



**SPECIAL REPORT: NORTH COUNTRY BUSINESS / VETERAN-OWNED BUSINESS**

## SBA AWARDS SYRACUSE UNIVERSITY'S IVMF GRANT FOR VETERAN BUSINESS TRAINING



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PHOTO CREDIT: INSTITUTE FOR VETERANS AND MILITARY FAMILIES AT SYRACUSE UNIVERSITY



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**WATERTOWN-BASED RUNNINGBOARDS MARKETING OPENS SYRACUSE OFFICE**

ERIC REINHARDT / BNN



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**COUNTY PROGRAM STARTS WITH 3 FIRMS USING LYFT TO TRANSPORT JOBSPLUS CLIENTS TO WORK**

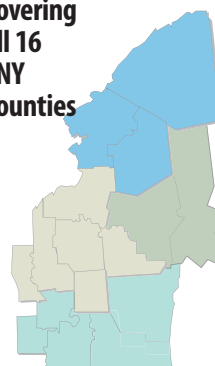
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# CNYBJ Data & Details

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## WRITERS/EDITORS:

- 

**Eric Reinhardt**  
ereinhardt@cnybj.com  
315.579.3915
- 

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

**Maria Carbonaro**  
Contributing Editor  
mcarbonaro@cnybj.com  
315.579.3910



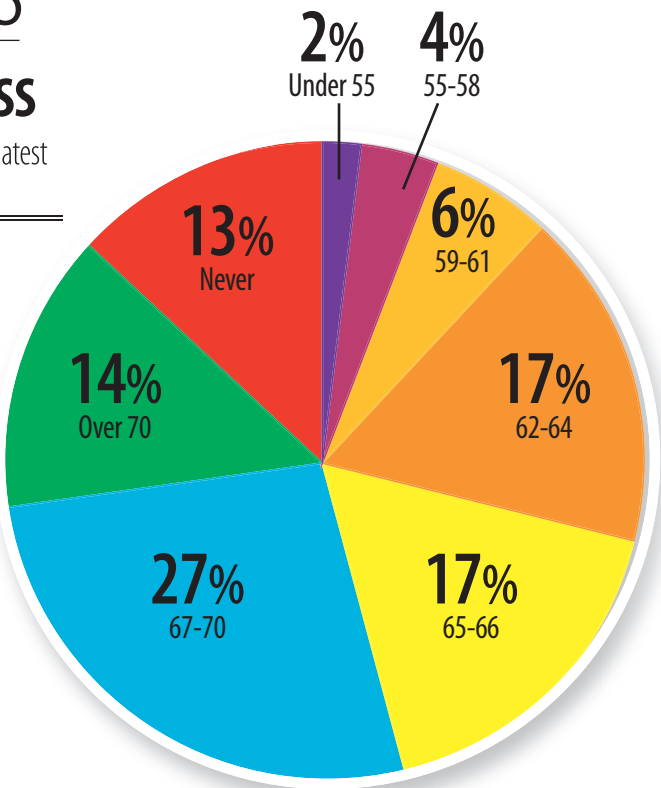
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## CNYBJ CANVASS

Here are the results of the latest poll on [cnybj.com](http://cnybj.com):

At what age do you expect to retire? or at what age did you already retire?

Total Responses:  
**227**



## CNYBJ Briefs

### Lockheed Martin wins \$17.2 million radar contract, with nearly half of the work to be done at Salina plant

SALINA — Lockheed Martin Rotary and Mission Systems in Salina, a unit of Lockheed Martin Corp. (NYSE: LMT), is being awarded a \$17.2 million radar contract from the U.S. military.

The cost-plus-fixed-fee contract will support the E-2D Advanced Hawkeye aircraft program to provide depot-level repair capability for the AN/APY-9 radar line replaceable modules (LRMs), according to a Sept. 23 Defense Department contract announcement.

This contract provides technical services in support of development of electronic Consolidated Automated Support System (eCASS) compatibility reports and the associated technical data for AN/APY-9 radar avionics LRM. The pact also offers technical



services for development-system specifications that define the functional-performance requirements for the operational test program sets to test the LRMs on the eCASS, according to the announcement.

About 45 percent of the work will be done at Lockheed's Salina plant. The rest will be completed in El Segundo, California (25 percent); Melbourne, Florida (24 percent); and Baltimore, Maryland (6 percent). The work is expected to be completed in August 2021.

Fiscal 2017 aircraft procurement (Navy) funds totaling \$17.2 million will be obligated at the time of the award, all of which will expire at the end of the current fiscal year, the Defense Department said.

### Kirkland Art Center names new development director

CLINTON — The Kirkland Art Center (KAC) in Clinton recently announced it has appointed Kathleen Avery as its development director.

In her new position, Avery will work closely with KAC staff and board members in planning and executing fundraising and capital projects, according to a KAC news release.

Avery brings extensive experience in the nonprofit arts sector, having served as director of Upper Catskill Community Council of the Arts, where she was responsible for all development efforts and worked to implement strategic initiatives to secure major gifts, grants, and expand membership. She has also worked in development in the private sector, and is skilled in strategic planning, the KAC stated.

"I'm delighted to join the KAC staff and contribute toward its future success," Avery said in the release. "I've been familiar with

the organization for years and have always admired the facility and the diverse community programming KAC provides."

Avery's position at the Kirkland Art Center is made possible by a \$25,000 grant from the Mohawk Valley Regional Economic Development Council, one of only three arts awards made in Oneida County this year.

The Kirkland Art Center says it's one of the oldest community arts centers in the state and has provided year-round programming for adults and children for nearly 60 years. Its mission is to educate children and adults, to advocate for artists and the arts, and to engage the community in a variety of cultural experiences and opportunities. The organization's year-round offerings include art, dance, and pottery classes; community art projects; a live music series; and juried art shows of national and international artists.



Avery

## CNY tweets

Some recent tweets that came across the @cnybj Twitter feed, offering various small business, technology, and HR tips.

**SBA @SBAGov**  
Looking to grow your #VetBiz and need guidance? Visit your local VBOC for tools & resources — <http://ow.ly/CFL450vKrte>

**New York SBDC @nysbdc**  
Across NY State, #SBDC centers offer free and low-cost business workshops for #Entrepreneurs, #Startups and #SmallBiz owners looking to start and grow a business. Check out this week's #BusinessTraining lineup and view more at <http://nysbdc.org/training/listtraining.aspx>

**NFIB @NFIB**  
Currently 27% of #SmallBiz owners report finding qualified employees is their number one problem. Here's how #SmallBiz owners are addressing this issue — <https://www.nfib.com/content/news/california/infographic-the-challenges-of-employee-training/>

**TP digital - Wix Web Design Agency @TPdwixprodesign**  
The 8 Habits of Highly Effective Entrepreneurs. <https://buff.ly/209LuXd> #smallbiz #Entrepreneur

**Gene Marks @genemarks**  
Many successful #business owners have made mistakes & some have been significant. But that doesn't mean that it should cost them their #companies. Unfortunately, the #laws have favored larger companies. Until now. <https://www.theguardian.com/business/2019/sep/08/us-small-businesses-bankruptcy-trump-reorganization-act> #smallbiz #bankruptcy

**Angel Biz Advisors @AngelBiz**  
How-To Guide for Designing a Great Website on a Budget — <http://ow.ly/uRb130pyXNr> #website #smallbiz

**NYSERDA @NYSERDA**  
Smart grid innovators: here's an opportunity to break market barriers and scale-up smart grid technology in real-world settings. Introducing the NYSEDA Future Grid Challenge. <https://utilitydive.com/spons/the-next-step-for-grid-innovation-commercialization-innovation/562754/> #SmartGrid #Innovation #IoT

**Linda Grasso @lindagrasso**  
Growing Internet of Things Platforms: how platforms build an ecosystem. Link: <https://buff.ly/2ZxEni6> @antgrasso @DeloitteInsight via @lindagrasso

**RMS @RMS\_Research**  
Looking to gauge the satisfaction of your employees? Here's what you can expect when you make the move to conduct an employee satisfaction survey, and why you should. <https://rmsresults.com/2017/06/08/the-benefits-of-measuring-employee-satisfaction/>

**Mark C. Crowley @MarkCCrowley**  
Making employees feel valued requires that you first believe they ARE valuable.

**BambooHR @bamboohr**  
72% of #HR pros believe employees who take more vacation are more productive because of it! [https://www.bamboohr.com/blog/5-reasons-offer-paid-vacation-love/?utm\\_source=OSo-Twtr-180531](https://www.bamboohr.com/blog/5-reasons-offer-paid-vacation-love/?utm_source=OSo-Twtr-180531)

**US Labor Department @USDOL**  
National #Apprenticeship Week (Nov. 11-17, 2019) highlights the impact apprenticeship programs have on closing the U.S. skills gap and preparing workers for tomorrow's jobs. See how you can get involved: <http://apprenticeship.gov/naw> #NAW2019



# County program starts with 3 firms using Lyft to get JOBSplus clients to work

BY ERIC REINHARDT  
ereinhardt@cnybj.com

**SALINA** — The struggle historically for small businesses that employ lower-wage workers is needing their employees to have a car to get the job, while the employees need the job to get the car. That's according to Eileen Brophy, president of Brophy Services Inc.

Public-transportation options like buses don't completely fill the void. But the growth of ride-sharing services is providing another option to get those workers to their job sites.

"With the creation of transportation services such as Lyft, we now have an opportunity to work with the county, the city, and the state to put that population that hasn't been able to get those jobs back to work," she said.

She's "excited to be part of the solution," she added in her remarks to open a Sept. 12 news conference in which Onondaga County announced a pilot program with Lyft as a transportation provider for its JOBSplus clients.

San Francisco, California-based Lyft has drivers in the Syracuse and Central New York area.

JOBSplus will be working with three employers — Brophy Services, Loretto, and Giovanni Food Co. Inc. — to start the pilot program, Onondaga County Executive Ryan McMahon said in discussing how the initiative works.

Officials announced the program at Brophy Services at 1972 Teall Ave. in the town of Salina.

JOBSplus is a contractor of Onondaga County Department of Social Services - Economic Security (DSS-ES), per its website. JOBSplus serves individuals that have qualified for temporary assistance, or what people know as welfare," Sarah Merrick, DSS-ES commissioner, said during the event.

"One of the biggest challenges for our small businesses ... and for our folks who are really trying to develop a pathway out of poverty is transportation," McMahon said in his remarks.

The employment opportunities are either for non-traditional hours or in locations where Centro does not have an existing bus route, he noted.

"[Centro] does not work every hour," said McMahon. "That's an important gap that needs to be filled."

Kim Townsend, president and CEO of Loretto, also stressed the need for convenient employee transportation.

"So many of Loretto's employees rely on public transportation to get to and from work ... It's not available 24 hours a day and it's not available in all of our locations," Townsend said in her remarks during the event. "We see this program as a bridge to our employee car-buying program, which will help people achieve financial stability and independence."

## How it works

JOBSplus coaches will work with eligible temporary-assistance clients to estimate the cost of Lyft routes from home to work and back, McMahon said in explaining the program.

If clients need to drop off their children at child care, that will also be included in the Lyft estimate, he added.

Then, based on the client's verified work schedule, the Lyft administrator will request and schedule rides. Lyft will provide a ride quote and at the end of the month, the company will email JOBSplus an invoice for the actual cost of the ride for each participant.

"When someone is on public assistance, 100 percent of those costs are paid by the



Sarah Merrick (at podium), commissioner of the Onondaga County Department of Social Services - Economic Security, addresses the media as the county announced a pilot program with Lyft as a transportation provider for its JOBSplus clients. Officials announced the program at Brophy Services Inc. at 1972 Teall Ave. in the town of Salina. Pictured (from left to right) are Kim Townsend, president and CEO of Loretto; Matt Rodriguez, general manager for Lyft in the New York area; Merrick at podium; Onondaga County Executive Ryan McMahon; and Eileen Brophy, president of Brophy Services Inc.

county. It's already part of the temporary assistance budget," said Merrick.

"It's a new partner. It's not a new cost," McMahon noted, referring to the pilot program with Lyft.

Onondaga County is "starting small" with the pilot program, beginning with three employers.

"Hopefully over the next three months, we can employ about 50 temporary-assistance clients," said Merrick. "The idea is to perfect a model that then can be expanded to other employers."

Lyft's ultimate objective is to provide the "world's best transportation experience," but that's "not something that we can do alone," Matt Rodriguez, Lyft's general manager in the New York area, said in his remarks.

"This is why we have over 40 transit partnerships with government agencies [and] transportation agencies across the country," said Rodriguez.

This pilot program is "the first of its kind" in New York, the Lyft manager added.

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# Cucharale launches consulting firm

BY TRACI DELORE  
CONTRIBUTING WRITER  
news@cnybj.com

WESTMORELAND — When the investment firm she worked for was acquired by an out-of-state company, Catherine (Cathy) Cucharale says it was the perfect opportunity for her to branch out on her own.

Cucharale Consulting Group, LLC, launched in June, puts the 35 years of experience of its founder, Cucharale, in regulatory, financial, and corporate management at the disposal of all sorts of businesses.

She operates the business from her home in Westmoreland.

Cucharale served as chief operating officer (COO) and chief compliance officer (CCO) at M. Griffith Investment Services in New Hartford for more than 20 years. When that company merged with Milwaukee-based Baird in late 2018, Cucharale says it was a great chance for her to strike out on her own.

“My family has really been pushing me for a long time,” she recalls. “Mom, why don’t you do this on your own?”

She decided to take the plunge. Cucharale stayed with M. Griffith through April to complete the transition with Baird and left the company on friendly terms. Then she moved forward with launching her own business. The first step was figuring out exactly what she wanted to do.



PHOTO CREDIT: PROVIDED BY CUCARALE CONSULTING GROUP, LLC

She evaluated her prior duties and figured out which of those she most enjoyed and wanted to keep doing.

As both COO and CCO at M. Griffith, Cucharale did a little bit of everything from compliance to human resources for the investment firm. However, she knew she wanted to work with a wider variety of industries when it came to her own clients.

“Because I wore both of those hats, there are different things that I saw organizations struggle with that aren’t just part of the investment world,” she says.

## CCG

At Cucharale Consulting Group, which she calls CCG for short, Cucharale says her niche market is companies with under 50 employees — in all sorts of industries.

She can assist companies with all facets of business development, organizational management, and regulatory compliance. This includes everything from establishing training programs for new employees to walking a company through all the steps of a merger or acquisition.


Cucharale spent the summer finalizing that list of services her new business offers, as well as developing her logo and other marketing and branding tasks. Now she’s ready to start lining up the clients.

She has launched the firm’s page at linkedin.com, joined the Greater Utica and Albany chambers of commerce, and has been attending various industry and networking events to spread the word about CCG ([www.cucharalegroup.com](http://www.cucharalegroup.com)). Cucharale is relying on word of mouth and networking events for now to reach potential clients, with plans for more intense marketing efforts starting in late September and October.

The number of clients she can manage will vary, Cucharale says. It will depend on what level and depth of services a client needs. “I customize everything based on what the client’s needs are,” she says. A client could be just a one-time customer that needs assistance with one thing or a long-term client that outsources a particular job to her. Cucharale can also provide interim support for companies.

Prior to joining M. Griffith, Cucharale ran the in-house advertising department at the old Tehan’s Catalog Showrooms Inc. location in New Hartford, so she also brings a marketing and advertising background to her clients.

Cucharale holds an associate degree in graphic design from Mohawk Valley Community College. ■



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# New section of Erie Canalway Trail opens in Mohawk Valley

Trail addition in Herkimer County will help complete 750-mile Empire State Trail initiative

BY JOURNAL STAFF  
news@cnybj.com

GERMAN FLATTS — The New York State Canal Corporation recently announced it has opened a new section of the Erie Canalway Trail in the Mohawk Valley that will “fill a crucial trail gap” in the region as well as bring Gov. Andrew M. Cuomo’s Empire State Trail network closer to completion.

The new section, which cost \$5.4 million, runs in Herkimer County from Fort Herkimer Church at German Flatts Town

Park on Route 55 to Erie Canal Lock E-18 in German Flatts.

“As more portions of the Erie Canalway Trail are finished, more people will have the opportunity to experience what makes it special,” Brian U. Stratton, Canal Corporation director, said in a news release. “For cyclists, hikers and joggers, the trail is another reason to make the Mohawk Valley a destination.”

The Erie Canalway Trail is currently about 85 percent complete, the Canal Corporation said. Stretching from Albany to Buffalo, the trail is part of the 750-mile Empire State Trail, which will be the nation’s largest state network of multi-use trails, the release stated. It is scheduled for completion late next year.

“Having a dedicated trail rather than having to walk or ride along a busy state highway will encourage more trail use,” Andy Beers, Empire State Trail director, said. “As more of these sections are completed, people will have the opportunity

for a more scenic ride, but can also experience what makes the Canal System a special place to be.”

During construction on the 10-foot-wide asphalt path, construction crews installed railing on the trail, along with storm pipes and culverts for drainage. Crews also installed concrete pads to accommodate benches, interpretive signs, picnic tables, grills, and bike racks, per the release. New trees and shrubs were also planted and the access road and parking area for Lock E-18 were improved.

The project complements another \$2.1 million trail project now underway in Herkimer County, to connect Lock E-18 to Route 167 in Little Falls. It is scheduled for completion in September 2020 and will result in a 20-mile stretch of new Erie Canalway Trail in the Mohawk Valley.

New York’s canal system includes four historic canals: the Erie, Champlain, Oswego and Cayuga-Seneca. Spanning 524 miles, the waterway links the Hudson



PHOTO CREDIT: NYS CANAL CORPORATION FACEBOOK PAGE

River with the Great Lakes, the Finger Lakes, and Lake Champlain. ■

# Briggs & Stratton begins operations in new Sherrill manufacturing facility

BY ERIC REINHARDT  
ereinhardt@cnybj.com

SHERRILL — Briggs & Stratton Corporation (NYSE: BGG) has a new facility in the Sherrill Industrial Park.

Milwaukee, Wisconsin-based Briggs & Stratton on Sept. 18 formally opened its \$10 million, 552,000-square-foot commercial-products manufacturing facility in Sherrill.

The firm is the “world’s largest” producer of gasoline engines for outdoor power equipment, and a designer, manufacturer and marketer of power generation, pressure washer, lawn and garden, turf care and job-site products, per the company’s LinkedIn profile.

With the company’s commercial-market growth, Briggs & Stratton needed a larger facility for production of its Ferris and Snapper Pro brand mowers, originally manufactured in Munnsville in Madison County.

Its new facility in the Sherrill Industrial Park will “accommodate this continued growth into the future” and will nearly double the production capacity for Ferris, Snapper, Snapper Pro, Simplicity, and some Billy Goat products, the office of Gov. Andrew Cuomo said in a news release.

## State incentives

Briggs & Stratton had been considering its options for expanding its commercial-manufacturing footprint within the U.S., and “chose to grow in the Mohawk Valley,” Cuomo’s office said.

To assist with job creation and retention, Empire State Development (ESD) offered the company up to \$1 million in tax credits through the Excelsior Jobs Program for the project and a \$1.5 million capital grant to equip the new facility — in



PHOTO CREDIT: BRIGGS & STRATTON CORP.

Milwaukee, Wisconsin-based Briggs & Stratton Corp. has formally opened a new \$10 million, 552,000-square-foot location in the Sherrill Industrial Park. Citing market growth, the company said it needed a bigger facility for production of its Ferris and Snapper Pro brand mowers. It previously manufactured those products at a location in Munnsville in Madison County.

exchange for retaining 500 existing jobs and a commitment of adding 52 new jobs over 10 years.

Briggs & Stratton has already surpassed its job targets, hiring 100 new employees who will produce its commercial products.

Additionally, construction of the \$10 million building was supported by a \$1.9 million ESD capital grant to ONX3, the developer of Sherrill Industrial Park, for construction and renovation costs.

“Ferris Industries joined the Briggs & Stratton family in 2004 and since then has grown exponentially — as has the company’s commercial business in total,” Todd Teske, chairman, president and CEO of Briggs & Stratton, said in Cuomo’s release. “This new facility in Sherrill will allow for that growth to continue long into the future, and we’re so grateful for the support we’ve received from the State of New York, Oneida County and the City of Sherrill throughout the process.” ■

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# State Property Checks Explained

**M**y office has been getting calls from constituents who are understandably confused about two rebate checks the state has begun to mail to property taxpayers and whether they should expect to receive one, none or both. I want to try to clarify for the public what these checks are and who should receive them. The two being mailed this year are the School Tax Relief (STAR) Personal Income Tax Credit check and the Property Tax Relief Credit check.



**WILL BARCLAY**  
*Viewpoint*

The School Tax Relief (STAR) program was created in 1997 as a way to reduce school tax bills for property taxpayers. Essentially, property owners apply to the program to be exempt from paying the full amount of school taxes levied by their local school districts. There are two types of STAR savings — Basic and Enhanced — and both have income requirements. Basic STAR recipients are exempt from paying school taxes on the first \$30,000 in home value on their primary residence, as long as they earn less than \$500,000 a year. Enhanced STAR recipients, those 65 and older, are exempt on the first \$68,700 of the full assessed value of the home as long as they earn less than \$86,300 a year. The state then pays local school districts the equivalent to the total property-tax exemptions.

rolled these homeowners into the STAR Personal Income Tax Credit program. Credit checks in both cases are now being mailed to homeowners. It should be noted that all homeowners are eligible to switch from the exemption to the credit program. In fact, there is a big push to move people out of the exemption program to the credit program following a change in this year's budget. If people with a Basic or Enhanced STAR Exemption do not switch from the exemption program to the credit program, their STAR benefit will be frozen at the 2019 levels. STAR recipients are encouraged to visit <https://www.tax.ny.gov/star/> and switch to the credit to ensure maximum benefits as the benefit is scheduled to increase up to 2 percent each year.

## Property Tax Relief Credit check

The other check being mailed is due to the Property Tax Relief Credit program. This is the fourth year of the program and these checks are being sent to property owners whose respective school districts have stayed within the 2 percent real property tax cap. Similar to previous years, no application is necessary. In 2016, homeowners received a flat amount— \$185 for upstate residents and \$130 for downstate residents. This year, the check amount is based both on household income and a percentage of what homeowners save through STAR.

For Basic STAR recipients, those who earn \$75,000 or less will receive a Property Tax Relief Credit check the equivalent to 85 percent of their STAR savings. Households earning between \$75,000 and \$150,000 will receive the equivalent of 60 percent of their STAR savings; those earning between \$150,000 and \$200,000 will receive the equivalent of 35 percent of their STAR savings; and those earning \$200,000 and \$275,000 will receive the equivalent of 10 percent of their STAR savings. If you qualify for Enhanced STAR, this property tax relief check is the equivalent to 34 percent of the STAR savings.

## STAR Personal Income Tax Credit check for some

Changes have occurred to STAR in the last three years and one of the state checks being mailed is attributed to these changes. People who purchased a primary residence in 2016 or later are no longer eligible for the exemption. They instead have to enroll in the STAR Personal Income Tax Credit program. This means they'll still receive the tax savings but instead of saving up front on school-tax bills, these homeowners are charged for their taxes in full and are then sent a check to help offset their school tax bill. Also, starting this year, those homeowners with incomes above \$250,000, but below \$500,000, are not eligible for the Basic STAR Exemption. The Department of Taxation and Finance was supposed to have automatically en-

*William (Will) A. Barclay is the Republican representative of the 120th New York Assembly District, which encompasses most of Oswego County, including the cities of Oswego and Fulton, as well as the town of Lysander in Onondaga County and town of Ellisburg in Jefferson County. Contact him at [barclaw@assembly.state.ny.us](mailto:barclaw@assembly.state.ny.us) or (315) 598-5185.*

# NOMINATIONS OPEN

The Business Journal News Network will be **honoring the very best in family-owned businesses** at the 5th annual awards.

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## FAMILY BUSINESS AWARDS OF CNY

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# Unity House of Cayuga County adds Wilder to board of directors

AUBURN — Unity House of Cayuga County, Inc. announced it has elected a new community leader for the agency's board of directors. David C. Wilder, president of the Illinois-based St. Thérèse of Lisieux Foundation, began his new duties in August. St. Thérèse of Lisieux Foundation is a nonprofit that fosters national programs to create and enhance what Pope John Paul II called a "culture of life" and a "civilization of love," according to a news release from Unity House. Wilder is the former managing director of Lumen Institute Inc. in New York City, an international organization providing highly personalized formation in character, faith, and leadership for hundreds of Fortune 500 C-Level business executives and cultural

leaders, Unity House said. Wilder is a graduate of Syracuse University's Maxwell School of Citizenship with degrees in political science and business administration. He has also worked in sales and sales management within the transportation industry, and is a "sought-after operations and development consultant for nonprofits," the release stated. Unity House says it is a nonprofit that provides transitional and permanent housing, rehabilitative, respite, and employment services for individuals with mental illnesses, developmental disabilities, and/or chemical dependencies from which they are recovering.



**Wilder**



THIS WEEK'S SPECIAL REPORT:

# NORTH COUNTRY BUSINESS/ VETERAN-OWNED BUSINESS

The Institute for Veterans and Military Families at Syracuse University will use a \$100,000 grant from the U.S. Small Business Administration to continue developing the Entrepreneurship Bootcamp for Veterans (EBV) program both locally and at partner campuses nationwide. The EBV includes classroom instruction for the program's entrepreneurial-education component.



PHOTO CREDIT: INSTITUTE FOR VETERANS AND MILITARY FAMILIES AT SYRACUSE UNIVERSITY

## SBA awards Syracuse University's IVMF \$100K grant for veteran business training

BY ERIC REINHARDT  
ereinhardt@cnybj.com

SYRACUSE — The Entrepreneurship Bootcamp for Veterans (EBV) is an initiative “combining entrepreneurial education with hands-on experience,” the U.S. Small Business Administration (SBA) says.

Syracuse University's Institute for Veterans and Military Families (IVMF) operates the EBV program. The SBA on Sept. 16 awarded the university a federal grant of \$100,000 to further develop the initiative both locally and at partner institutions.

Syracuse has hosted the program annually since it founded and launched EBV in 2007.

The grant award represents one-third of the \$300,000 in funding distributed nationally to organizations offering entrepreneurship training to service-disabled vets.

It's similar to funding that the SBA has awarded Syracuse previously, and this latest award will continue helping the IVMF to develop the EBV.

That's according to Misty Stutsman, director of the entrepreneurship and small-business portfolio at the Institute for Veterans and Military Families at Syracuse University.

“The thing that people don't realize is that ... we host the EBV at Syracuse University but we actually have partnering universities across the nation that are also hosting this program,” says Stutsman. “It allows us to really give those schools the support that they need ... as well as the ones that come through the [program at] Syracuse University.”

She spoke with CNYBJ on Sept. 24.

The partner institutions include Cornell University, University of Connecticut, St. Joseph's University, University of Missouri, University of California at Los Angeles (UCLA), and Texas A&M University, per the EBV page on the IVMF website.

Syracuse likes to host 30 veterans for its annual EBV program, which is free for participating veterans. The university uses the grant funding for food, lodging,

“Service-disabled veteran small business owners bring a unique and valued skill set to entrepreneurship.”

— SBA Acting Administrator Chris Pilkerton said.

and classroom materials for veterans who come in from out of town, says Stutsman.

The program curriculum is designed to take service-disabled veterans through the stages of venture creation, while providing the training, professional networks and support necessary to successfully launch a business.

The funding — offered through SBA's Office of Veterans Business Development

— supports each organization's programs for service-disabled veterans planning to start a new business or expand and diversify existing small businesses. The SBA chose Syracuse University based on its “demonstrated history of and commitment to providing training programs and resources to service-disabled veterans.”

“Service-disabled veteran small business owners bring a unique and valued skill set to entrepreneurship,” SBA Acting Administrator Chris Pilkerton said in a statement. “Funding these organizations involved in helping service-disabled veterans establish successful businesses will go a long way toward securing the future for these veterans and their families.”

“Thanks to this new SBA Office of Veteran Business Development grant of \$100,000, more service-disabled veterans will be able to access Syracuse University's IVMF Entrepreneurship Bootcamp for Veterans with Disabilities training to help them start and grow their own small businesses,” SBA Syracuse District Director Bernard J. Paprocki contended. ■



# Smullen starts as Clear Path for Vets CEO of advancement & strategy

It's a new position for the Chittenango-based nonprofit

BY ERIC REINHARDT  
ereinhardt@cnybj.com

CHITTENANGO — A former chief of staff to U.S. Secretary of State Colin Powell assumed a leadership role at the Chittenango-based nonprofit Clear Path for Veterans this summer.

The organization's board of directors appointed F. William (Bill) Smullen to its new position of CEO of advancement and strategy.

The nonprofit developed the position "in response to the rapid growth of the organization and the need for its wrap-around programs and services," per a July

11 Clear Path news release.

Smullen most recently served as director of national-security studies at the Maxwell School of Citizenship and Public Affairs at Syracuse University (SU) for 16 years. He was also Maxwell's senior fellow in national security and a member of the faculty at SU's S.I. Newhouse School of Public Communications as a professor of public relations.

Over the past three years, Clear Path for Veterans has expanded its presence in the Northeast to include a satellite location in the Southern Tier; a licensee in Devens, Massachusetts; and one in the Hudson Valley region. The Chittenango headquarters staff will train each location on how to provide the programs and services that "mirror its holistic approach to veterans care," Clear Path said.

Melissa Spicer, Clear Path's co-founder and executive director, will remain focused on

the Chittenango-based facility, while Smullen will be externally focused on development and supporting its programs and services in the expansion communities.

"It is a high honor to be chosen for an association with an incredible organization that is committed to the supportive programs to those who have served this nation," Smullen said. "My commitment to Clear Path and its cause of improving the physical and emotional well-being of veterans and their families is a

privilege for which I am very grateful."

A retired Army Colonel, Smullen spent 30 years on active duty. Prior to coming to Syracuse, where he has resided for 16 years, he was the chief of staff to Secretary of State Colin L. Powell and of the U.S. Department of State. As Powell's principal advisor, he was responsible for monitoring and evaluating the formulation and implementation of departmental policies. He was also involved in the planning and development of

concept strategy associated with foreign-policy matters.

"Every organization strives to find the right people with the right experience and perspective at the right time," Chris Flaherty, chair of Clear Path's board of directors, said in the release. "The board and I consider Bill Smullen to be exactly that for Clear Path. We look forward to collaborating with him, so together we can help our veterans, their families and our communities thrive here in Upstate New York and across the country." ■



The Chittenango-based nonprofit Clear Path for Veterans says F. William (Bill) Smullen (left) has begun his new role as CEO of advancement and strategy. Pictured with Smullen are Melissa Spicer, co-founder and executive director of Clear Path for Veterans, and Alex Behm, COO of Clear Path.

PHOTO CREDIT: CLEAR PATH FOR VETERANS WEBSITE

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# Watertown-based Runningboards Marketing opens Syracuse office

BY ERIC REINHARDT  
ereinhardt@cnybj.com

SYRACUSE — The president of Runningboards Marketing, a Watertown-based mobile digital-billboard company, sees Syracuse as the “hub of Central New York” and wanted to have an office here.

The company opened the office in early September at 224 Harrison St. as part of the new ShareCuse coworking space, according to Calvin McNeely, III, the firm’s president.

“It’s the closest metro area to Watertown where we all live and where my home is. It was the next logical step. Our goal will be to advance to Rochester and Buffalo through the sale of franchises in those cities,” McNeely told reporters during a Sept. 17 press conference at the firm’s new space.

The Runningboards Marketing home office is located at 19138 U.S. Route 11 in Watertown. McNeely and his business partner, Zachariah Yelle, launched the firm in 2018.

“Our focus is on helping successful businesses grow, whether it’s growing their business, growing their brand, re-branding. That’s really what we’re about,”



ERIC REINHARDT / BJNN

A digital advertising vehicle (DAV) of Runningboards Marketing, a Watertown-based mobile digital-billboard company that has opened a Syracuse office. The firm operates at 224 Harrison St. as part of the new ShareCuse coworking space. The DAV, which is pronounced “dave,” includes three screens for displaying company logos, videos, or messages.

McNeely explained. “We started in Syracuse earlier this year, and now we’re excited to have an office in Syracuse.”

The firm uses a digital advertising vehicle, or DAV — which is pronounced “dave.”

DAV has three independent screens, which can display “anything you can do on a computer, a television,” said McNeely. That could include video, audio, or streaming from a drone.

“Pretty much endless possibilities,” he noted.

The firm’s local employees include John DeSantis, digital marketing sales representative. DeSantis is also known locally as founder of the nonprofit Believe in Syracuse. The organization works to “promote positive perceptions and improve the quality of life in the greater Syracuse area,” per its website. Its effort also includes promoting local businesses, according to DeSantis.

Runningboards Marketing has also hired some drivers and wants to deploy two or three vehicles in the downtown area.

“I definitely expect we’ll increase our numbers this fall here in Syracuse and by next year, we should have six to 10 employees working out of the Syracuse office, with two or three digital advertising vehicles,” said McNeely.

Runningboards Marketing has worked with more than 50 clients in the Syracuse area, DeSantis told CNYBJ in an email. Those clients include Orangetheory Fitness, Evergreen Landscaping, The Gem Diner, and the Preserve at 405, he added.

## Company origin

McNeely retired in September 2016 from Hi-Lite Airfield Services, LLC in Adams Center, a company he had founded.

In an interview with CNYBJ in July, McNeely explained that more than a year later, he was surfing the internet in November 2017, working to promote



ERIC REINHARDT / BJNN

Calvin McNeely, III (left), president of Watertown-based Runningboards Marketing, and John DeSantis, digital marketing sales representative, on Sept. 17 answered questions from local reporters. They spoke at the ShareCuse coworking space at 224 Harrison St. in Syracuse, where the company opened an office in early September.

another business in which he was an investor. And he noticed a truck that really caught his eye.

“I had never seen one of these trucks before, and I knew right then and there I had to do it,” he told CNYBJ.

That truck was similar to the type that Runningboards Marketing now uses.

McNeely, who is 58, also knew that he wanted Zachariah (Zach) Yelle, who is 23, to serve as his partner in the business venture and be the firm’s VP.

McNeely knew Yelle from church where the young man was responsible for

sound and lights. Yelle had also handled some video work for McNeely along the St. Lawrence River.

He described Yelle as a “whiz” at technology who has a background in marketing, social media, videography, and graphic design.

“He’s got the skill set I lacked to make this a perfect business,” McNeely noted.

In early 2018, as the pair decided to move forward with their business idea, they had a company in the Midwest custom build a truck for Runningboards Marketing. ■



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# State certified service-disabled veteran-owned businesses at “national record pace” in 2018

BY VANCE MARRINER  
vmarriner@cnybj.com

New York State certified 181 service-disabled veteran-owned businesses (SDVOBs) last year, a figure contributing to a “national record pace,” according to the 2018 annual report of the New York State Office of General Services (OGS) Division of Service-Disabled Veterans’ Business Development.

OGS states that the goal of the SDVOB

program is “to encourage and support eligible SDVOBs to play a greater role in the state’s economy by increasing their participation in New York State’s contracting opportunities.” The 2018 annual report indicated that New York has a 6-percent participation goal for SDVOB companies on state contracts, which the agency claimed is the highest such goal in the nation.

From the beginning of the program in May 2014 through the end of 2018, 727 applications for SDVOB status had been

received. As of Dec. 31, 2018, New York had approved certifications for 585 businesses, according to the report.

The full report can be accessed online at this link: <https://ogs.ny.gov/system/files/documents/2019/01/2018dsdvbdanualreport.pdf>

The number of certified SDVOBs in New York has since surged to 699 businesses, as of Aug. 28, according to a news release from the OGS.

For a business to receive certification, one or more service-disabled veterans



— with a service-connected disability rating of 10 percent or more from the U.S. Department of Veterans Affairs (or from the New York State Division of Veterans’ Affairs for National Guard veterans) — must own at least 51 percent of the business. Other criteria include: the business must be independently owned and operated and have a significant business presence in New York, it must have conducted business for at least one year prior to the application date, and it must qualify as a small business under the New York State program. Several more requirements also need to be met. ■

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## Jefferson County hotel occupancy rate dips over 3 percent in August

BY JOURNAL STAFF  
news@cnybj.com

WATERTOWN — Hotels in Jefferson County welcomed fewer guests in August than in the year-ago month, according to a new report.

The hotel occupancy rate (rooms sold as a percentage of rooms available) in the county fell 3.5 percent to 71.6 percent in August from 74.2 percent a year earlier, according to STR, a Tennessee-based hotel market data and analytics company. That followed a nearly 8-percent increase in occupancy in July. Year to date, hotel occupancy in the county was unchanged at 54.5 percent.

Revenue per available room (RevPar), a key industry gauge that measures how much money hotels are bringing in per available room, dipped 0.1 percent to \$86.14 in August from \$86.21 in August 2018. Through the first eight months of the year, the county’s RevPar increased 3.9 percent to \$56.28.

Average daily rate (or ADR), which represents the average rental rate for a sold room, gained 3.5 percent to \$120.33 in August from \$116.22 a year prior. Year to date, Jefferson County’s ADR was up 3.8 percent to \$103.31. ■





# State approves Massena Memorial request to close critical-care unit

No layoffs are planned

BY ERIC REINHARDT  
ereinhardt@cnybj.com

MASSENA — Massena Memorial Hospital (MMH) recently announced plans to close its four-bed critical-care unit (CCU) after the New York State Department of Health (DOH) approved its request to do so.

The MMH board of directors on Aug. 19 voted to approve a closure plan for the CCU, pending DOH approval. It made the request the following day.

With the closure and “other changes to improve efficiency and reduce unnecessary costs,” MMH plans to eliminate 13 positions that are currently staffed, but other jobs are available for those employees, the organization said on Sept. 23.

Those affected include 11 full-time and two part-time positions. Other positions within MMH are available for nine of those affected staff members. For the other four staffers — three full-time, one part-time — jobs are available at other St. Lawrence Health System facilities, MMH said.

As a result of the upcoming closure, MMH will be able to save about \$1 million

annually, David Bender, CEO of Massena Memorial Hospital, said.

“Massena Memorial today takes a step forward in trying to improve its financial picture and ensure the continuation of quality, accessible health care for the people of Massena and the surrounding communities,” Bender said in a statement. “Fewer than five patients per month met the criteria for admission to the CCU. It was difficult to recruit and retain critical care staff. And the cost was prohibitive.”

Loretta Perez, chair of the Massena Memorial Hospital board of directors, added, “The board thoroughly reviewed this proposal — its impact on the health of our community and the financial health of our hospital — before we voted to approve the closure of the CCU last month. It was the right decision then and we’re glad that DOH, after their review, agreed with us and approved us moving forward with the closure.”

Perez had noted back in August that MMH’s decision “mirrors actions” taken by many rural hospitals across the country to close their CCU units because of low utilization. “Closing the CCU is an essential step in achieving the goal of putting Massena Memorial on a path to financial sustainability,” she added.

The emergency room will remain open



Massena Memorial Hospital plans to close its four-bed critical-care unit after the New York State Department of Health (DOH) approved its request for the closure.

and fully operational and other critical patient-care services such as cardiac monitoring (telemetry) will remain available to MMH patients. Strict protocols have been put in place to ensure that the few patients who might otherwise require CCU-level care will have access to such care in the appropriate facility.

## Hospital’s future

The state DOH also approved MMH reducing the number of certified beds to 25, which is “consistent” with Massena Memorial’s request to convert to a critical access hospital (CAH). Becoming a CAH will mean a net revenue gain of \$2.6 million per year, MMH said.

The state has approved an application for CAH status. It is now pending at the federal Centers for Medicare & Medicaid

Services (CMS), which is part of the U.S. Department of Health and Human Services (HHS).

In July, New York State awarded Massena Memorial a \$20 million grant from its Health Care Facility Transformation Fund to help bolster MMH’s “precarious” finances and “advance ongoing efforts to ensure the people of Massena and the surrounding area can receive high quality health-care services for years to come.”

The transformation grant was made contingent upon St. Lawrence Health System creating an entirely new non-profit entity that will acquire Massena Memorial’s assets and then operate the hospital in Massena as part of St. Lawrence Health System, in the same way that Canton-Potsdam Hospital and Gouverneur Hospital are run.



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## Ranked by No. of CNY Employees

Rank	Name Address Phone/Website	No. of CNY Employees	Business Size (Revenue)	Products/Services	Company Executives	Year Estab.
1.	<b>Precision Systems MFG, Inc.</b> 4855 Executive Drive Liverpool, NY 13088 (315) 451-3480/go-precision.com	59	Over \$5 Million	contract manufacturer of CNC machined, laser cut/ fabricated/welded parts and complete assemblies	Ted Jeske, President	2014
2.	<b>Crowley Fabricating &amp; Machining Co., Inc.</b> 403 North Nanticoke Ave. Endicott, NY 13760 (607) 484-0299/crowleyfab.com	37	Over \$5 Million	CNC milling, CNC turning, sheet-metal fabricating, laser cutting, water-jet cutting, tig & mig welding, mechanical assembly, sheet metal assembly & enclosures; ITAR registered; AS9100 certified	Thomas M. Crowley, President	1985
3.	<b>Michael McConnell Concrete, Inc.</b> 3600 Walters Road Syracuse, NY 13209-9700 315-234-8924/michaelmcconnellconcrete.com	35	\$1 Million - \$4.9 Million	commercial and residential concrete construction including sidewalks, curbs, floors, stamped, colored, and polished concrete	Mike McConnell, President	2000
4.	<b>Mattessich Iron, LLC</b> 1484 Route 31 Memphis, NY 13112 (315) 638-1419/mattessichiron.com	34	\$1 Million - \$4.9 Million	structural steel beams, columns, decking; stairs, handrails, ladders, bollards, catwalks, mezzanines; building erections, additions, renovations	Mike Mattessich, President	2008
5.	<b>NY Advance Electric, Inc.</b> 7735 State Route 69 Oriskany, NY 13424 (315) 736-1744	20	\$100,000 - \$499,999	industrial/commercial (no residential), troubleshooting of control circuits, generators, design/build	Thomas Roman, President	1985
6.	<b>Taylor Concrete Products Inc</b> 20475 Old Rome Road Watertown, NY 13601 (315) 788-2191/taylorconcrete.com	18	\$1 Million - \$4.9 Million	building materials supplier and manufacturer - masonry & hardscapes	Thomas O'Connor, Chairman	1930
7.	<b>Watson Engineering, P.C.</b> 1112 State Route 434 Owego, NY 13827 (607) 223-4334/watson-engineer.com	12	\$1 Million - \$4.9 Million	professional engineering consulting to include structural, mechanical, electrical, environmental, fire protection, and plumbing; LEED sustainability designs	John Evangelista, Principal Engineer	2009
8.	<b>Land Pro, Inc.</b> P.O. Box 6028 Watertown, NY 13601 (315) 629-9200/landpro.biz	9	\$1 Million - \$4.9 Million	landscape contractor: unit pavers, retaining walls, hydro- seeding, plantings, erosion control; supplier of fabric, stone, asphalt, playground equipment	John Moody, Owner	NA
9.	<b>Christopher J. Geherin, d/b/a Builders Choice Lumber Co.</b> 58 Columbus St. Auburn, NY 13021 315-252-5814/builderschoiceny.com	8	\$1 Million - \$4.9 Million	full-service building-materials supplier	Jon Geherin, General Manager	2005
10.	<b>O.H. Striping, Inc.</b> 11016 River Road Corning, NY 14830 (607) 377-9343	7	\$1 Million - \$4.9 Million	line painting, concrete flatwork, landscaping	Jeff Bly, President	2014
11.	<b>Pestmaster Services of Central New York</b> 1581 County Route 9 Fulton, NY 13069 (315) 598-4046/pestmaster.com	4	\$100,000 - \$499,999	pest control	Jerome Michael Snyder, President/Owner	2018
▪	<b>Crossman Towing, LLC</b> 164 Main Street Watertown, NY 13601 (315) 777-3476	4	\$1 Million - \$4.9 Million	light, medium, and heavy-duty towing services available along with roadside assistance; open 24/7	Joseph Crossman, Owner Allison Carlos, Business Manager	2014
	<b>Art G. Werksman, Incorporated dba Art Werksman Associates</b> 6013 Misty Ridge Lane Cicero, NY 13039 (315) 288-5212/awarep.com	4	\$100,000 - \$499,999	office furniture, including K-12, health care, universities; ergonomics, systems, seating, work stations, deskimg & benching; design services, CAD	Art G. Werksman, President/ Owner	1977
14.	<b>VET4U, LLC</b> 7504 Shalako Circle Baldwinsville, NY 13027 (315) 345-9899/vet4urx.com	3	Over \$5 Million	pharmaceutical drug and device wholesaler, distributor broker only	Jeffrey A. Yaro, Managing Member Patrick S. DiMauro, Member	2009
▪	<b>Joseph M. Moore dba Moore Mechanical</b> 41 Mechanic St. Antwerp, NY 13608 (315) 748-6840/mooremechanical.org	3	Less than \$100,000	HVAC, air conditioning installation & services; furnace repair, installation, & services; heat pump installation, repair, & services	Joseph Moore, Owner	2018
	<b>Veteran Air, LLC</b> 7174 State Fair Blvd. Syracuse, NY 13209 (315) 901-1402/vet-air.com	2	Less than \$100,000	filters, HEPA filters, air-cleaning equipment	Alex Johnson, Owner Larry Clark, President	2017
17.	<b>Strategic Global Aviation, LLC</b> 10 Heritage Lane Horseheads, NY 14845 607-483-1689/strategicglobalaviation.com	1	Less than \$100,000	aircraft maintenance	John Hester, President	2017
▪	<b>William Wallick</b> 41 Chapel St. Windsor, NY 13865 (607) 655-5112	1	\$1 Million - \$4.9 Million	electric and natural gas sales	William Wallick, President	1997
▪	<b>Mangan Enterprises, LLC</b> 7459 Waxwood Cir. Syracuse, NY 13212 (315) 264-6423/manganenterprises.com	1	Less than \$100,000	painting services	Thomas John Mangan, Owner	2017
▪	<b>Credence Solutions Group, LLC</b> 4662 Post Road Manlius, NY 13104 (888) 399-0794/csgcyber.com	1	Less than \$100,000	cyber-security consulting, penetration testing, ethical hacking, cyber-security compliance, policies/procedures, managed-security services, forensics, incident response	Tyler Ward, Owner	2017

# THE LIST

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

## Breakdown of NYS SDVOBs by Industry Type

Construction	25%
Commodities	16%
Consulting & Other Services (IT & Media)	14%
Consulting & Other Services (Misc.)	13%
Consulting & Other Services Business, Mgmt., & Admin.)	13%
Construction Professional Services	10%
Consulting & Other Services (Transportation & Equip.)	5%
Financial Services	4%

Source: New York State Office of General Services, Division of Service-Disabled  
Veterans' Business Development, December 2018

## Upcoming Lists

October 7  
Hospitals & Health Systems

October 14  
Health-Insurance Providers

## ABOUT THE LIST

Information was provided by representatives of listed organizations, their websites, and the New York State Office of General Services, Division of Service-Disabled Veterans' Business Development (ogs.ny.gov/veterans). Only organizations included in the Directory of New York State Service-Disabled Veteran-Owned Businesses are listed. 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.

## NEED A COPY OF A LIST?

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

## WANT TO BE ON THE LIST?

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



NEWS

EDITOR-IN-CHIEF  
**Adam Rombel**  
arombel@cnybj.com

STAFF WRITER  
**Eric Reinhardt**  
ereinhardt@cnybj.com

CREATIVE DIRECTOR  
**Erin Zehr**  
ewebb@cnybj.com

RESEARCH DIRECTOR  
**Vance Marriner**  
vmarriner@cnybj.com

CONTRIBUTING EDITOR  
**Maria J. Carbonaro**  
mcarbonaro@cnybj.com

CONTRIBUTING WRITER  
**Traci DeLore**

COLUMNISTS  
**Will Barclay**  
**Lee Hamilton**  
**Brian Kolb**

SALES

**Dony Bardenett**  
dbardenett@cnybj.com

**Kelly Bailey**  
kbailey@cnybj.com

**Jackie Monahan**  
jmonahan@cnybj.com

MARKETING

DIGITAL MARKETING MANAGER  
**Tomer Neshet**  
tneshet@cnybj.com

**BBB Marketing Inc.**

CIRCULATION

Circulation Management  
(315) 579-3927

ADMINISTRATIVE

PUBLISHER  
**Marny Neshet**  
mneshet@cnybj.com

BUSINESS MANAGER  
**Kurt Bramer**  
kbramer@cnybj.com

# Lessons Learned from Cuomo's License-Plate Debacle

**G**ov. Andrew Cuomo tried to take advantage of the people of New York, and they weren't having it. New Yorkers made sure the governor's office knew they were not going to put up with an insulting \$25 fee to replace license plates when the cost of the plates is nominal and the need to replace them is non-existent.



**BRIAN  
KOLB**  
*Opinion*

Further, the administration's attempt to hide the shameless money-grab by allowing residents to vote on the design is like asking a lobster which pot it prefers to be boiled in; at the end of the day, it doesn't really matter. Quite frankly, it was an offensive gimmick. As a legislative leader and representative of the people of New York, it is my job to protect the interests of taxpayers.

When news of this license-plate proposal broke, I sponsored a bill to ensure already over-taxed New Yorkers would not be responsible to pay a fee that had no discernable purpose. I am proud to have led the charge against this unnecessary cash grab and will always stand up for taxpayers and their hard-earned money.

## Bad processes make bad policies

Too often, Gov. Cuomo has ignored public input and unilaterally enacted policies that suit his personal and political ambitions. This time, though, the legislative and public pressure was too great and he was forced to walk back a plan he never should have entertained in the first place. It is a perfect example of how public discourse can, in fact, shape public policy.

Simply put, license plates don't cost that much money to produce. And, the governor's claim that the legislature condones a \$25 fee — the statute allows up to that amount, but does not require it — is

disingenuous at best. This was a clear attempt to fleece New Yorkers, and rightly so, New Yorkers called foul.

Any future plans regarding cashless tolling, new license plates, or taxes and fees associated with them must take into account the actual cost of the plates and must truly be worth the time, energy, and money needed to put a new policy in place. New Yorkers are not here to donate their hard-earned money to the state of New York. Every time they are asked to give their money to the government, there needs to be a very good reason. In this particular case, it was obvious to everyone but Gov. Cuomo that the reason was greed.

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

# Why People Prefer Democracy

**A** wave of protests is roiling Moscow. Millions of people, young and old, have been crowding the streets in Hong Kong. In Britain, some members of the Conservative Party took to open revolt over Prime Minister Boris Johnson's move to sideline Parliament on Brexit. If democracy is dysfunctional and, on the ropes, worldwide, as many voices currently insist, you'd have



**LEE  
HAMILTON**  
*Opinion*

a hard time making the case from these headlines.

In fact, at a time of concern and, in many quarters, cynicism about democracy and its prospects, they remind us of a basic truth: people want a say in how they're governed. As Winston Churchill put it back in 1944, "At the bottom of all the tributes paid to democracy is the little man, walking into the little booth, with a little pencil, making a little cross on a little bit of paper — no amount of rhetoric or voluminous discussion can possibly diminish the overwhelming importance of that point."

To be sure, "democracy" is hard to define. The United Nations says that democracies are where "the will of the people is the source of legitimacy of sovereign states," but that's a broad definition. Our representative democracy, the various parliamentary democracies, the town-meeting democracy of New England — these are all forms of democracy. What they have in common are mechanisms for the people to express their will; characteristics such as free speech, the ability to associate freely, fair and free elections,

and universal suffrage; and such values as equality before the law, political responsiveness, transparency, and accountability.

I'd argue there's one other characteristic you also find in the world's democracies: people prefer living in them. And when they don't feel the popular will can find expression, at some point conditions ripen to the point where, as in Russia and Hong Kong, they take to the streets.

Why is this? What do people value about living in a democratic system? Most of us who support democracy would argue that its key characteristics — openness, accountability, transparency, media freedom, responsiveness — actually improve the nation's overall well-being. On the whole, democratic nations have stronger economies. They tend to be less corrupt, because free and fair elections and their systems' checks and balances impose accountability on their leaders. They make it possible for citizens to know where they stand, because the rules of the road are set up to apply to everyone. At their core, they recognize the value and dignity of each individual.

There are clearly signs of stress in the world's democracies. A Pew poll last year found sometimes marked increases in dissatisfaction with how democracy is working in such countries as Germany, the Netherlands, Sweden, Canada, and the United States. It was a warning sign that all is not well.

Even in the best of times, democracies are imperfect. They too often wallow in political stagnation or gridlock. Issues that need resolution get batted back and forth for years, and even when they're addressed the remedies fall short. It's far easier for opponents of a given approach to

block it than for its proponents to enact it. Elections may give the people a voice, but they also serve as a de-facto horizon, inclining political leaders to short-term fixes rather than investing in people, infrastructure, or other long-term goals. And far too often, the voices of those with resources are louder in the halls of power than the voices of people who lack money or access.

Yet even people who complain about their governments or their representatives rarely argue that they need a different system. That Pew survey I cited measured unhappiness with how democracies are functioning, not with democracy itself. Most citizens of democracies believe that their countries are wealthier, less corrupt, more resilient, and more responsive than the alternatives, and that their deficiencies are correctable. They count themselves happier, healthier, and freer than they would be in any alternative.

This is why in the end, the discussion in the world's traditional democracies is about how to make them stronger. It's about fear of slipping into autocracy, not about the desire for autocracy. Among those who understand what it is like to live in a free society, democracy remains the system of choice. ■

*Lee Hamilton is a senior advisor for the Indiana University (IU) Center on Representative Government, distinguished scholar at 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, representing a district in south central Indiana.*



# Business Calendar

## OCTOBER 3

■ **Sexual Harassment & Discrimination in the Workplace** training session from 9-10:30 a.m. at the Greater Utica Chamber of Commerce offices at 520 Seneca St., Suite 102, Utica. This New York State mandatory training is provided by Sotera Investigative Group, LLC. Last training opportunity before Oct. 9 compliance deadline. Cost is \$25 for Greater Utica Chamber members and \$30 for non-members. Register by Oct. 2 by email to: [info@soteragroup.com](mailto:info@soteragroup.com)

## OCTOBER 3-4

■ **3rd Annual Concept to Commercialization Boot Camp** at the Central New York Biotech Accelerator at 841 E. Fayette St., Syracuse in its high-tech 250-plus seat Theater-in-the-MIND. The boot camp includes expert speakers and panels relevant to startups who are planning to or are currently commercializing their biotech innovation. For more information, contact Kathi Durdon at [durdonk@upstate.edu](mailto:durdonk@upstate.edu)

## OCTOBER 10

■ **Speed Networking event** from 8-10 a.m. at TERACAI, 217 Lawrence Road E., North Syracuse. Bring your business cards and be prepared to engage in small group dialogue while building relationships with other CenterState CEO members. There is time for informal networking and sharing your one to two minute "pitch." Space is limited. Member ticket is \$15; non-members pay \$25. Register at: <https://centerstateceonycoc.webblinkconnect.com/events/2019-speed-networking-1-2872/register>

## OCTOBER 15

■ **2019 CNY Healthy Workforce Business Conference** from 8 a.m.-4 p.m. at the White Eagle Conference Center, 2910 Lake Moraine Road in Hamilton (about 1 hour from Syracuse and Utica).

Learn how to enhance workplace health, safety, and well-being to protect your greatest assets — your workforce. Conference topics address leadership, safety, and wellness. The cost to attend is \$55. To register or receive more information, visit: <https://www.madisoncounty.ny.gov/2451/CNY-Healthy-Workforce-Business-Conference>

## OCTOBER 15, 22 & 29

■ **QuickBooks 2 for Your Business Syracuse SCORE** workshop from 6-8 p.m. at the East Side Business Center, 1201 E. Fayette St., Syracuse. You already know how to use QuickBooks in your business to record basic transactions. Now learn how to use it to better your business. Cost is \$75 for three sessions, but no charge for veterans, courtesy of an M&T Bank grant. For more information and to register visit: <https://syracuse.score.org/>

## OCTOBER 16

■ **2019 Excellence in Healthcare Awards** from 5:30-8 p.m. at Embassy Suites at Destiny in Syracuse. Sponsored by Bankers Healthcare Group and produced by BizEventz, this is the 8th annual edition of this awards event, honoring area health-care professionals. For more information and to register, visit: [bizeventz.com](http://bizeventz.com)

■ **21st Annual Small Business Show - SOHO Syracuse** from 9 a.m.-5 p.m. at the Oncenter in downtown Syracuse. This is the area's most comprehensive networking event for small businesses, startups, and entrepreneurs. The show features speed networking, small business presentations, exhibitors, and more. For more information, visit <http://sohosyracuse.com/>

■ **Spruce Up Your Holiday Marketing Plan** workshop from noon-1 p.m. at the Mohawk Valley SBDC at the thINCubator, 326 Broad St., Utica. The holiday season is right around the corner — are you ready to connect with customers during the busiest time of the year? Register for Google's annual holiday livestream

to bring you expert tips to reach customers using free business listings, online advertising, and email marketing plans. There is no fee and all attendees will receive free Google gear. Bring your lunch if you like. Snacks provided. Register at <https://bit.ly/2kyPdB6>

## OCTOBER 29

■ **2019 Economic Champions Luncheon** from 12-1:30 p.m. at the Oncenter in Syracuse. This event annually celebrates the region's outstanding businesses and organizations as "Economic Champions" for having hired new employees; expanded, relocated, or made capital investments due to growth; received a local, statewide or national award; or celebrated a significant milestone or anniversary. The cost is \$65 per person for members, and \$75 each for non-members. For more information or to register, visit <http://www.centerstateceo.com/news-events/2019-economic-champions-luncheon>

## NOVEMBER 6

■ **2019 40 Under Forty** awards event from 5-8 p.m. at the Oncenter in Syracuse. This event recognizes 40 ambitious, hard-working, civic-minded individuals, who are under the age of 40. These individuals have excelled in the workplace and in the community. Sponsored by M&T Bank, in honor of this outstanding group of leaders, a local nonprofit organization will be recognized. The cost to attend is \$75. For registration information and details, visit: [bizeventz.com](http://bizeventz.com)

## NOVEMBER 7

■ **12th Annual CNY BEST Talent Development Awards Ceremony** at 5 p.m. at DoubleTree by Hilton Syracuse, 6301 Route 298, East Syracuse. CNY ATD will be holding its 12th annual recognition of excellence in talent development in Central New York. The cost is \$80. For more information, call (315) 546-2783 or email: [info@cnyatd.org](mailto:info@cnyatd.org)

## NOVEMBER 8

■ **15th Annual NEXT Innovation Conference** from 9 a.m.-5 p.m. at the Oncenter in downtown Syracuse. This event is presented by the Central New York Biotech Accelerator, CASE at Syracuse University (SU), and the New York State Science and Technology Law Center at SU. The full-day event focuses on innovation in technology, manufacturing, and biotech. It brings together fast-track companies, managers, researchers, medical professionals, investors, and entrepreneurs to meet and learn from each other and from global thought leaders and industry experts. For more information, visit: <http://www.next-syr.com/>

## DECEMBER 10

■ **2019 Family Business Awards of CNY** from 8-10 a.m. at the Sheraton Syracuse University Hotel & Conference Center. This event, sponsored by NBT Bank and produced by BizEventz, spotlights successful, innovative, and community-minded small businesses in a variety of categories. For more information,

visit: <https://www.cnybj.com/2019-family-business-awards/>

## ONGOING EVENTS

■ **Every Tuesday, Cayuga Toastmasters Club** from 6-7 p.m., at Cornell University, Ithaca, Rhodes Hall, Hoy Road, 6th Floor Conference Room #655. Free parking is available on first floor of parking garage across from Rhodes Hall. For more information, visit the website at [4998.toastmastersclubs.org](http://4998.toastmastersclubs.org) and select "Contact Us," or email: Jeff at [jeffurst52@gmail.com](mailto:jeffurst52@gmail.com)

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

■ **Every Tuesday, CNY Referral Group** from 8-9:30 a.m. at Denny's Restaurant, 201 Lawrence Road, North Syracuse. Looking to expand your network and increase referral business? For more information, call Matthew Hunt at (315) 416-8881, or email: [huntm24@nationwide.com](mailto:huntm24@nationwide.com)

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

■ **First and third Wednesday of each month, Preferred Toastmasters** from noon-1 p.m. at Golden Artist Colors, 188 Bell Road, New Berlin. Contact Jonie Bassett at (607) 847-6154, ext. 1217.

■ **Every third Wednesday, CNYMaster Connections.com** from 12:30-1:30 p.m. at The Spinning Wheel in North Syracuse. No membership fees, just bring your business cards and get ready for some referral business.

■ **Fourth Wednesday of each month, Preferred Toastmasters** from 5:30-6:30 p.m. at Chenango County Council of the Arts, 27 W. Main St., Norwich. Contact Jonie Bassett at (607) 847-6154, ext. 1217.

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

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

■ **Every second and fourth Thursday of the month, The North Star Toastmasters** from 11:45 a.m.-1 p.m. at CXtec, 5404 South Bay Road, North Syracuse. The contact is: Linzy Frank, (315) 400-5275, [linzy.frank@yahoo.com](mailto:linzy.frank@yahoo.com)

■ **Every second and fourth Thursday each month Business Referral Network (BRN)**, from 7:30-8:45 a.m. at St. Michael's Lutheran Church, 5108 W. Genesee St., Camillus. Contact Heather Mulhall at (315) 752-6881.

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

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

## SOFTWARE SYSTEMS ANALYST – PHARMACY AUTOMATION (Johnson City, NY)

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# People on the Move **NEWS**

## ACCOUNTING

**ARIEL HALSTEAD** has joined DiMarco, Abiusi & Pascarella CPAs, P.C. as a staff accountant. She has specialized expertise in accounting services, construction, and real estate. Halstead holds a bachelor's degree in accounting from Ashford University. **MIRIELLA ROSENBLUM** has also joined the firm as a staff accountant. She has specialized expertise in audit and accounting, as well as real estate. Rosenblum holds a bachelor's degree in accounting from SUNY Oswego.



Halstead



Rosenblum

## ADVERTISING, MARKETING & PR

Digital Hyve recently hired 19 new employees in its Syracuse office. Joining the firm in digital marketing are **ASHLEY CORASANITI**, **BETH MARCELLE, BRI DENELY**, **KRISTEN BEYER**, **LAUREN PALLAS**, **MADISON JOHNSON**, **MARJORIE DEHM**, and **ROB MOREY**. Five new individuals that joined the account services team are: **BOBBY HALL**, **IMMAN VANIER**, **KELLY FALCONER**, **KLARA OWENS**, and **SARA COLLIER**. **ANDY PADULA** joined the SEO and content team as SEO specialist. **MIKE KITE**, senior director of business development, and **JAMES ABDO**, is the firm's newest business development manager. **ABBY DYE** is Digital Hyve's newest graphic designer. The analytics department has added **SETH CHIASSON** as a new analyst. **MORGAN SIEGAL** has joined the operations team as office manager for the Syracuse and Rochester offices.

**ALISON BOGHOSIAN** has joined the Pinckney Hugo Group as an assistant social media strategist. Prior to Pinckney Hugo, Boghosian gained experience in marketing and social media at the Syracuse Center of Excellence and NYSErNet. She has a bachelor's degree in public relations from the S.I. Newhouse School of Public Communications at Syracuse University.



Boghosian

ABC Creative Group recently added **JAMIE LYNN PEARCE-ALLEN** as an account manager. She is a graduate of the Whitman School of Management at Syracuse University with a degree in marketing management. Pearce-Allen previously worked in various account-management roles in merchandising, marketing, and design before joining ABC.

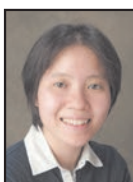


Pearce-Allen

## CONSULTING

**JENNIFER TRAN** has joined Metis Consulting Group as business intelligence analyst. She holds a bachelor's degree

from Trinity College. In addition to her work as a programmer analyst, Tran extends Metis' mission as a certified benefit corporation to the Syracuse tech community as a teaching assistant at Hack Upstate's Careers in Code boot camp.



Tran

## ENGINEERING

D&B Engineers and Architects, P.C. (D&B) has hired **GUNTHER SCHNORR** as a senior engineer at D&B's DeWitt office. He brings more than a decade of environmental-engineering experience that primarily focuses on the investigation and remediation of hazardous-waste sites housing former manufactured gas plants, utilities, and industrial manufacturing facilities. Schnorr has expansive knowledge of both the federal and state environmental regulations governing the management of hazardous waste and hazardous substances that may endanger public health and the environment. He holds a bachelor's degree in environmental resources and forest engineering from the SUNY College of Environmental Science and Forestry.



Schnorr

## HEALTH CARE

**MELINDA (MINDY) JOHNSON** has been named manager of the Clinical Laboratory at the St. Elizabeth Campus of Mohawk Valley Health System (MVHS). She previously was a clinical laboratory educator at MVHS. Prior to joining MVHS, Johnson worked in various roles in the clinical-laboratory field including medical technologist and assistant laboratory manager of Centrex at Community Memorial Hospital in Hamilton. Johnson has 18 years of experience in the field of laboratory medicine. She received her bachelor's degree from Oswego State University and is a New York State-licensed clinical laboratory technologist.



Johnson

Six new medical providers have joined ConnexCare. **JULIE DEWEY** is a board-certified family nurse practitioner. She completed her nurse-practitioner training at SUNY Upstate Medical University in 2018. Dewey previously worked in medical/surgical stepdown units and spent a number of years working in the Neuroscience Intensive Care Unit. She will be seeing patients at ConnexCare's Pulaski office. **JESSICA KIMBALL** is a board-certified family nurse practitioner. She began her career as a



Dewey



Kimball

nurse practitioner in primary care, shortly after graduating from Upstate Medical University in 2015. Kimball previously held various roles in the emergency department and medical/surgical floors. She will be seeing patients at the Pulaski office. **BEVERLY AUBIN** is a board-certified family nurse practitioner. She recently completed her nurse-practitioner training at Upstate Medical University. Aubin previously worked as an RN for more than 30 years, working in various specialty areas including both inpatient and outpatient settings. She will be seeing patients at the Oswego office. **FAITH SLADE** is a board-certified family nurse practitioner. She recently completed her nurse-practitioner training through Upstate Medical. Slade previously worked with patients in the neuroscience intensive care unit. She will be seeing patients at the Fulton office. **KATIE BEEBE** is a board-certified family nurse practitioner. She recently completed her nurse-practitioner training through Upstate Medical University. Prior to that, Beebe worked with critical-care patients in the medical intensive care unit. She will be seeing patients at the Oswego office. **ALEXANDER FILIPSKI**, DO, FAFAP is a board-certified family physician. He brings a wealth of experience and knowledge to ConnexCare. Prior to joining ConnexCare, Filipski worked as a faculty educator — educating both family medicine residents and osteopathic students within inpatient and primary care settings. In addition to educating/developing future physicians, he also provided hospitalist and obstetrical services. Filipski will be seeing patients at ConnexCare's Oswego and Fulton offices.



Aubin



Slade



Beebe



Filipski

## LAW

Barclay Damon has hired **MEGHAN REAP** and **JANAE CUMMINGS** who are based in the firm's Syracuse office. Reap is a member of Barclay Damon's trusts & estates practice area. Cummings is a member of the commercial litigation and labor & employment practice areas. She primarily assists with employment-related matters, including hiring, discipline, termination, and leave. **JJ PELLIGRA**, associate, has also joined Barclay Damon. He works from the Syracuse office. Pelligra is a member of the commercial litigation, intellectual property litigation, and white collar practice areas. He has experience assisting with complex criminal and civil matters and has also worked with prosecutors and self-regulatory organizations. Prior to Barclay Damon, Pelligra was a

law clerk in the U.S. District Court for the Northern District of New York to Judge Frederick Scullin, Jr.

## MANUFACTURING

**RICHARD GRAZIANO** has joined Fiber Instrument Sales as a cost accountant. He holds an associate degree from Mohawk Valley Community College (MVCC) and is expected to soon receive his bachelor's degree from SUNY Polytechnic Institute. He previously worked at Brown and Associates, CPAs. **SAMSON DELANEY** is the newest member of the sales staff at Fiber Instrument Sales. He holds a degree in marketing/management from Utica College. **ADAM NORSEN** has also joined the firm's sales staff. He has extensive experience in the fiber optic industry, previously working for a company that repairs fiber optic and telecom/utility equipment for a number of years. **STEVE LOSINGER** has joined Fiber Instrument Sales' implementation engineer in the engineering department. He has seven years of experience as a plant engineer/reliability engineer in manufacturing, 15 years of experience in manufacturing maintenance, and more than 30 years of experience with electro-mechanical maintenance. Losinger holds an associate degree in electrical services from MVCC. He has a background in mechanical and electrical systems, maintenance program training development, training, and maintenance process management, and commercial, industrial, and residential HVAC. He recently worked at MVCC as an adjunct instructor for mechanical systems, as well as providing course instruction and curriculum development for the advanced institute of manufacturing.

## NONPROFITS

**SARA DOPP** has joined the staff of the Child Advocacy Center (CAC) of Oswego County as a case manager. She will assess the needs of children that have been abused and their families. She will also be involved in CAC's partnership with Cribs for Kids, an organization whose mission is to prevent infant sleep-related deaths by educating parents and caregivers on the importance of practicing safe sleep for their babies.



Dopp

## SPORTS

**JENNIFER MEREDITH** has joined the Syracuse Orange women's tennis team this fall as an assistant coach. She replaces longtime associate head coach Shelley George, who recently retired from the program. Meredith joins Syracuse after three years as an assistant coach at the University of Missouri. Before Mizzou, she spent two years with UConn as an assistant coach. As a player, Meredith was a star at the University of Tennessee. In 2011, Meredith graduated from Tennessee with a bachelor's degree in sports management.



Meredith



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