans as of 12/31/2022.

³Dollars originated in 2022. ⁴Ranking by growth, credit quality, and profitability among the country's 100 largest banks and thrifts.

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ERIC REINHARDT / CNYBJ FILE PHOTO

Hope Knight is president, CEO, and commissioner of Empire State Development.

State awards CNY Works program \$1 million grant for construction-worker training

BY ERIC REINHARDT
ereinhardt@cnybj.com

SYRACUSE — The state has awarded the Syracuse Build Pathways to Apprenticeship program of CNY Works a grant of \$1 million to expand its current access, capacity, and programming.

The expansion seeks to prepare more “diverse” Syracuse residents for construction careers in the union building trades and to meet the increased local demand for skilled tradespeople for upcoming large-scale projects in the area.

Those projects include the upcoming Micron Technology (NASDAQ: MU) semiconductor campus in Clay, and the Interstate 81 viaduct-replacement project in Syracuse.

Participants are paid for every hour in the program and graduate into state-registered union apprenticeships where they can further develop their careers.

The funding for CNY Works is a Pay for Performance (P4P) grant awarded in the third round of grant announcements from the New York State Office of Strategic Workforce Development.

It was part of nearly \$11 million in grants to 17 projects through the third round of the Workforce Development Capital and Pay for Performance grant programs, the office of Gov. Kathy Hochul announced June 28.

The New York State Office of Strategic Workforce Development, which operates under Empire State Development, awarded the funding.

“Successful economic development is built by a well-skilled and well-prepared labor force,” Hope Knight, president, CEO and commissioner of Empire State Development, said in a release. “Investments like these will reinforce New York State as a producer of high-quality labor and as a hub for industry-tailored workforce training programs, securing the state as a destination for employers from around the world.”

The \$11 million in grants will support the training of close to 2,500 workers through collaboration between training providers and more than 100 employer partners in fields like IT (information technology), renewable energy, advanced manufacturing, broadband and construction.

“This grant will enable us to double the number of trainees through the system to help fill the needs of the I-81 project that has already started and Micron project to begin next year,” New York State Assemblymember Al Stirpe (D-Cicero) said in the state’s release. “I applaud our very own CNY Works and all of the other Office of Strategic Workforce Development grant awardees for yielding meaningful development training across all industry sectors and look forward to working together to building up our public and private development program partnerships. ■

Greater Syracuse Association of Realtors CEO to retire

Fetyko to step down, effective Dec. 1

BY JOURNAL STAFF
news@cnybj.com

SYRACUSE — After nearly three decades leading the Greater Syracuse Association of Realtors (GSAR) and the Central New York



Fetyko

Information Service, Inc. (CNYIS), CEO Lynnore Fetyko announced she will retire effective Dec. 1.

During Fetyko’s 28-year tenure, both GSAR and CNYIS, a multiple listing service (MLS), experienced growth and supported their members’ success through constantly changing real-estate industry landscape, Nancy Quigg, GSAR president, said in a

release.

“Lynnore has been an instrumental figure in the real estate community and Central New York’s REALTORS® have been the fortunate beneficiaries of her unwavering dedication, vision and expertise,” Quigg said. “Although we are sad to see her leave, I know all REALTORS® join me in wishing her all the best in her well-deserved retirement.”

Among Fetyko’s accomplishments on behalf of the organizations were the successful merger with two local realtor associations, the creation of CNYIS, the founding of the regional New York State Alliance of MLSs, which brought together MLS listing data from western to northern New York. She also created the widely recognized CNYrealtor.com brand, GSAR said.

“Under Lynnore’s leadership, the association consistently championed the highest standards of professionalism, ethics and excellence, which

elevated the industry to the benefit of both real estate professionals and the communities they serve,” said Mark Re, CNYIS president. “She was the driving force in making GSAR and CNYIS the trusted resource in Central New York.”

Fetyko led initiatives that fostered collaboration both within the industry and local communities, and implemented innovative programs, especially during COVID to support association members, Re added.

“It has been an honor to serve Central New York’s REALTORS® and to have the opportunity to contribute to the advancement of the real estate industry and homeownership,” said Fetyko. “I am grateful for the support of GSAR and CNYIS leaders and my staff over the years as we worked together to achieve our goals on behalf of the organizations, the members and our communities.”

Fetyko will work closely with association leaders to identify and hire the next GSAR and CNYIS CEO. The GSAR board of directors has started a nationwide executive search.

GSAR is the trade association representing more than 2,000 realtors in Central New York. CNYIS is an MLS operated by a group of Central New York broker/owners. ■

Elmira construction firm names general superintendent

BY JOURNAL STAFF
news@cnybj.com

ELMIRA — Streeter Associates announced it has promoted Kevin Burnett to general superintendent.



Burnett

In this role, he will oversee on-site supervision and manpower for all active projects at Streeter Associates. Burnett is succeeding Ken Brenza, who recently retired, according to a company news release.

Burnett began his construction career as a carpentry and masonry specialist in the U.S. Army. Upon

completing his service, he became a carpenter in the private commercial construction industry and joined the Carpenter’s Local 277 union.

Streeter Associates, an Elmira-based commercial construction firm, hired Burnett in 1998 as a carpenter foreman. In the following years, he worked on a number of manufacturing, K-12 school, and higher-education projects before being promoted to project superintendent in 2012.

“Kevin will use his 35 years of construction experience and energy to his new role at the company” Jeffrey Streeter, president of Streeter Associates, said. “He is dedicated to the industry and has the leadership

skills to help our employees prosper.”

Streeter Associates has operated in the Southern Tier of New York state and the Northern Tier of Pennsylvania since 1949. The firm offers construction management, pre-construction, and general contracting services to both public and private entities. Streeter Associates says it has expertise in a number of different market sectors including health care, education, manufacturing, and municipal infrastructure. The company is currently working on major projects at Cornell University, the Chemung County wastewater treatment facility, and Elmira City School District. ■

LeChase promotes Updyke to regional operations manager

BY JOURNAL STAFF
news@cnybj.com

SYRACUSE — LeChase Construction Services, LLC recently announced it has promoted Laird Updyke to regional operations manager for K-12 markets, based in Central New York.



Updyke

In this role, Updyke will manage multiple projects for core K-12 clients. He

will be accountable for quality, value and safety, as well as responsible for overseeing recruitment and training of project employees, LeChase said.

Updyke has served as a project executive since 2021. He joined LeChase as a senior project manager in 2018, bringing more than 20 years of project and facilities management experience in and around the Syracuse area.

Updyke has a bachelor’s degree in construction management and an associate degree in architectural

engineering, both from Alfred State College. He currently serves as an advisory board member for the school’s construction management program.

LeChase Construction is a full-service construction management and general construction firm based in Rochester, with additional New York state offices in Buffalo, Syracuse, Schenectady, Corning, Binghamton, and Long Island, according to its website. The firm also has offices in New Jersey, Maryland, and North Carolina (2). ■

THE LIST

Research by Vance Marriner
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UPCOMING LISTS:

July 31
Credit Unions

August 14
Certified Woman-Owned
Businesses
(20 Employees or Fewer)

ABOUT THE LIST

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

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

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

LEADERSHIP & MANAGEMENT CONSULTANTS

Ranked by No. of CNY Consultants

Rank	Name Address Phone/Website	CNY: Consultants Employees Clients	Areas of Consulting Expertise	Top/Key Local Executives	Year Estab.
1.	Quality Training Solution Corp. 101 Ben Bar Circle Whitesboro, NY 13492 (315) 542-1230/qtsc.biz	32 2 5	educational consulting providing certification-review courses in more than 30 nursing specialties including nurse executive, nursing clinical issues, leadership management, all areas of healthcare delivery, curriculum development/revision, tutoring for nursing, RN and LPN NCLEX review	Civita Allard, President, CEO	2009
2.	M.A. Polce 401 Phoenix Drive Rome, NY 13441 (315) 338-0388/mapolce.com	26 42 225	implementation of various managed services, such as managed cybersecurity, managed IT, and managed risk and compliance; cloud services, policy and procedure development, incident response, backup and disaster recovery, voice systems, networking & wireless, storage, virtualization, and unified computing	Michael A. Polce, President	1998
3.	HR One, Inc. 21 Lincoln St. Auburn, NY 13021 (315) 252-9150/peopletopayroll.com	15 20 500	employee handbooks, job descriptions, salary plans, compliance audits, unemployment-insurance cost controls, performance appraisal programs, leadership development, best practices for new managers/supervisors, diversity, harassment, reasonable suspicion and drug testing, recruiting/interviewing, business etiquette, generational differences, safety, time management	Jason Banuski, President, HR One Consulting, Inc.	1986
4.	Cabral Enterprises, LLC d/b/a, The DeClutter Coach & DC Efficiency Consulting Oxford Professional Centre New Hartford, NY 13413 (315) 794-9495/dceffconsult.com	14 18 115	NYS, NYC, federally & nationally certified Women's Business Enterprise, staff/leadership/executive training, coaching & development, efficiency and productivity-improvement consulting & coaching, wellness and team-building programs, lunch and/or breakfast and learn programs, motivational speaking; Wiley authorized partner & certified trainer for Everything DiSC and "The Five Behaviors of a Cohesive Team," LEA, & IDI assessments	Deborah J. Cabral, President	2010
5.	Metis Consulting Group 8112 Cazenovia Road Manlius, NY 13104 (315) 682-0378/metiscg.com	12 13 -	custom-software development, systems integration, and management consulting, core capabilities include: Python, SQL, web & database development, enterprise-data management, transformation, and integration, eMarketing platform solutions, PMI-certified agile methodologies, in-depth requirements and SWOT analysis, API integration, vendor management, custom reporting & analytics	Aimee Koval, President Jim Jurista, CTO	1997
6.	Emergent LLC 126 N. Salina St., Suite 402 Syracuse, NY 13202 (315) 635-6300/getEmergent.com	10 0 58	succession planning, leadership-development programs, executive coaching, leadership coaching, team development, strategic planning, board-meeting facilitation, dynamic team performance, client assessments, professional coaching	Cathy Gaynor, Managing Partner Ralph Simone, Founding Partner Bill Berthel, Partner	2004
7.	Govsphere, Inc. Syracuse City Centre Syracuse, NY 13202 (315) 897-7100/govsphere.com	7 7 102	developing custom information sharing and collaboration solutions for federal, state, and local-government agencies, and health-care organizations	George Mazeveski, President & CEO	2002
8.	TDO 445 Electronics Parkway, Suite 102 Liverpool, NY 13088 (315) 425-5144/tdo.org	6 7 56	help manufacturers and technology entrepreneurs through lean manufacturing, Six Sigma, supply-chain management, Toyota Kata, Quality Management Systems, global business development, technology commercialization, SBIR assistance, ISO 9001 certification, AS9100 certification	Jim D'Agostino, CEO/Center Director	1988
	Teri Goodall & Associates, LLC 602-B Clubhouse Road Vestal, NY 13850 (607) 343-9102/tgoodall.com	6 4 21	organizational development, including 360 analysis, emotional intelligence, and communication behavioral assessments, leadership coaching and mentoring, strategic planning, problem-solving, communications, mergers/acquisitions, and culture improvement	William Monopoli, Principal	1984
10.	Sandler/AJS Training Services, LLC 443 North Franklin St. Syracuse, NY 13204 (315) 481-2500/ ajstrainingervices.sandler.com	5 1 31	Sandler sales/business-development training, customer-service and management-training programs; OutMatch hiring assessments and employment-role evaluations, Extended DISC communication/behavioral assessments, custom in-house training programs to include customer-care customer-service training, high-impact presentation training, win-win negotiations, and effective communications-training programs	Sandy Stefano, Owner/Principal	1987
	AWC Business Coaches P.O. Box 240 Cazenovia, NY 13035 (315) 655-2262/bizcoaches.com	5 5 9	sales-funnel development, startups, turnarounds, growth strategies, product innovation, profitability, market positioning, brand enhancement; higher-ed, health care, tech services, manufacturing, distribution; sales training, leadership coaching, strategic planning, solution selection/implementation, project management.	Paul Hoagland, Senior Partner, Founder	1993
	Strategic Communications P.O. Box 353 Syracuse, NY 13206 (315) 463-2325/stratcomllc.com	5 5 12	proactive public relations, media relations, media monitoring & analysis	Crystal DeStefano, President	2004
13.	Jeffrey A. Rogers Executive Business Coaching 1620 Burnet Ave. Syracuse, NY 13206 (315) 430-0657/jeffrogerscoach.com	4 5 94	executive coaching, leadership development, strategic planning, change management, emotional intelligence, personal effectiveness, adaptability, DiSC, sales development, emerging leadership development	Jeffrey A. Rogers, Founder, CEO	2015
14.	Illume Projects, LLC 398 Thomas Road Ithaca, NY 14850 646-248-1442/illumeprojects.com	3 0 3	nonprofit-management consulting, strategic advisory, strategic planning, succession planning, implementation support	Kelly White, CEO	2011
	TDS Performance Improvement, LLC 1760 Terrace Drive Vestal, NY 13850 (607) 221-6191/tdspi.com	3 1 11	prepare the right people for the most important responsibility in the world, leading people	Timothy Dean Smith, First-Time Leader Coach, Speaker	2011
16.	Point-to-Point Coaching P.O. Box 370 Verona Beach, NY 13162 (315) 391-1156	2 0 24	business, executive, team, and life coaching - helping motivated business owners, management teams, and self-employed professionals achieve greater success in their business while maintaining a healthy balance in their lives; using DISC behavior assessments, and our results-proven accountability process; "Driving Success," "Balance Life"	Anthony A. Carangelo, Owner & Accountability Coach	2007
	Dynamic Training and Coaching 2652 Route 20 E., Suite 200 Cazenovia, NY 13035 (315) 447-0227/DynamicTraining.info	2 2 8	employee-engagement training, leadership training, management/supervisory training, train-the-trainer, presentation skills, sales training, customer-service training, team building, executive coaching	Robert J. Gabor, President Molly Sherman Gabor, VP	2010
	Ahern, Murphy & Associates 4448 E. Lake Road Cazenovia, NY 13035 (315) 427-5383/ahermurphy.com	2 2 48	leadership development & assessment, strategic planning, team building, cultural transformation, one-on-one coaching, tailored performance-assessment tools, 360 degree evaluations, DiSC profiles, sales training, and HR-consulting services	Timothy P. Ahern, Principal Lindsey A. Zajac, Principal	1998
	MV Cioni Associates, Inc. P.O. Box 779 New Hartford, NY 13413 (315) 734-1168/mvcioni.com	2 2 25	visioning, strategy, architecture & design of solutions encompassing information technology, business-process redesign, organizational development	Mark V. Cioni, President	2005
	DH Leonard Consulting & Grant Writing Services, LLC 15227 Heritage Drive Clayton, NY 13624 (315) 285-5194/dhleonardconsulting.com	2 2 24	Agile, Scrum, grant writing	Diane H. Leonard, President	2006

LEADERSHIP & MANAGEMENT CONSULTANTS

Ranked by No. of CNY Consultants

Rank	Name Address Phone/Website	CNY: Consultants Employees Clients	Areas of Consulting Expertise	Top/Key Local Executives	Year Estab.
21.	G. A. Puzey Consultants 5745 E. Lake Road Cazenovia, NY 13035 (315) 655-3101/ decisionsmaps.homestead.com	1	turn clients' decision data into pictures so they can see the best solution; cases	George A. Puzey, Principal	1999
		1	include strategic decision-making for: expansions, capital investment,		
		3	marketing strategy, sales performance, customer satisfaction		
▪	Hebert Performance Training Baldwinsville, NY 13027 (315) 303-4750/heberttraining.com	1	train new trainers, presentation skills, customer service, management/	Joan Hebert, Principal	1997
		4	supervisory skills, team building, workplace communication skills, change management, conference speaker/keynote, customer-focused sales		
▪	MacCallum Consulting 5969 Greenway Lowell Road Verona, NY 13478 (315) 405-5575/facebook/ maccallumconsulting	1	business development, business strategy, government contracting, EEO and	Ginny MacCallum, President	2013
		4	MWBE/SDVOB compliance, grant writing, and administration		
▪	Cucharale Consulting Group, LLC 6808 Lowell Road Rome, NY 13440 (315) 794-9863/cucharalegroup.com	1	business development, leadership and management development,	Cathy A. Cucharale, President	2019
		25	compliance, business-operations assessments, business continuity, merger-and-acquisition assistance, technology administration, financial governance		
▪	Talented Training and Development Syracuse, NY 13212	1	sales training/coaching, leadership training/coaching, customer-service	Chuck Bartlett, Principal	1997
		13	training, career coaching, motivational speaking, online-video sales training programs		
▪	Chronicle Advisers 3919 East Road Cazenovia, NY 13035 (315) 420-0866/chronicleadvisers.com	1	discovery of business' ESG interests and priorities; PEST analysis (Political,	Aimee Koval, Principal	2022
		-	Economic, Social, Technological) of business' ESG landscape; executive and board ESG primers and strategic planning; multiparty facilitation, negotiations, and third-party vendor management		
▪	Gwen, Inc. 27 Thornton Avenue Auburn, NY 13021 (315) 252-6326/gweninc.com	1	leadership education, organization consulting for executive teams, leadership	Gwendolyn Webber-McLeod,	2008
		10	technical assistance, strategic planning, strategic development of emerging minority and women leaders, diversity and inclusion	President & CEO	
▪	Judy Wolf Coaching 15 N. William St. Little Falls, NY 13365 judywolf.com	1	executive coaching, team coaching, leadership coaching	Judy Wolf, Executive & Team Coach	2015
		12			
29.	Laura Thorne Consulting 202 Academy Place Syracuse, NY 13207 (727) 409-2290/laurathorneconsulting.com	0	works with students, recent grads, and career changers from all backgrounds	Laura Thorne, Owner	2016
		3	who are seeking environmental careers to gain confidence in their searches by crafting sound career-navigation plans		
▪	Business Leaders of Colors, LLC 6 Myers Heights Lansing, NY 14882 (607) 279-7835/businessleadersofcolors.com	0	business consulting, business training, conflict resolution	Gladys Brangman, CEO	2017
		100			

THE LIST

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ABOUT THE LIST

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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

Four Tips for Defining & Reaching Your Target Audience

When competing with other brands to find the best channels needed to reach your audience, developing an effective marketing strategy might feel like throwing darts blindfolded. To increase your odds of reaching people who might be interested in your product or service, you need to effectively and accurately define your target audience first.



MEAGAN D. SAXTON
Viewpoint

It might take more

than one try.

Consider the example of fashion retailer Abercrombie & Fitch. Once known for its dimly lit storefronts and strong cologne, the company rebranded in recent years to reach millennials who were customers in the early 2000s but had moved on.

Along the way, you might discover your business has more than one target audience. Abercrombie's target audiences were young adult men and women shopping for casual and athletic apparel. Nike appeals to the same demographic — but also older and younger shoppers looking for sports and athleisure attire, gear, and shoes.

As you begin to define your target audience and determine the best way to reach them, below are some questions to consider.

1. Who are you marketing to now?

Start by profiling your current customers and the people who engage with your brand on social media. Do these people have common characteristics like location, age, and interests? For instance, if your target audience is Gen Z, you're not likely to have much success trying to reach it on Facebook.

Your customers' demographic profiles can be used for targeting lookalike audiences — people with similar characteristics and interests — with social-media ads. Before you can serve your audience an effective ad, you need to know what kind of messaging will resonate with it. Use your customers' demographic profile to pinpoint your most-effective messaging and branding, then advertise only the products or services relevant to their needs.

When you understand who your audience is, you're better equipped to talk to it in a language it understands.

2. Where do your customers go for information online?

Once you have defined your audience and how to communicate with it, monitor where your customers/prospects get

information from you. Do you receive more visitors to your blog than likes on Instagram posts? Knowing where your audience is likely to look for information will help you decide where to focus your marketing efforts.

In addition to monitoring where your customers go for information, keep track of how they engage with it. If a social-media post results in new followers and visits to your site, that content could be repurposed in the future. Understanding your audiences' behavior online can help you prioritize platforms that may have a better return on investment.

3. What information are your customers seeking?

Similar to discovering where your target-audience members go for information, identify what content they interact with the most online.

For example, some people prefer to read content while others are more likely to watch a video. Do how-to videos outperform your organization's written content? B2C brands usually create the most buzz, but an engaging B2C ad might not translate effectively to your brand.

Certain types of content are universally better at attracting your target audience. High-resolution photos, infographics, and videos accompanied by well-written text

are more likely to elicit a response on social media than low-quality photos or videos.

Understanding the content your ideal customers are looking for helps you move from defining your target audience to reaching it.

4. Who does your audience trust?

It's no secret that people trust recommendations from individuals more than faceless brands. Think about your own habits: how often do you read reviews or ask others for advice before purchasing something?

Influencers are underutilized B2B social-marketing resources who can help your organization reach new customers within a target audience. Creators, thought leaders, and industry experts who align with your brand's core values can help amplify your message among their loyal followers.

Reputation and customer service are crucial to any business. Make sure existing relationships are also nurtured to build trust between your brand and its loyal customers — which will help your word-of-mouth reputation. ■

Meagan D. Saxton is a social-media specialist at ddm marketing + communications, a marketing agency for highly complex and highly regulated industries.

OCC:

Continued from page 3

The responsibilities of student-success coaches include monitoring student academic progress and providing “proactive

and just-in-time” guidance and support.

They also include providing a “sense of community” by organizing educational and social events for students in their respective school; guiding students through the higher-education landscape and managing competing demands from school, family, and

work; and collaborating with colleagues and departments across the institution to provide “holistic support and meet the unique needs of individual students.”

“We know that OCC's Student Success Coaches program is a critical resource for supporting students as they achieve their

education goals,” Carley Graham Garcia, Amazon's head of community affairs in New York, said “It's also a great way to support Amazonians who are taking advantage of Career Choice and all the benefits it has to offer them and other employer-sponsored students.” ■

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New Biden HUD regulation interferes in local zoning

A new proposed regulation by President Joe Biden's Department of Housing and Urban Development (HUD) would once again attempt to meddle in state and local governments' affairs by conditioning federal funding including Community Development Block Grants on changes to local zoning laws.



ROBERT ROMANO
Opinion

The rule, once again titled, "Affirmatively Furthering Fair Housing," was offered in January and includes "working with a local government to address exclusionary zoning," and "if disparities by protected class group are identified in the questions regarding homeownership opportunities, responsive goals could include ... zoning code reform," and "this rule requires an analysis of barriers to affordable housing, representing a key opportunity for program participants to identify the policies and practices, such as land use and zoning ordinances, that impede the development and maintenance of affordable housing commensurate with need."

The regulation also requires grantees to assess: "How have existing zoning and land use policies or ordinances, the presence or lack of source of income anti-discrimination laws, eviction policies and practices, and other State and local policies or practices contributed to the patterns of segregation..." and "This analysis shall include... municipal or State policies,

such as zoning and land use policies, ordinances, or regulations..."

And so forth. There is just one problem. It's illegal as Congress has six times defunded the original 2015 regulation that had included an explicit requirement calling for changes to local zoning, stating, "This final rule, and Assessment Tools and guidance to be issued, will assist recipients of Federal funding to use that funding and, if necessary, adjust their land use and zoning laws in accordance with their existing legal obligation to affirmatively further fair housing."

This is why Congress moved to defund the original Affirmatively Furthering Fair Housing regulation, in the 2017 omnibus, the 2018 omnibus, the 2019 omnibus, and the Consolidated Appropriations Act of 2020 and the 2021 omnibus, before it was removed in the 2022 omnibus. But then it was included again in the 2023 omnibus, and so still remains standing law.

Here, HUD appears to be saying that doesn't matter, it's just going to keep issuing the same exact regulation.

And so, now House Republicans appear poised to defund it yet again in the 2024 transportation and housing appropriations bill, appearing in section 233, updating the language to reflect the most recent regulation in whack-a-mole fashion: "None of the funds made available by this 24 Act may be used to implement, administer, or enforce the proposed rule entitled 'Affirmatively Furthering Fair Housing' published by the Department of Housing and Urban Development in the *Federal Register* on Feb. 9, 2023 (88 Fed. Reg.

8516), or to direct a grantee to undertake specific changes to existing zoning laws as a part of carrying out the interim final rule entitled 'Restoring Affirmatively Furthering Fair Housing Definitions and Certifications' published by such Department in the *Federal Register* on June 10, 2021 (86 Fed. Reg. 30779)."

These provisions for years have explicitly changed the terms and conditions of the Fair Housing Act, barring the federal government from directing or encouraging grantees to make changes to local zoning.

The provision was originally drawn from a provision by Sen. Susan Collins (R-Maine) passed the Senate easily 87-9 in 2016 that barred the regulation from being used to affect local zoning.

The regulation was also rescinded by the Trump administration, under a rule, called Preserving Community and Neighborhood Choice, which states, "It must be local governments, not HUD, that exercise control of administering local housing policies, including zoning and development policies that are unique to a particular community."

This law may be all that stands in the way of a Biden presidency renewing the federal war on suburbs, eliminating one of the most important responsibilities of local government — zoning. But to make it stick, Congress will have to continue to intervene via the appropriations process unless it can make a more-permanent alteration to law. For now, Congress appears poised to continue to play whack-a-mole with the provision as HUD simply defies the law. ■

Robert Romano is the VP of public policy at Americans for Limited Government (ALG). The organization says it is a "non-partisan, nationwide network committed to advancing free-market reforms, private property rights, and core American liberties."

The House GOP Caucus Revolt Isn't All Bad

Now that it's settled down to just a low simmer, the revolt by members of the ultra-conservative Freedom Caucus in the U.S. House of Representatives has mostly left the front pages. But it would be fair to say that it hasn't been resolved — merely cooled for the moment. Since it could flare up again at any time, it's worth taking a step back and looking at why, in the long run, the House might be better off because of it.

First, though, let's recap. As you may recall, the whole thing began when some of the House GOP caucus's most-conservative members decided to use more than words to express their displeasure with the debt-ceiling agreement struck between President Joe Biden and House Speaker Kevin McCarthy. In essence, they took their own party's agenda hostage, with 11 of them siding with Democrats on a procedural vote that halted progress on several Republican-sponsored bills. In the closely divided House, this was enough to produce a week of gridlock early in June, while McCarthy and the rebels huddled to try to come to terms.

They emerged with an agreement to allow the blocked bills and other measures to move forward — and a warning from the rebels that they could grind things to

a halt again if they don't see progress on a "power-sharing" deal with McCarthy. "We want to work on an accountability regime and a power sharing agreement," said one of the hardliners, Rep. Matt Gaetz, of Florida. "We want to see House conservatives in a position to be able to enforce the agreements that we all make."

Democrats, of course, watched all this gleefully, and while some conservative commentators praised the rebels for insisting on steeper cuts to federal spending, others lamented the talking points the move handed to people who criticize the House GOP caucus for being unable to govern. "It...gives the usual media suspects grist for more rounds of 'Republican infighting/incompetence' stories," fumed the New York Post editorial board.

To me, however, what was most noticeable about the whole affair was not the politics of the moment, but that it a major detour from the long march in the House toward what detractors call "the imperial speakership" — a handy shorthand for the decades-long trend, under both Democratic and Republican leaders, to consolidate power in the hands of just a few leaders.

There is no question that this has made for more efficiency in the House by keeping debate and amendments to a minimum and wrapping multiple pieces of legislation that ought to get their own votes into a single omnibus package that most members barely get a chance to read. The tradeoff, at least in the past, has been that the leadership protects members of its own party

from politically touchy votes.

But the cost to American democracy has been high. The House — unlike any other institution in Washington — was designed by the architects of our republic to be the people's body, the most representative of our nation's diverse and ever-changing population. Over the country's history, it developed a robust committee system, rules for floor debate, and other procedures designed to give ordinary representatives a chance to do just that: represent the American people. The consolidation of so much power in leaders' hands has circumvented all that — and, arguably, made the House more prone to partisanship and more inclined toward the extremes, since the majority leadership cares mostly about pleasing its own base, not forging common ground across the aisle.

There are any number of issues on which I part company with the members of the Freedom Caucus. But on this front, I have considerable sympathy — as do other observers who care about a House of Representatives that can function as its creators intended and as it did for much of its history. As former Democratic Rep. Dan Lipinski argues in a recent op-ed, "If the House does not change, its members will continue to fail in representing their constituents in the legislative process on most major issues." That's an issue we all should care about, regardless of party. ■

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.

BUSINESS CALENDAR

Email us at movers@cnybj.com

JULY 26

■ **Tompkins Chamber Small Business Roundtable** event from 9-10:30 a.m. at Mama Said Hand Pies, 1710 Trumansburg Road, Ithaca. Join peer business owners for a quarterly check-in. Share successes, challenges, and find camaraderie in this confidential space. Small Business Roundtable events are open to small businesses with less than 50 employees who must also be chamber members in good standing. For more information, including registration details, visit: <https://business.tompkinschamber.org/events/details/july-2023-small-business-roundtable-at-mama-said-hand-pies-ulysses-location-191843>

JULY 27

■ **Greater Oneida Chamber of Commerce Business After Hours** event from 5:30-7:30 p.m. at Community Bank, 182 Main St., Oneida. Meet and network with fellow chamber members and area business professionals. Business After Hours are open to the public and free for all chamber members and their employees. It's only \$10 for non-members. Register at: <https://www.eventbrite.com/e/chamber-business-after-hours-hosted-by-community-bank-tickets-666805421967>

AUGUST 1

■ **Greater Oswego-Fulton Chamber of**

Commerce (GOFCC) Summer Celebration & BBQ from 4-6 p.m. at Kristen's Kitchen at Battle Island State Park Golf Course, 2150 NYS Route 48, Fulton. Enjoy delicious food and beverages, live music, and networking. Cost is \$55 per person for GOFCC members, \$65 for non-members. For more information and to register, visit: <https://centerstateceo.com/news-events/gofcc-summer-celebration-bbq>

AUGUST 2

■ **Lunch and Learn with the Office of the Advocate for Business** webinar from 12-1 p.m. The Workers' Compensation Board will present a webinar on the basics of the workers'-compensation system, including insurance types, coverage requirements,

and employers' obligations under the law. Sessions are free and there will be time at the end for questions. Registration is not required. You can join this session via the following link: <https://www.wcb.ny.gov/webinars/#employers>

AUGUST 8

■ **Tompkins Chamber Business After Hours** event from 5-7 p.m. at Atlas Bowl, 61 W. Main St., Trumansburg. This is the chamber's premier networking event where attendees can connect with hundreds of chamber members and community leaders. Cost is \$15 for members in advance; it's \$20 for non-members or at the door. For more

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PEOPLE ON THE MOVE NEWS

CREDIT UNIONS

CFCU Community Credit Union recently announced several new and promoted employees. **MALLORIE DAVID** was appointed chief people officer at the credit union. She is responsible for overseeing the human capital and administrative functions of the credit union. David serves on and collaborates with the credit union's executive leadership team while planning, developing, and executing business strategies that support the credit union's mission, vision, strategic pillars, values, and goals. She provides oversight to the credit union services organizations (CUSOs), while also serving as executive sponsor for the credit union's Employee Engagement Committee and Diversity, Equity, and Inclusion (DEI) Committee. David represents the credit union at various community functions and networking events to develop business and member relationships. She supports the credit union's efforts toward community involvement, such as board service, volunteering, and participating in fundraising events. **CORTNEY LOWIE** has been named executive manager at CFCU Community Credit Union. Serving on the executive-leadership team, she controls and manages administrative, board of directors-related, and strategic functions for the president & CEO and COO/CFO. Lowie also serves the role of office manager for CFCU's administrative headquarters. She works in conjunction with the VP of information technology to directly supervise the records-management team.



David



Lowie



D'Angelo

MIKE D'ANGELO was appointed VP of member experience. He is responsible for monitoring branch operations and achievement of branch goals. D'Angelo oversees 12 full-service branch offices, as well as two school branches. **BILL SWEENEY** has been named VP of member advocacy at CFCU Community Credit Union. He integrates merged entities into CFCU and ensures a successful integration to achieve strategic rationale, value drivers, and synergies. Sweeney provides leadership for merged entities and internal cross-functional teams in developing, implementing, and executing integration plans. He develops and modifies playbooks and applicable programs to enhance the overall merger integration process in accordance with established standards and legal requirements. Sweeney is also responsible for managing advocacy initiatives in support of the industry and the credit union's goals and objectives. **DEREK THOMPSON** was appointed VP of consumer lending. He oversees and monitors the consumer-lending activities of CFCU, including product development, application, processing, underwriting, and settlement. Thompson monitors consumer and indirect activities, tracks loan growth, evaluates credit migration, retention, and sales of credit-union products. **KYLE CHRISTOPHER** has been named assistant VP, of learning and development at CFCU Community Credit Union. He is responsible for lead-



Sweeney



Thompson



Christopher



Kenjerska

ing the design and execution of learning strategies to drive a culture of continuous development and growth. He ensures that the credit union's learning and development plan aligns with its strategic priorities. He oversees the assessment of learning efforts to measure effectiveness. **MARK KENJERSKA** has been appointed assistant VP of business origination at CFCU. He manages and directs the activities of the business-lending origination team at the credit union. He contributes to the development and execution of the overall strategic initiatives of CFCU, with a focus on those initiatives directly impacting the origination of business lending and business account activities.

HEALTH CARE

MICHELLE CUTTLER has been promoted to manager of retention for Loretto's employees. She was Loretto's first employee coach when the organization launched its coaching program in early 2020. In her new role as manager of retention, Cuttler will lead Loretto's long-term employee-engagement strategy by developing employee training and retention initiatives that support the organization's employee-engagement strategy. She will help employees navigate career ladders so they can advance within the company, including Loretto's LPN apprentice program. Cuttler will oversee employee-recognition programs, including benchmark celebrations, graduations, and other programs to help employees remain and flourish at Loretto.



Cuttler

INSURANCE

Security Mutual has hired **LAURA AMES** as an underwriting support. In her role,

Ames will provide underwriting support by checking information on and making changes to insurance policies. She formerly worked at Maguire Honda.



Ames

SPORTS

The Syracuse Crunch have announced the hiring of **ANNIKA TYSON** as community & partnership activation manager. Tyson joins the Crunch full time after spending the 2022-23 campaign as a seasonal intern. In her position, she will oversee the Crunch Foundation, the charitable arm of the Syracuse Crunch, which works to positively impact the Central New York community by providing support and funds to nonprofit groups, educational programs, and community initiatives. She will also assist the VP of corporate partnerships with all aspects of sponsorship proposals and contract fulfillment. Originally from Fayetteville, Tyson graduated from the University of Connecticut in 2023 with a bachelor's degree in economics along with French and Francophone Studies. **JORDAN BERGEN** has been hired by the Crunch as merchandise & game operations manager. Bergen joins the Crunch full-time after spending the 2022-23 season as a game-operations intern. In her new role, she will oversee the team's official merchandise while also assisting in all aspects of the Crunch Authentic Program. Additionally, she will assist with in-arena operations on game days. Bergen graduated from SUNY Cortland in 2023 with her bachelor's degree in sport management with a concentration in sport sales and marketing. ■



Loretto employee coach promoted to manage new employee experience

BY JOURNAL STAFF
news@cnybj.com

SYRACUSE — Loretto recently announced it has promoted Eleanor Williams to manager of new employee experience, a newly created position at the long-term care organization, from her prior role as employee coach.



Williams

In this role, Williams will lead and manage Loretto's employee coaches to help con-

nect new employees with internal and external resources needed to succeed on and off the job, according to a Loretto news release. She will also develop new employee orientation and mentorship programs that ensure that new employees are given the training they need to increase employee performance, satisfaction, and retention — as well as student and intern programs to establish “pre-career” and entry level opportunities at Loretto.

“For many new hires, this is their first professional role in healthcare, and this

group of new professionals benefits from not only career coaching, but assistance on a wide range of matters,” said Holly Hoehner, interim VP of human resources at Loretto. “Eleanor has been instrumental in guiding and mentoring Loretto's frontline workers as an employee coach over the past year. This new role is perfect for her as the first point of contact for new employees, helping to ensure that every employee has an exceptional experience working for Loretto.”

Williams is an experienced and compassionate social worker with solid connec-

tions to a network of professional services in the community, Loretto said. She holds a bachelor's degree in business administration from Syracuse University. Williams is currently working toward a master's degree in social work — also at Syracuse University — and is expected to graduate in May 2024.

Loretto said it is the fourth largest health-care provider and the sixth-largest employer in the region, with 2,500 employees at 19 locations delivering care to nearly 10,000 people in Onondaga and Cayuga counties each year. ■

CALENDAR: Continued from page 14

information, including registration details, visit: <https://business.tompkinschamber.org/events/details/business-after-hours-at-atlas-bowl-august-2023-191818>

AUGUST 10

■ **2023 Greater Binghamton Job & Career Fair** from 11 a.m.-3 p.m. at

SUNY Broome Ice Center, 901 Upper Front St., Binghamton. For more information and to register, visit: <https://business.greaterbinghamtonchamber.com/events/details/2023-greater-binghamton-job-career-fair-8999?calendarMonth=2023-08-01>

AUGUST 15

■ **Greater Liverpool Chamber of Commerce Luncheon Connection** from 11:30 a.m.-1 p.m. at Home Team Pub,

7990 Oswego Road, Liverpool. Connect with members on the outdoor patio and perhaps play some cornhole. Cost is \$18. For more information and to register, visit: <https://liverpoolchamber.com/events-calendar/#!event/2023/8/15/luncheon-connection>

AUGUST 22

■ **Tompkins Chamber Women in Business Roundtable** from 3-4:30 p.m. at CRN Events & 1 Step Coaching

and Consulting 2149 Slaterville Road, Ithaca (park in the lot off Landon Road). Attendees gather for conversation and connection with women business and nonprofit leaders from all throughout Tompkins County and the broader chamber membership. For more information, including registration details, visit: <https://business.tompkinschamber.org/events/details/women-in-business-roundtable-hosted-by-crn-events-1-step-coaching-and-consulting-191949>

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