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PHOTO CREDIT: ROME MEMORIAL HOSPITAL



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ONEIDA INDIAN NATION BEGINS EFFORT TO FILL MORE THAN 250 HOSPITALITY POSITIONS

PHOTO CREDIT: ONEIDA INDIAN NATION



SECTION C

INSIDE: FAMILY BUSINESS AWARDS EVENT SUPPLEMENT

CNY **BUSINESS JOURNAL**
FAMILY BUSINESS
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CNYBJ Data & Details

COMING UP:

December 14 List: Independent-Living Facilities

December 14 Special Report: Energy/Environment/Sustainability

December 21 List: Lifestyle List: Ski Resorts

December 21 Special Report: Construction/Design/Real Estate

December 28 Special Report: CNY Legends *NEW!*

January 4 List: Hotels

January 4 Special Report: Employee Benefits/HR/Insurance

January 11 List: Manufacturers

January 11 Special Report: Manufacturing/High-Tech/Incubators

January 18 List: Advertising, Marketing & PR Firms

January 18 Special Report: Health Care Quarterly

January 25 List: Property & Casualty Insurers

January 25 Special Report: 2021 Lookahead/President's Forecast Messages

February 1 List: Tourist Destinations

February 1 Special Report: Banking & Credit Union Report

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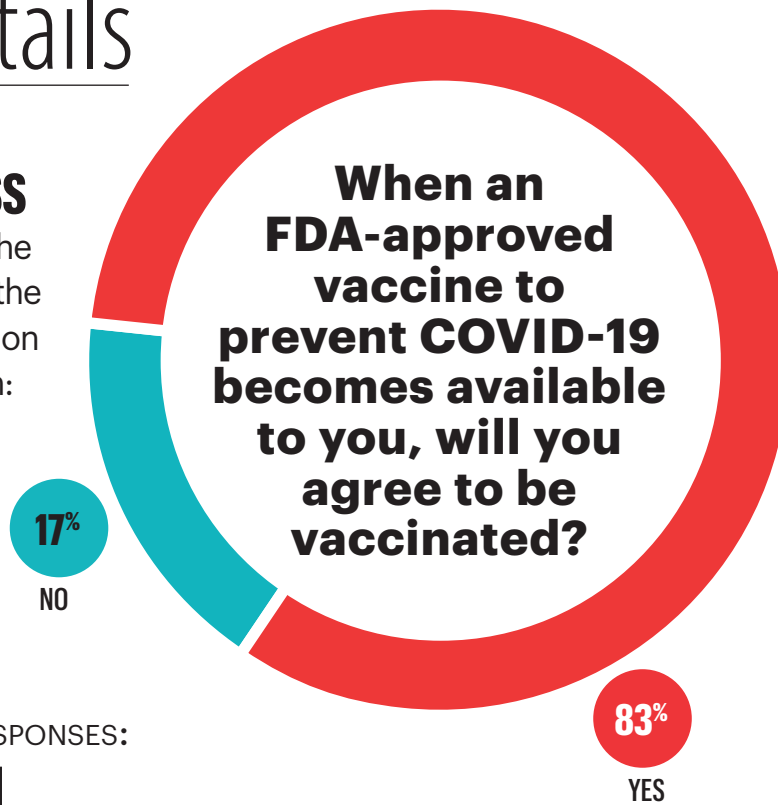
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CNYBJ CANVASS

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



TOTAL RESPONSES:

131

CNYBJ Briefs

Community Bank System elects Skerritt as new independent director

DeWitt—Community Bank System, Inc. (NYSE: CBU) recently announced the election of Susan E. Skerritt to its board of directors as a new independent director.

Skerritt's election expands the DeWitt-based banking company's board to 13 directors, 12 of whom are independent. She was also appointed to the board of directors of Community Bank, N.A., the company's wholly owned banking subsidiary. Skerritt will also serve on the board's audit and compliance committee and the risk committee.

Skerritt has 35 years of experience in banking and financial services, having served in leadership positions at Deutsche Bank, Bank of New York Mellon, and RBC U.S. Group Holdings LLC. Earlier in her career she, held various leadership roles at Morgan Stanley, Treasury Strategies, Inc., Ernst & Young, and Manufacturers Hanover Trust Company, according to a Community Bank news release. Skerritt is currently a senior advisor with



Promontory Financial Group, an IBM company that provides consulting services to financial institutions on regulatory, governance, and risk-management issues.

Skerritt graduated from Hamilton College with a bachelor's degree in economics and has served on its board of trustees since 1994. She received her MBA in finance and international business from New York University's Stern School of Business.

Community Bank System operates more than 230 branches across upstate New York, northeastern Pennsylvania, Vermont, and western Massachusetts through Community Bank, N.A. With assets of more than \$13.8 billion, the banking company is among the nation's 125 largest financial institutions.

Oneida County hotels see more than half of rooms filled in October

UTICA — Oneida County hotels posted an occupancy rate (rooms sold as a percentage of rooms available) of 51.8 percent in October, down 21.5 percent from a year ago, according to STR, a Tennessee-based hotel market data and analytics company.

Though business was hindered by the ongoing COVID-19 pandemic, it was the smallest year-over-year decline in occupancy in the county since before the crisis started. Year to date, hotel occupancy in the county is down more than 29 percent to 42.7 percent.

Oneida County's revenue per available room

(RevPar), a key industry gauge that measures how much money hotels are bringing in per available room declined 32.5 percent to \$51.43 in October compared to a year earlier. Through the first 10 months of this year, RevPar was down almost 37 percent to \$44.57.

Average daily rate (or ADR), which represents the average rental rate for a sold room, was \$99.33 in October, off 14 percent from October 2019. Year to date, ADR is down 10.5 percent to \$104.46.



New York egg production rises more than 6 percent in October

New York farms produced 151.3 million eggs in October, up 6.2 percent from 142.5 million eggs in the year-ago period, the USDA's National Agricultural Statistics Service (NASS) recently reported.

The number of layers in the Empire State averaged 5.79 million in October, up 3.3 percent from nearly 5.61 million layers a year prior. October

egg production per 100 layers rose 2.8 percent to 2,613 eggs from 2,542 eggs in October 2019.

In neighboring Pennsylvania, farms produced just over 781 million eggs during October, nearly unchanged from a year earlier.

U.S. egg production totaled almost 9.5 billion eggs in October, down 1.7 percent from 9.66 billion eggs produced in October 2019.

CNY tweets

Here are some recent tweets that came across the @cnybj Twitter feed, offering small business, marketing, HR, and leadership tips.

Small Business @SmallBizExpo
How to Choose the Best Platform for Your E-commerce Store <http://twib.in/1/M8kagbXRdpeM>

SCORE Mentors @SCOREMentors
#Emailmarketing is still the most effective way for #smallbusinesses to reach new prospects and existing customers. Check out these email marketing trends for 2021 in @Rieva's recent blog: <https://www.score.org/blog/email-trends-2021>

SBA @SBAGov
It's the most wonderful time of the year! (to generate sales!) These marketing tips can help: <https://www.sba.gov/blog/top-3-small-business-holiday-market-tips-2020>

Strategic Watch @Strategic_Watch
Writing For SEO: Seven Tips To Rank Higher On Google Organically <http://dlvr.it/RmTc0q>

Inc. @Inc
Bill Gates suggests that sales skills may be the most important differentiator between success and failure. <https://www.inc.com/don-reisinger/bill-gates-thinks-entrepreneurs-must-develop-these-skills.html?cid=sf01001>

Hannah Morgan @careersherpa
How To Keep Your Remote Team Motivated and Engaged: <http://trbr.io/K22bokh> via @CBechervaise via @MarkSBabbitt

SHRM @SHRM
Here is how to handle employees' unused vacation balances or competing requests to take time off before Dec. 31. [#hr](https://shrm.co/q99syv)

Mercer @mercerc
A unique #companyculture is often a selling point. But this is harder to see and feel when employees aren't working together on-site. Discover ways to sustain company culture in a post-#COVID19 world. <https://bit.ly/36abpqq>

Russell Reynolds Associates @RRAonLeadership
"Own your onboarding beginning with the day you accept the job," shares one recently appointed #CHRO. We lay out more first-hand advice for incoming #HR leaders in our new paper: <http://rraleads.com/2HJazXI>

Cadient Talent @CadientTalent
You don't have to diagnose, treat, or psychoanalyze your workforce but be aware of their normal behaviors and stay sensitive to any changes so you can address problems. [#HR](https://hubs.li/H0BJgr40)

Mark C. Crowley @MarkCCrowley
"Successful #leadership is leading with the #heart, not just the head. Leaders must possess #empathy, #compassion and #courage." — HBS's Bill George

Lolly Daskal @LollyDaskal
This Is What CEO's Really Want From Their Coach: <http://bit.ly/2l1fCFI>

Jacqueline T.D Huynh @IntegrativeMnd
Sometimes the answers to the most important questions can be answered by no one but yourself. Here are 3 questions that don't take much time to answer but make a huge impact on your #leadership. <https://buff.ly/2U0zcGe> via @uphabit

Small Business @SmallBizExpo
Why Transitioning From Being a Mentor to a Sponsor Matters as Leaders: <http://twib.in/1/ALMEaB4BEXpk>

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The Bluetooth stethoscope connection

How St. Joseph's Health docs offer cardiac care to RMH patients

BY ERIC REINHARDT
ereinhardt@cnybj.com

ROME — The Cardiovascular Institute at Rome Memorial Hospital (RMH) is using “Bluetooth stethoscope” technology, which allows doctors to hear and see a patient’s heartbeat “without physically being there.”

Rome Memorial Hospital (RMH) and St. Joseph’s Health say they’re deploying the technology and working together to “offer patients in rural areas access to cardiac care.”

“This technology is the first of its kind in the region,” Dr. Russell Silverman, medical director of the St. Joseph’s Health Heart Failure Clinic and chief medical officer at RMH, said in a statement. “It enables us to bring high quality heart care to areas that might otherwise not be served by these types of subspecialties.”

RMH has an affiliation agreement with St. Joseph’s Health.

During a consultation, the patient at RMH is accompanied by a nurse or respiratory therapist (RT). They connect via computer to the cardiologist in Syracuse.



With the Bluetooth stethoscope technology, St. Joseph’s Health cardiologist Dr. Russell Silverman (on the screen) can hear and see the heartbeat of the patient at Rome Memorial Hospital without physically being there.

The cardiologist speaks with the patient to assess how he/she is feeling. Then, the nurse or RT moves the Bluetooth stethoscope to different parts of the patient’s chest and neck so the physician can hear and see the individual’s heart activity.

“Our goal is to use this remarkable technology to keep patients close to home,” said

Silverman. “By treating their heart issues using the Bluetooth stethoscope, we hope to avoid transferring them out of town to St. Joseph’s Health Hospital if they don’t need tertiary care. They can stay close to their loved ones, which is what we strive for.”

St. Joseph’s Health and RMH say they are the only hospitals in the region using

this technology. Silverman says the increase of telehealth during the COVID-19 pandemic helped to “progress the program and make it a reality.”

RMH is currently using the Bluetooth stethoscope for inpatient and emergency-room consultations, per St. Joseph’s Health.

Jefferson County hotels see fewer than half of rooms occupied in October

BY JOURNAL STAFF
news@cnybj.com

WATERTOWN — Just under one out of two Jefferson County hotel rooms, on average, were occupied in October amid the ongoing coronavirus pandemic, according to a recent report.

The hotel-occupancy rate (rooms sold as a percentage of rooms available) in the county came in at 45.8 percent in October, down 16.1 percent from October 2019, according to STR, a Tennessee-based hotel market data and analytics company. Year to date, hotel occupancy in the county is down almost 31 percent to 37.9 percent.

Jefferson County’s revenue per available room (RevPar), a key industry gauge that measures how much money hotels are bringing in per available room was \$41.02 in October, down 23.7 percent from year-earlier levels. Through the first 10 months of this year, RevPar was down 37.5 percent to \$35.10.

Average daily rate (or ADR), which represents the average rental rate for a sold room, was \$89.63 in October, down 9 percent from a year prior. Year to date, ADR was off almost 10 percent to \$92.69.

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Shineman Foundation issues final grant awards of 2020

Provides nearly \$460,000 total to 14 area nonprofits

BY JOURNAL STAFF
news@cnybj.com

OSWEGO — Fourteen not-for-profit organizations received grant awards totaling \$458,668 from the Richard S. Shineman Foundation in the last of three 2020 grant rounds “in this unprecedented year of the coronavirus pandemic,” the foundation announced.

The awards were made at its November board meeting. All funded projects reach a wide range of people in Oswego County. As with previous grant rounds, the projects repre-

sent a diverse cross-section of community organizations in economic revitalization, education, arts and culture, and health and human services, per the Shineman Foundation.

The largest award, \$160,000, was given to the Oswego Players, an 83-year-old Oswego community-theater organization, to address programming expansion and major structural improvements in and around the historic Civic Arts Center building adjacent to Fort Ontario.

A revitalization grant was also provided to the town of Constantia’s public park, David C. Webb Memorial Park at Taft Bay, to pay for the construction of a large, previously donated municipal-quality playground system in the spring.

The Shineman Foundation made a commitment of \$60,000 to Victory



PHOTO CREDIT: TOWN OF CONSTANTIA

Town of Constantia Highway Department employees load up a playground system that was donated to the David C. Webb Memorial Park at Taft Bay. The park was a recipient of a grant from the Richard S. Shineman grant that will pay for its construction at the park in the spring of 2021.

Transformation to pay for renovations of its new home at the former Vale Haven, at 24 E. Oneida St. in Oswego. Another grant of \$56,668 was made to Grace and Glory Ministries for the expansion of its Foundations EDU program, which provides a structured environment for kids ages 5-13 during hybrid-remote learning days or after school, Monday-Friday from 9 a.m. to 5 p.m.

Three education/arts and culture grants were awarded by the Shineman Foundation to organizations expanding their outreach with and into Oswego County schools: The REV Theatre Company (formerly Merry-Go-Round Playhouse) for its virtual touring “Sequential Dramatics Program;” the Museum of Science and Technology’s “Oswego County on the Go” science program, which will bring a virtual or in-person 45-minute classroom-based science demonstration to all 78 sixth-grade classes in 16 school buildings in Oswego County; and Symphoria for several virtual Christmas concerts in the county during December.

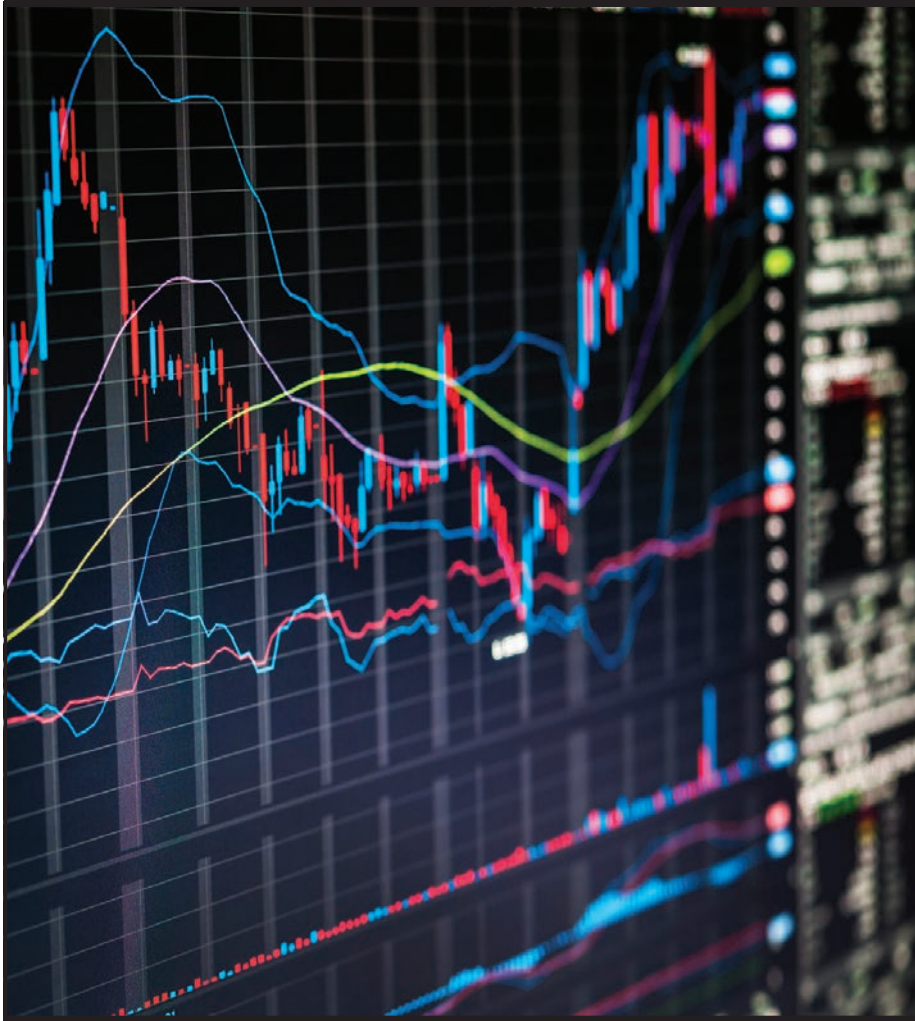
The Shineman Foundation awarded

two capacity-building grants in this round. CNY Community Arts Center in Fulton received funds to purchase a movie-projection system and Clear Path for Veterans was awarded funding for its Oswego Peer Expansion project.

Several health and human-services grants were awarded by the Shineman Foundation: David’s Refuge for provision of respite/caregiver support to Oswego County parents and guardians of children with special needs; Fulton’s Blessings in a Backpack for its weekend backpack program for 250 K-6th grade children in the Fulton City School District; and Oswego County Children’s Fund for its 2020 Christmas Fund.

Two awarded grants were specifically addressing COVID-19 problems. The regional CNY Arts Inc. organization received a grant to provide funding to arts and culture organizations across the county that have experienced a huge decline in revenues due to the virus. The American Red Cross received a grant to assist it with providing COVID-19 antibody testing on blood taken during blood drives in Oswego County. ■

:: BUSINESS JOURNAL INDEX ::



Featuring stocks of local interest shown every weeknight on **Spectrum News**

SPECTRUM NEWS

The Central New York **BUSINESS JOURNAL**

AAA offering services remotely in Ithaca after closure of local office

BY ERIC REINHARDT
ereinhardt@cnybj.com

ITHACA — AAA Western and Central New York says it is offering services in the Ithaca area remotely following the Nov. 30 closure of the Ithaca Travel & Insurance Center at 722 South Meadow St.

The closure didn’t affect the two employees has AAA has in Ithaca, including one who focuses on travel and one who concentrates on insurance. Both work from home and can service members’ needs remotely, Elizabeth Carey, director of public relations and corporate communications, tells CNYBJ in an email.

“We have learned, through the pandemic, that we don’t need an office of this size, and since the lease was up, it didn’t



PHOTO CREDIT: AAA WESTERN AND CENTRAL NEW YORK

AAA Western and Central New York has closed its Ithaca Travel & Insurance Center at 722 South Meadow St. in Ithaca. The office had two employees who are still offering AAA services remotely.

make sense to renew it at this time. AAA will continue to look for alternate space to fit current needs in the area,” Carey said.

Although the brick-and-mortar Ithaca facility has closed, local AAA associates are still available to help Ithaca-area members from a different office, by phone, email, or virtually, the organization said.

AAA also notes that it operates two offices in the Syracuse region — in DeWitt and Camillus. The DeWitt AAA is located at 3460 Erie Boulevard East and the Camillus AAA is at 5103 West Genesee St. in Camillus. ■

Oneida Nation begins effort to fill more than 250 hospitality positions

BY ERIC REINHARDT
ereinhardt@cnybj.com

VERONA — The Oneida Indian Nation is extending — and candidates are accepting — offers for hospitality positions at its properties.

That's according to Joel Barkin, VP of communications, who tells CNYBJ in an email that as of Dec. 1, the organization had set up more than 400 interviews and members of the Oneida Nation's human-resources team had traveled to Florida to conduct in-person interviews.

The Oneida Indian Nation and Oneida County on Nov. 18 announced the launch of a new recruitment campaign to fill more than 250 hospitality positions within the Oneida Indian Nation's properties.

The "New Year, New Career" campaign was created to complement the Nation's ongoing hiring efforts in the upstate region. The Oneida Nation is funding the entire campaign, per its news release.

The campaign is designed to target residents living in areas like Orlando, Florida,

where the ongoing pandemic has resulted in "significant layoffs" for tens of thousands in the hospitality industry at resort attractions like Disney World, the Oneida Nation said.

The open positions at Oneida Nation Enterprises include full-time jobs, which are a combination of salaried and hourly positions. They include culinary, bartenders, restaurant and cocktail servers, hotel staff, housekeeping, and gaming positions.

Oneida Nation Enterprises says it is recruiting additional employees to support the organization's recovery and growth in the year ahead. The "New Year, New Career" offers "generous" compensation and benefits, relocation assistance, as well as opportunities for training.

"Our new recruitment campaign spotlights our entire region and the opportunities for a fulfilling career and quality of life in a beautiful four-season destination," Ray Halbritter, Oneida Indian Nation representative and Oneida Nation Enterprises CEO, contended. "This campaign is an investment in our future and will ensure that as



A group of chefs prepare food at Turning Stone Resort Casino. The Oneida Indian Nation and Oneida County have launched a recruitment effort to fill more than 250 hospitality positions at its properties.

PHOTO CREDIT: ONEIDA INDIAN NATION

we return to normalcy, we will maintain the standards that have made us New York's top destination resort."

Oneida County, through its department of workforce development, will work with the Oneida Nation to assist locally based job candidates — and those looking to relocate to Oneida County — find the resources necessary to become employed. Those resources could include offering daycare and local employment opportunities for accompanying family members.

"Time and again, the Oneida Indian

Nation reaffirms its unwavering commitment to make our region among the most elite destinations in the country, and this investment to get many of our residents back to work, and also attract new people to our county is just the latest example," said Oneida County Executive Anthony Picente, Jr. "These are tremendous career opportunities for both people living in Central New York as well as those considering relocating to our region."

The campaign's website is: <https://www.onenterprises.com/careers>

Israeli firm wins \$1M grand prize in Grow-NY competition

Ithaca company collects \$250,000

BY ERIC REINHARDT
ereinhardt@cnybj.com

Soos Technology, an animal-science company from Kidron, Israel, won the \$1 million grand prize in this year's Grow-NY food and agriculture business competition.

Halomine of Ithaca — a firm that has developed anti-microbial products to ensure the safety of the food supply — took home \$250,000.

Empire State Development and Cornell University announced the winners on Nov. 23.

"With our Grow-NY prize money, we plan to create over 20 high-paying research and engineering jobs in the next two years, by building the NY Poultry Research Hub, which will connect academic research with poultry startups and corporates, to commercialize validated research. We are thrilled to put down roots in the Grow-NY region," Yael Alter, CEO of Soos Technology, said in a news release.

Soos Technology says it has developed artificial intelligence (AI)-driven software that controls customized incubation cells that affect the sex-development process in chicken embryos, resulting in more functional female chickens that lay eggs. The patented technology mitigates the controversial practice of male-chick culling by transforming male chickens into egg-laying females using high-tech soundwaves and vibration — a noninvasive and nonchemical solution.

Halomine is part of the on-campus technology incubator Praxis Center for Venture Development and is developing antimicrobial solutions — licensed through Cornell's Center for Technology Licensing — to ensure food safety, according to a release on the Cornell University website.

Halomine has also partnered with the McGovern Center for Venture Development in the Life Sciences to conduct biological research and testing against coronaviruses.

The startup is led by CEO Ted Eveleth and chief technology officer, Mingyu Qiao, who is also a post-doctoral researcher.

In addition to Soos Technology, SoFresh of Pleasant Prairie, Wisconsin and Zetifi of New South Wales, Australia were \$500,000 winners. Besides Halomine, Leep Foods of Rochester; Candidus of Hull, Georgia; and PureSpace of Busan, South Korea each won \$250,000 in prize money.



About Grow-NY

The competition focuses on strengthening the food and agriculture innovation cluster within the Central New York, Finger Lakes, and Southern Tier regions of New York state. The contest attracted more than 260 applicants worldwide this year and the top 20 finalists competed in a virtual-pitch event.

Funding for the Grow-NY competition is provided through Gov. Andrew Cuomo's Upstate Revitalization Initiative. Administered by Cornell University, the contest requires that winners commit to operating in the Central New York, Finger Lakes, or Southern Tier region for at least one year.

Grow-NY was held remotely Nov. 17 and 18, with more than 1,500 people registered to attend. Competition finalists were able to share their business plans and answer questions from a panel of judges in front of an online audience; each had 10 minutes to share their pitch and then 10 minutes for questions.

Competition process

Grow-NY organizers say 264 companies applied to the competition this year, including startups from 27 countries.

In the U.S., 25 states were represented.

Organizers say 29 percent of applicants included a female founder and 32 percent included a founder from an underrepresented minority group.

In early September, the applicants were

narrowed down and the top 20 startups were chosen to proceed to the pitch competition. Each finalist had mentorship from a hand-selected regional business advisor leading up to the pitch.

"Now that Dad is retired
how do I get his staff to
follow me?"





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Ranked by Total No. of CNY Employees

Rank	Name Address Phone/Website	CNY: Employees Branches	Type of Firm	Services Offered	Areas Served	Key Local Executives	Year Estab.
1.	Riccelli Enterprises, Inc. 6131 E. Taft Road North Syracuse, NY 13212 (315) 433-5115/riccellienterprises.com	330 ¹ 9	Logistics, Trucking	short haul-heavy haul C aggregates, sand and salt	Northeast — primarily New York and Pennsylvania	Richard J. Riccelli, Sr., President & COO	1971
2.	Tracey Road Equipment, Inc. 6803 Manlius Center Road East Syracuse, NY 13057 (315) 437-1471/traceyroad.com	300 4	Trucking, Equipment	heavy-duty truck and construction equipment dealership with full parts, service, warranty, and financing capabilities	Capital District, Central, Western New York markets	Gerald Tracey, President & CEO Debbie Tracey, VP Joel Chesley, VP/Controller	1976
3.	Gypsum Express, LTD 8280 Sixty Road Baldwinsville, NY 13027 (315) 638-2201/gypsumexpress.com	225 ¹ 4	Trucking	flatbed carrier, vans, bulk transport	United States, Canada	John Wight, President/Owner Kevin Brennan, CFO	1985
4.	Cook Brothers Truck Parts 15 Walter Ave. Binghamton, NY 13901 (607) 723-7481/cookbrothersco.com	130 5	Logistics, Equipment	full-service leasing, daily rental fleet, custom-maintenance plans, truck repair and service, parts sales, equipment financing	New York, Pennsylvania directly; nationwide as part of the NationalLease organization	Henry B. Cook, Jr., President Bob J. Seyerlein, VP, Sales Michael D. Venuti, VP, Operations	1918
5.	Thompson & Johnson Equipment Co., Inc. 6926 Fly Road East Syracuse, NY 13057 (315) 437-2881/thompsonandjohnson.com	120 4	Equipment	material handling and compact construction equipment from manufacturers along with service repair, replacement parts, short-term rentals, and leasing solutions	Central New York, Mohawk Valley, Northern New York, Southern Tier, Capital District, Hudson Valley, Northeast Pennsylvania, Western Vermont, Massachusetts	David Schneckeburger, President William MacBlane, VP of Finance	1954
6.	Terpening Trucking Co., Inc. 115 Farrell Road Syracuse, NY 13209 (315) 451-8661/terpeningtrucking.com	120 1	Trucking	Transporter of petroleum products	New York, Pennsylvania, Connecticut, Massachusetts, Vermont, Ohio, New Jersey	Charles Terpening, Owner Richard Terpening, Jr., CEO Craig Terpening, President George Terpening, Jr., VP Richard Terpening, VP	1916
7.	Mohawk Global Logistics 123 Air Cargo Road North Syracuse, NY 13212 (315) 455-3003/mohawkglobal.com	86 ¹ 1	Logistics	logistics and trade specialists, emphasis on customs brokerage, domestic and international transportation, trade compliance, education, and consulting	Worldwide	Michael J. McSherry, Chairman Emeritus Gar Grannell, Chairman & CEO	1970
8.	Rogers Service Group 245 Clinton St. Binghamton, NY 13905 (607) 797-7333/rogersservicegroup.com	70 3	Logistics, Trucking	multiple warehouse organization, more than 200 pieces of moving equipment, more than 300,000 square feet of storage, capable of handling wide variety of products	Centrally located in upstate New York	Michelle Zemanick, Owner	1947
9.	Barr Transportation Corp. 174 York St. Auburn, NY 13021 (315) 255-1259/barrtranscorp.com	66 1	Logistics, Trucking	commercial flatbed carrier, service-maintenance shop	Worldwide	James Phelps, President	1974
10.	ERL Intermodal 98 Railroad St. Utica, NY 13502 (315) 735-9870/erltrucks.com	52 1	Logistics, Trucking	asset-based trucking company servicing the ports of New York and New Jersey specializing in customers all over NY State.	New York, Pennsylvania, Connecticut, New Jersey, Massachusetts	Steve Sperbeck, General Manager	2011
11.	M & L Worldwide Logistics P.O. Box 4140 Rome, NY 13442 (315) 339-2550/mlwwlogistics.com	50 ¹ 3	Logistics, Trucking	3PL asset-based, both domestic and international business	Worldwide	Robert J. Williams, President Peter A. Frappolli, VP Sales & Marketing	1988
12.	DeCarolis Truck Rental, Inc. 402 N. Central Ave. Minoa, NY 13116 (315) 656-0090/decarolis.com	43 4	Trucking, Equipment	full-service commercial truck, tractor, trailer rental and leasing, custom-maintenance contracts, driver-safety programs, service and parts sales	Central and upstate New York, United States, Canada	Michael Margarone, President Jaime Jimenez, Syracuse Branch Manager	1938
13.	Bossong's Commercial Delivery, Inc. P.O. Box 536 Syracuse, NY 13211 (315) 455-7431/bossongs.com	42 ¹ 1	Trucking	transportation and freight services including local pickup/delivery, commercial/residential, air-freight handling, hazmat, specials, and warehousing	All of Central New York	Frederick Bossong, President	1943
14.	Tri Tank Corp. 115 Farrell Road Syracuse, NY 13209 (315) 451-8663/tritank.com	35 1	Equipment	tank trailers, tank-trailer parts, snowplows, sales and service of utility trailers, aluminum and stainless steel fabrication	Domestic U.S. & Export	Richard Terpening, Jr., CEO Craig Terpening, President George Terpening, Jr., VP Richard Terpening, VP	1977
15.	Empire Crane Company LLC 7021 Performance Drive North Syracuse, NY 13212 (315) 458-4101/empirecrane.com	26 ¹ 1	Equipment	Terex Crane dealer, authorized Tadano Mantis dealer; parts department; service dept. for maintenance, OSHA annual inspections	Worldwide	Paul Lonergan, President Luke Lonergan, VP	2002
16.	Conway Beam Leasing, Inc. 6260 E. Molloy Road East Syracuse, NY 13057 (315) 437-5068/conwaybeamleasing.com	26 7	Trucking, Equipment	full-service truck, tractor, van, trailer leasing; long/short term rentals; custom maint. contracts; truck/body design; DOT safety/compliance consult; equip. financing	Central, western, upstate, and southern New York; Northern Pennsylvania; United States; Canada	Marc Schmidt, VP Ed Dunlop, Director of Operations Sue Shaffer, Office Manager/Rental Coordinator John Rotunno, Service Manager	1959
17.	C.H. Robinson 126 North Salina St., Suite 250 Syracuse, NY 13202 (315) 471-7395/chrobinson.com	17 ¹ 1	Logistics	third-party logistics provider offering freight transportation & logistics, outsource solutions, produce sourcing, and information services	Worldwide	Clark Hange, General Manager	1905
18.	Gypsum Logistics 8280 Sixty Road Baldwinsville, NY 13027 (315) 638-2201/gypsumexpress.com/gypsum-logistics/	5 ¹ 1	Logistics	brokerage/logistics	United States	John Wight, President/Owner Dan Henderson, VP	1985

THE LIST

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Twitter: @cnybjresearch

Upcoming Lists:

December 14
Independent-Living Facilities

December 21
Lifestyle List: Ski Resorts

FOOTNOTES:

1. 2019 data

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. 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.

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COMMERCIAL REAL-ESTATE FIRMS Ranked by No. of Agents & Brokers

Rank	Name Address Phone/Website	Agents & Brokers — CNY Employees	CNY: 2020 Comm. Listings — 2020 Transactions	% Breakdown of Business	Key Local Executives	Year Estab.																																																																																														
1.	Cushman & Wakefield/Pyramid Brokerage Company 5845 Widewaters Parkway East Syracuse, NY 13057 (315) 445-1030/pyramidbrokerage.com	49	629	18% industrial, 27% office, 18% retail, 37% investment, land, business sales, and consulting	John L. Clark, President & CEO Robert Berkey, COO	1971																																																																																														
		54	546				2.	Sutton Real Estate Company 525 Plum St., Suite 100 Syracuse, NY 13204 (315) 424-1111/suttoncos.com	13 ¹	NA	15% retail, 30% office, 35% multifamily, 10% mixed use, 10% industrial	Louis G. Fournier, III, President Linda Charles, VP Joseph Lewis, VP Barton Feinberg, Director of Brokerage Services	1933	60	38	3.	Exit Champion Realty 305 Vine St. Liverpool, NY 13088 (315) 457-7500/exitchampion.com	10	NA	50% retail, 40% land, 10% industrial	Karl Ashley, Broker/Owner	1986	1	10	▪	Pavia Real Estate Services 5 Oxford Road New Hartford, NY 13413 1-315-736-1555/paviarealestate.com	10	180	35% retail, 25% office, 25% industrial, 10% investment, 5% business & consulting	Dominic Pavia, President & Broker	2007	2	100	▪	CBRE Syracuse 313 E. Willow St., Suite 202 Syracuse, NY 13203 (315) 422-4200/cbre.com/syracuse	10	NA	NA	Michael Finn, Managing Partner Peter Finn, EVP	1999	12	NA	6.	JF Real Estate 2 Clinton Square Syracuse, NY 13202 (315) 472-2020/jfrealestate.com	9	370	80% office, 15% industrial, 5% retail	John Funciello, President	1992	17	NA	▪	CBD Brokerage, LLC 100 Madison St. Syracuse, NY 13202 (315) 295-1900/cbdcos.com	9 ¹	NA	60% office, 30% medical, 10% retail	Charles G. Sangster, Principal Courtney Wilson, Principal Gwen Eichorn, CFO Harry P. Harkaway, Director of Real Estate Services Michael Greene, Commercial Leasing Agent	2009	NA	NA	8.	BellCornerstone² 100 E. Seneca St. Manlius, NY 13104 (315) 476-7112/bellcornerstone.com	7 ³	NA	50% office, 40% industrial, 10% other	Mark Bethmann, President & CEO	1986	NA	NA	9.	Bouck Real Estate 32 East Genesee St. Auburn, NY 13021 (315) 252-7503/bouckrealestate.com	3	65	60% retail, 20% industrial, 20% residential/multi-family	John F. Bouck, Owner & Broker	1963	3	25	▪	Oliva Companies 6724 Thompson Road Syracuse, NY 13211 (315) 463-8684/olivaco.com	3	50	50% industrial, 50% office	Anthony S. Oliva, President Stephen A. Oliva, Jr., VP	1951	20	35	11.	Edgewater Management Company 225 Greenfield Parkway Liverpool, NY 13088 (315) 471-4420/theedgewatercompany.com	2	5	100% office	Thomas R. Kennedy, President John F. Krisanda, Director of Real Estate	1988	5	1	▪	Stephen Lipinski Associates, LLC P.O. Box 456 Ithaca, NY 14850 (607) 280-2340/StephenLipinski.com	2	15
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THE LIST

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FOOTNOTES:

- 2019 data.
- BellCornerstone is a tenant-representative firm.

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IRS Issues Guidance Denying Tax Deductions for PPP Loans

The IRS has released guidance on the deductibility of payments for otherwise-deductible expenses using funds from the Paycheck Protection Program (PPP). The guidance, although not unexpected, is not taxpayer friendly.

**RAYMOND P. REICHERT**
Opinion

Revenue Ruling 2020-27 describes two situations. In situation 1, the taxpayer incurred eligible expenses for which a PPP loan was obtained. In November, the taxpayer applied for loan forgiveness under Section 1106 of the CARES Act. In situation 2, the taxpayer paid the same types of eligible expenses as those paid in situation 1. However, in situation 2, the taxpayer did not apply for forgiveness of the PPP loan before the end of 2020. Also, in situation 2 the taxpayer intends to apply for forgiveness in 2021.

In both cases, the IRS held that the tax-

payer could not deduct otherwise-deductible expenses that were paid for using the proceeds from the forgiven or to-be-forgiven loan. This ruling is consistent with a prior notice released by the IRS, *Notice 2020-32*, which clarified that no deduction is allowed for an eligible expense that is otherwise deductible if the payment of the eligible expense results in forgiveness of a PPP loan. These rulings are consistent with longstanding IRS guidance, which generally provides that no deduction is allowed where tax-exempt income is used to pay the expense which would otherwise result in the deduction.

Revenue Procedure 2020-51, issued in tandem with Rev. Rul. 2020-27, provides a safe harbor allowing a taxpayer to claim deductions in the taxable year beginning or ending in 2020 for eligible expenses if in connection with the expenses paid in the tax year, the taxpayer receives a loan guaranteed under the PPP program, which at the end of the taxpayer's 2020 taxable year, the taxpayer expects to be forgiven (and thus takes no deduction). Or a taxpayer can claim deductions in a

subsequent year if the taxpayer's request for forgiveness for the PPP loan is denied or the taxpayer decides not to request forgiveness of the PPP loan. The procedure permits the taxpayer to either take a deduction in 2020, the year the expense was incurred, or in the year the debt forgiveness was denied or abandoned. In order to take advantage of this safe harbor, taxpayers must file a statement with their return on which they're deducting the previously non-deducted expenses. The Revenue Ruling outlines the information required to be included in such statement. ■

Raymond P. Reichert is a member (partner) in the Buffalo office of Syracuse-based Bond, Schoeneck & King PLLC. He has devoted his career to the practice of tax law, with a particular focus on partnerships, mergers and acquisitions, economic development, and affordable housing. Reichert primarily works with businesses and not-for-profit entities. Contact him at rreichert@bsk.com. This article was first published on the law firm's website.

5 Ways For Companies To Give Back — And Still Make Bucks

As the coronavirus pandemic turns much of the business world upside down, numerous companies have pivoted while reevaluating their purpose, products, and relationships with customers.

**VINCE THOMPSON**
Opinion

One area of emphasis that has gained traction is philanthropy. Many CEOs see helping those in need as an essential element of a business, especially in these unprecedented times.

Good will is good business. To whom much has been given, much is expected. As we are all dealing with the many effects of COVID-19, working from home, and enduring the mental strain of these stressful, uncertain times, seeking to do good right now is one of the most important things a person or a company can do.

Good will reinforces a company's purpose, which reinforces esprit de corps. Externally, philanthropy is good PR for your business, especially for small businesses that depend on their communities to keep them afloat. People are watching how companies respond in tough times, and that good will is reciprocated by new customers and the continued loyalty of regulars. Philanthropic actions strengthen both a company's internal bonds and its ties with the community.

Here are five ways companies can give back and help their own business at the same time.

Expand your reach. My company welcomes college interns every summer. Part of the program includes engaging them

with several national brands, through guest speakers and field trips. But last summer, due to the coronavirus outbreak, I evolved our business model into a remote platform, expanding into a year-round virtual series of classes and podcasts, and substantially increasing enrollment while staying connected with our business' primary partners. It was a way to share more career-development advice with college students and give them some help they really need during these perilous times.

Encourage employees to help. A business can create positive change by leveraging its strong team culture. Allow employees company time to organize outreach activities. Find out what causes they're passionate about. You're then sending the importance of the philanthropic message to your workforce. Getting employee involvement from the strategic phase onward helps the philanthropic initiatives align with business goals.

Launch a charity drive. Start a collection for a particular cause. Your company can collect non-perishable food items for distribution at food banks. Toy drives are popular around the holidays. You can set up automatic donations through virtual-giving platforms. You could even leave out a collection jar at your place of business and cash in the collected amount to send through an online portal.

Provide selected pro-bono work. Philanthropic planning must be precise, especially during a pandemic as companies strategize on what's financially feasible and what is not. There is usually room to do a few extra jobs for free, which could go a long way for someone without the means to hire you otherwise. Research and reach out to people who can use your

"People are watching how companies respond in tough times, and that good will is reciprocated by new customers and the continued loyalty of regulars."

services but cannot afford them. Involve your team in the nominating process. These are win-win feel-good actions.

Help other businesses. Buying from local businesses is one of the best ways to give back, especially when so many businesses are struggling. Leave nice reviews and link to your favorite local companies on your website. Look for beneficial cross-promotions that are good for your business and your partners.

More and more businesses are now realizing the importance of giving back. It simultaneously improves employee and customer engagement while making a great impact on people's lives. ■

Vince Thompson (www.meltatl.com) is the founder, chairman, and CEO of MELT, a sports marketing and branding agency, and author of "Build Brand You." Thompson has worked on brand strategies for some of the most famous brands in the world, including the Coca-Cola Company and Aflac.

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BUSINESS CALENDAR

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DECEMBER 9

■ **Business Before Hours with a Virtual Twist** event from 9-10 a.m. Kick off your day with CenterState CEO at a virtual business before hours with special guest John Vigilotti of Peppino's Restaurant & Catering. Connect with colleagues from the business community and share best practices on how you tackle our "new normal." Peppino's will feature its unique dough-making process as well as make a delicious breakfast pizza. Participants will also have the opportunity to win \$20 gift certificates from Peppino's. Cost to attend is \$5 for members and \$10 for non-members. Attendees must register to receive information on how to participate in the event. For more information and to register, visit: <https://www.centerstateceo.com/news-events/business-hours-virtual-twist-peppinos>

DECEMBER 11

■ **Eggs & Issues: COVID Economic Recovery & Building Resilient Businesses** virtual Zoom event by the Greater Binghamton Chamber of Commerce from 8:30-10 a.m. This event will dive into the impact COVID has had on our local economy and New York state. We will hear from key community leaders who were on the front line of this crisis, helping businesses navigate this uncharted landscape and give them the tools to rebuild and come back stronger. Speakers will also share their predictions as we head into 2021. For more information, visit: <https://business.greaterbinghamtonchamber.com/events/details/eggs-issues-covid-economic-recovery-building-resilient-businesses-7822?calendarMonth=2020-12-01>

DECEMBER 15

■ **Learn@Lunch virtual event** from 12-12:45 p.m. CNY ATD holds an informal conversation around current and emerging talent-development topics. Topic is "Wellbeing." No cost to participate. Register at cnyatd.org. For more information, call (315) 546-2783 or email: info@cnyatd.org

■ **BingBizCon 2020** virtual event from 8:30 a.m.-3:30 p.m. Join the Greater Binghamton Chamber of Commerce for this day of learning and networking. This year's BingBizCon will give attendees the flexibility to tune into sessions on timely topics with speakers from around the country. Session topics include: "Humanizing LinkedIn; More than a Pretty Face: The Key to Building a Successful Brand; How Has COVID-19 Changed Your Talent Recruitment & Retention Strategies?" The keynote speaker is Daniel Masciari, a Binghamton-based filmmaker and editor. For more information and to register, visit: <https://greaterbinghamtonchamber.com/bingbizcon/>

DECEMBER 17

■ **2020 Catalyst Jingle Jam Virtual Winter Wonderland** from 6-7:30 p.m. This is an event of the Catalyst Young Professionals Group and Greater Utica Chamber of Commerce. Presented by Elis Delia via MaxUC by Northland. \$20 donation includes a swag stocking with cookies, cocoa, and more. All proceeds benefit The House of the Good Shepherd. For more information and to register, visit: <https://greateruticachamber.org/2020-catalyst-jingle-jam-virtual-winter-wonderland/>

How to Combat Loneliness, Especially Now

During the COVID-19 crisis, all of our lives have been disrupted. We're not connecting with family, friends, and colleagues like we used to, and it's easy to feel lonely. To help some of the people I was coaching, I wrote down eight ways to combat this feeling and tested them on our business clients, executives, and even some friends. What they found was they could, indeed, address their own sense of being alone and fill their days with well-being and even happiness.



ANDI SIMON
Viewpoint

I thought I would share those eight ways.

1. You can manage your mind. If you visualize each day as one filled with purpose and meaning, you will find that the act of being alone or distant from those you care about becomes less important. With a little practice, you really can train your mind to believe that it is happy without others. Seriously, collaborate with your mind. It will do exactly what it thinks you want it to do.

2. Exercise is especially important. It's an essential part of a healthy mind, body, spirit. Find a ritual every day that gets you up, walking, working out, or biking — anything that is not sitting in a chair.

3. Plan weekends where you are at public spaces. Visit a park, a hiking trail, or a playground, and talk to other people. Wear your mask and introduce yourself. You will find that you and they will feel less lonely. I did a podcast once with a woman who was always on the airplane working in all kinds of places — much as I had been. She used to walk in the parks just to create the feeling that she was not alone. Neither of us were ever really alone, but we were often lonely. The walks always quieted our minds and engaged our spirits in healthy feelings.

4. If you like to Zoom, set up a time with friends on a regular basis for tea or a cocktail

hour. You will find that the week flies by as you look forward to the gathering, and the time spent together is priceless. Even with family, family Zoom time becomes remarkably sacred. It has in our home. But, our friends are also happily Zooming in and we are all talking longer and deeper than we might ever in a restaurant.

5. If you are a Facebook person, join some new groups. In these groups you can share insights, things you have learned or want to know about, or possibly new career paths you want to explore. Our "Rethink with Andi Simon" group has been growing beautifully with professional women from across the globe who want to help other women become the "best they can be." Sharing has become a gift for each of them.

6. Book groups are terrific on Zoom. Book clubs, where you can join others and discuss hot books together, are booming for good reason. If you have not joined one, find a theme that might reflect your own interests and see what you can do to get involved. Here is a link to some that are open for you to join: <https://www.aarp.org/entertainment/books/info-2020/online-book-clubs-to-join.html>.

7. Tutor someone. Find ways to identify young people who would like a tutor for math, science, geology, or anything that is your area of expertise. Sharing is an immensely powerful antidote for loneliness. The gift of giving will make your loneliness go away as acts of gratitude will make you feel purposeful and positive.

8. Cook. Make something (for others or maybe just yourself) and sit and eat it slowly. Savor each bite and enjoy all the different flavors and tastes.

COVID-19 may have kept people apart in 2020, but with a little ingenuity and effort, we can find ways to connect — with ourselves and with others. ■

Andi Simon, Ph.D. (www.andisimon.com), author of the upcoming book "Rethink: Smashing the Myths of Women in Business," is a corporate anthropologist and founder of Simon Associates Management Consultants (www.simonassociates.net).

PEOPLE ON THE MOVE NEWS

ACCOUNTING

GREG JARVIS has joined Bowers & Company CPAs, PLLC as a tax manager in the Syracuse office. He has more than eight years of public-accounting experience at Firley, Moran, Freer & Eassa, CPA, P.C., where he was a tax manager and spent six of those years providing tax-accounting services. Jarvis received his bachelor's degree in accounting in 2011 and his master's degree in accounting in 2012 — both from Syracuse University. He is a CPA. Jarvis brings a broad range of industry experience, including client-service experience in the construction, manufacturing, wholesale and retail, and professional and business services industries.



Jarvis

ADVERTISING, MARKETING & PR

SHENEÉ BLETSON has joined Pinckney Hugo Group as an accounting assistant. She previously worked as an accounting manager and staff accountant at a construction and retail firm in the Seattle, Washington area. Bletson also gained experience in accounting at other organizations in that region. She has an associate degree in business administration from Colorado Technical University and is a U.S. Air Force veteran.



Bletson

GOVERNMENT

Syracuse Mayor Ben Walsh announced **AUDRIANA ORTEGA** has joined the Syracuse Financial Empowerment Center (FEC) team as a new full-time counselor. She will provide free, professional, one-on-one financial counseling and coaching to residents receiving assistance through the Onondaga County's Department of Social Services – Economic Security (DSS-ES). The new position was made possible by grant funding from the Cities for Financial Empowerment Fund and will be administered by Home Headquarters, the nonprofit partner of the Syracuse FEC. Ortega holds a bachelor's degree from Syracuse University with a major in business management and a minor in child and family-policy studies. As a bilin-



Ortega

gual financial educator, she most recently worked as a financial-relationship specialist at ACMG Federal Credit Union, analyzing account-lending prospects. In her previous role as district leader at National Benefit Life Insurance Company, Ortega managed insurance products while informing low-income families about policy-protection options.

HEALTH CARE

JASON DENICOLA has joined Mohawk Valley Health System (MVHS) as Clark North nurse manager at MVHS Rehabilitation and Nursing Center (RNC). In this role, he will provide supervision and oversight of the 40-bed subacute rehabilitation unit. Most recently, Denicola was a weekend-day supervisor at MVHS RNC. He also previously held the positions of clinical nurse manager at Charles T. Sitrin Healthcare Center in New Hartford, and associate clinical rehab director at Masonic Care Community of New York in Utica. Denicola earned his associate degree in applied science with a concentration in nursing from Mohawk Valley Community College in Utica. He is located at the Center for Rehabilitation and Continuing-Care Services on the St. Luke's Campus.



Denicola

TYANNA W. BERGERON, a state-licensed nurse practitioner and registered nurse, has joined the Center for Wound Healing at Oswego Health. She will see patients at the center, which offers treatments such as hyperbaric-oxygen therapy, negative-pressure therapies, bioengineered tissues, and biosynthetics to reintroduce the body's innate ability to heal. Bergeron previously was a family practice nurse practitioner for Oswego Health Primecare Fulton. There, she saw patients ages 12 and older and assisted with the management of chronic diseases, mental health disorders, prescribed medications and treatments as well as conducted physical exams and health screenings and when needed, referred patients to medical specialists. Also, Bergeron has extensive experience working for other health-care systems around the country including at the Face and Body Center in Flowood, Mississippi; St. Dominic's Hospital Emergency Department in



Bergeron

Jackson, Mississippi; and Valley Children's Clinic in Renton, Washington. Bergeron is a licensed New York nurse practitioner and registered nurse. She earned her master's degree in nursing from Gonzaga University in 2018 through the family nurse practitioner program. **JENNIFER COLEMAN**, a human-resources professional, has joined the Oswego Health health-care system. She is a certified human-resources leader with more than nine years of progressive experience. Before accepting this position at Oswego Health, Coleman was the director of employee engagement for EarQ in Syracuse. As a member of the firm's executive leadership team, she oversaw all aspects of human resources including staff development, organizational development, performance management, and employee engagement.



Coleman

JAMES J. MODERA has joined the physical-therapy team at Finger Lakes Health's Rehabilitation Services at Garnsey Outpatient Rehabilitation. He will be treating patients with conditions including orthopaedic and neck/back injuries and will be practicing in the newly expanded sports and orthopaedic gym at Garnsey. Modera created the sports-care programs at local high schools and provided work-place-injury consulting throughout the region. With more than 33 years experience in private practice, he brings an expertise in orthopedics, sports-injury care, and neck/back care. In addition to these specialties, he has significant experience in ergonomic evaluations, work-site trainings, and providing athletic-injury assessment on the sidelines and in the office. Modera earned his doctor of physical therapy degree at Utica College and his bachelor's degree in physical therapy from the University at Buffalo.



Modera

DR. MARK A. NELSON has joined Allen Eye Associates in Oneida. He attended Utica College, and earned a degree in biology with minors in both chemistry and gerontology. Nelson then moved on to complete the Accelerated Scholar's Program at Salus University (previously the Pennsylvania College of Optometry). His training included clinical rotations in



Nelson

general private practice, specialty contact lenses, and low vision at Will's Eye Hospital, and surgical co-management of ocular diseases at Einstein Hospital. After graduation, he returned to Central New York and worked for several years in private practice in Utica.

LAW

STEPHANIE KACZOR has joined Westfall Law PLLC as an associate attorney, focusing on complex litigation and family-law matters. She holds a juris doctorate from the University at Buffalo School of Law. Kaczor previously served as an associate at the law firm of Roach, Brown, McCarthy & Gruber, P.C. in Buffalo, according to her LinkedIn profile. She represented physicians, hospitals, and medical institutions in medical-malpractice litigation. **ADAM T. DURHAM** has joined Westfall Law as an associate attorney, focusing on family and corporate immigration law. He holds a juris doctorate from Boston College Law School. Durham previously served as an associate at Tully Rinckey PLLC, in its Syracuse office, according to his LinkedIn profile. There, Durham assisted in family and corporate immigration issues.



Kaczor



Durham

NONPROFITS

The United Way of Greater Oswego County recently hired **KATE DAVIS PITSLEY** as its director of resource development. She has had a variety of work experiences, largely in the not-for-profit setting with more than 20 years in fund development. Davis Pitsley most recently served as director of administration and development at Arc of Oswego/Oswego Industries. She also served as business-development director and executive director at the Muscular Dystrophy Association and the ALS Association, respectively. Davis Pitsley is active in Zonta Club of Oswego and is an avid volunteer for a number of local organizations, including MDA, the American Heart Association, and the annual Zonta Witch's Ball.



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Managed Network Services

Meet the Team

NATHAN HOCK



I'm Nathan Hock, the vCIO at Usherwood since October 2019. I live in Liverpool with my wife of 21 years, 3 kids, and niece. We have 5 cats and 1 dog. In my spare time I enjoy reading, writing, video games, and

Dungeons and Dragons. Yeah, I'm that geek.

JOB POSITION

Nathan is the Virtual Chief Information Officer (vCIO) at Usherwood. Nathan is responsible for project design and development, supporting the sales cycle through high level technical design.

CERTIFICATIONS

- Certified Meraki Networking Associate
- ConnectWise Cybersecurity Fundamentals for Engineers
- ConnectWise Cybersecurity Fundamentals for Sales

SOUND BITE

I am originally from Allentown, PA. I moved to Syracuse in the late 90's after I got out of the Air Force. I entered IT around the same time. I started as a PC bench tech doing repairs. A few years later I moved into network equipment, primarily Cisco, and ended up doing tech support for 15 years. In an unexpected twist of fate that opportunity dried up and another presented itself. Now I am able to pull from my experience and apply it in a new direction as vCIO with Usherwood.



CAREER SUMMARY

18+ years in the industry and the majority of my experience is with Cisco and Meraki where I supported network equipment and quite a bit of wireless. Years of designing networks and talking hardware capabilities means I can have comfortable conversations around speeds and feeds. I can also make recommendations, and even fill in knowledge gaps to help clients understand the products a little better.



Q & A

What do you feel your team does better than anyone else in the industry?

My team at Usherwood can provide you with valuable IT support for less of an investment than our competitors. They respond fast, have a friendly attitude, and unite around the ideas that make Usherwood first class. Family owned and family centric, this team believes in the company and knows the company believes in them. We are a family. It creates a team that goes the extra mile happily to take care of the client.

Tell us about how you are getting by in these difficult times with Covid-19.

Working from home has had its challenges but also a lot of rewards. More time with family, our dog Scarlett, and less stress. Navigating the new normal means making time for connections with friends and coworkers. Video chat has helped a lot, as well as Discord. I find myself playing more video games, watching more shows, and consuming more content than ever.

What has this led you to believe about the future of office technology?

The future is in agility. Being able to go remote if needed, or even when desired, is the new normal. If we have learned anything its that many of us can be just as productive if not more so remotely. With that comes security risks, and the need for appropriately technology and understanding. Organizations need to invest in the technology to enable their workforce is efficient and secure, while working from home. Those that have are ahead of the game, and those that hadn't now see that value post COVID.



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CNY SHOWCASE

CNY BUSINESSES SHARING THEIR
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Upstate New York Native and Mobile Paralegal, Christa Centolella, is Dedicated to Bringing Hope and Reassurance through Legal Support and Financial Services to Businesses and Her Community

An entrepreneur, paralegal, and financial referral broker, Christa Centolella continuously goes the extra mile for her clients.

From a young age, Christa knew she wanted to run her own business. While her career began in the music and entertainment industry, she soon found her way into media law, working for multiple attorneys, obtaining certifications, and honing her skills. After a few years and driven by her desire to serve individuals and businesses in her community on a broader scale, she decided to open her own independent practice.

Christa's practice, CJC Judgment & Para-

legal Services, provides support to local individuals, businesses, and law firms, alike. Christa has been practicing since 2006 in Georgia, California, and New York and presently serves 24 counties in upstate New York. While a good portion of her business includes providing paralegal support to attorneys and performing everything from administrative tasks, notary services, screenings, and intakes, a large aspect of her business is focused on directly serving her local communities' legal needs. In addition to offering legal assistance, Christa also provides financial services to her clients through her sub-company, 1st4Financial. Not to be confused with a traditional attorney, Christa's role as a paralegal differs in the sense that while she often works closely with attorneys, she can offer other types of legal support, often at a fraction of the cost. This support ranges from background checks, audits, process serving, consults, forms, notary services, and more. The type of clients that Christa works with also span a wide range as well, from small to large business owners, title and real estate companies, to individuals, there are countless situations in which a notary and a paralegal's help may be required. ■



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CNY Business Journal settles into new office, focuses on '21

New premier membership is coming

BY JOURNAL STAFF
news@cnybj.com

SYRACUSE — *The Central New York Business Journal* this summer moved its office to 415 W. Fayette St. in Syracuse, in the offices of WCNY at the Robert J. Daino Broadcast and Education Center.

The CNY Business Journal — a provider of business news, data, information, and networking for 34 years — most recently was located at the Jefferson Clinton Commons building at 211 W. Jefferson St. for the last two years. Before that, it had been in a pair of other Armory Square offices for more than two decades.

The company — which also includes the BizEventz, Inc. and Digital Reach Platform, Inc. businesses — moved offices on Aug. 3 after its lease expired at its former home.

“We knew we wanted to stay in downtown. We’re literally just a quarter mile from where we’ve been all these years in the Armory Square area,” says Marny Neshor, president of the CNY Business

Journal. “Being downtown is very important to us.”

She continued, “The Business Journal has been downtown for probably I’d say for 25 of our 34 years. We’ve always felt that even though we cover the [16-county] Central New York territory, Syracuse is really kind of our hub and we feel like there’s a lot going on. And we feel like we want to contribute to what’s happening with the revitalization downtown and all the stories that we cover. So, we want to be part of that progress that’s being made.”

The CNY Business Journal did downsize its office space a little amid changing work patterns during the pandemic.

BizEventz
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BUSINESS JOURNAL

DIGITAL REACH PLATFORM

“We’ve moved more toward a model of flexibility with our employees so that people can work from home. They can work more remotely, especially with COVID. Until there’s an end, we felt like this was the right thing to do, and we were able to pivot and offer this to



Marny Neshor, president of The Central New York Business Journal, inside the company's new home at the headquarters of WCNY at the Robert J. Daino Broadcast and Education Center at 415 W. Fayette St. in Syracuse.

ERIN ZEH/CNYBJ

our employees,” says Neshor.

About half of the company’s employees work from home at least a couple days a week.

Interest in revitalization

Neshor says the CNY Business Journal saw strong marketing interest in its 4th edition of the *Revitalize Syracuse* publication, published in September.

In talking to businesses the publication found that “the sense of getting back to business was extremely important to everybody,” says Neshor. “This was our strongest [Revitalize Syracuse]

publication ever because people really felt it’s important to be in the publication and to support the publication because of what’s happening downtown. There is still a lot going on even within the uncertainty. Even though they feel it’s uncertain as to when COVID is over, they still feel strong in regard to business and what’s happening in Syracuse and that

their business will be OK on some level.”

She adds that companies are looking at the virus situation as a temporary barrier to all the positive developments that were taking place with downtown Syracuse’s revival the last few years.

2021

Looking ahead to 2021, Neshor says the CNY Business Journal is continuing its digital pivot and debuting its premier membership.

“We have recently celebrated our annual Family Business Awards recognizing family businesses in CNY, and this year I was reminded that in order to survive we need to keep adjusting and pivoting to our environment. This year was no different for us; we have been pursuing our digital publications for several years and this has served us well during the pandemic,” she says. “We are now ready and positioned to offer our premier membership in 2021. This membership will offer all employees at a company ac-

cess to all of our key offerings including online access to research and list queries of published and unpublished data. This will help our readers and advertisers meet the ongoing challenges of the pandemic and the aftermath.”

Neshor says those interested in the premier membership can contact Kurt Bramer at kbramer@cnybj.com.

The Central New York Business Journal is the only print, digital, and events company in Central New York that focuses on local business. Its emphasis is on providing news, research, and events to business owners, managers, and other corporate decision-makers. ■

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5 Ways Leaders Can Eliminate Stress, Reboot for Change in 2021

As a challenging year winds down, companies are sifting through what worked and what didn’t as they prepare to reboot for 2021 after dealing with the many difficulties brought on by the pandemic.

And if a business is planning significant changes in its operations in the New Year, the leadership team’s empathy for the workforce is vital in the process.

Leaders need to be empathetic to help their employees manage stress and stay productive, especially in these unprecedented times. The holidays always add stress, but company transitions heading into the New Year, magnified by the uncertainty we all face due to COVID-19, can send that stress off the charts.

For example, when a company installs

new software or makes other major changes in operations and processes, the end users and middle managers can really feel it as the company tries to ensure those transitions are smooth. Having the human touch from company leadership is critical, as is providing proper training and giving confidence to middle managers as their teams implement those systems.

Here are some tips on how leaders can lower stress and keep morale high while implementing changes:

- **Start with acknowledging the emotional side of change.** There are unexpected twists and turns to any big change in company operations. Employees have to adjust to new processes — sometimes after having done things the same way for many years. This learning curve can understandably cause panic. Employees can be resistant to learning how to make it work to their advantage. Leaders need to expect these reactions and develop a plan based on empathy in order to deal with it.

- **Know how to listen.** True listening means listening with open ears, open eyes,

and an open heart. It means paying attention to body language, to tone of voice, to the hidden emotions behind what’s being said. You’ll always gain more from listening than from speaking.

- **Know what empathy is.** For a leader, empathy is more than listening and nodding your understanding; it’s accepting that your employees have their own working and communicating styles and a life separate from work. In stressful, uncomfortable times like these when change is thrust upon them, you can stay connected with your employees by making them feel more comfortable. Leaders can begin to do that when they put themselves in their employees’ shoes to better understand things from their perspective.

- **Build a culture of psychological safety.** Allowing people to feel free to air their concerns and speak their truths during change and upheaval can do wonders for the work culture in the long run. The foundation becomes stronger because of the trust factor. Leaders understand the challenges that exist through

the organization, which helps them be more effective in leading their teams through change.

- **Emphasize “change energy” over “change fatigue.”** The best organizations understand that there is no endpoint to change. Change is for the greater good of continual evolution collectively and individually. Therefore, there are no excuses like being fatigued by change. Instead, leaders need to sell change as a necessary energizer that benefits everyone. Show the workforce how the new systems can work in their favor, not against them.

Empathy gives you insight into what others are feeling and thinking. At its foundation, empathy informs your decision-making by sharpening your perceptions and intuition. ■

Joel Patterson (www.JoelPatterson.com) is a workplace culture expert and founder of *The Vested Group*, a business technology consulting firm. He is the *ForbesBooks* author of *The Big Commitment: Solving The Mysteries Of Your ERP Implementation.*



JOEL PATTERSON
Viewpoint

How The Economic "Reset" Can Work In Your Favor

While news of vaccines on the horizon signal hope, some analysts think a sizable chunk of the U.S. economy has been damaged permanently by COVID-19, with more layoffs and business closures still to come in 2021.



ROD ROBERTSON
Viewpoint

But to others, the future of a "new economy" in the post-COVID world is bright, opening doors for entrepreneurs, working professionals, and small-to-medium business owners.

While about 40 percent of the American economy has been turned into debris, the playing field has been cleared and the whole business environment has gone through a reset.

At the same time, people who upgrade their skillsets and broaden their thinking won't be left behind. So instead of people saying, "How lost I am, how crushed I am, woe is me," this is an exciting time, especially for young people, who don't have to wait 10, 20, or 30 years for their turn to be a business leader. They can make a generational jump by stepping up and embracing technology, and by understanding in the rubble and chaos what kernels of business are sprouting up.

Here are five points worth considering when planning for success in a changing U.S. economy.

- **Don't buy the theory that COVID will destroy entrepreneurship.** It's a great time to invest in or buy a business because the playing field has been reset. There is going to be a whole new generation of fortunes made in the next three to five years. These are small businesses — companies that are nimble and can shift easily.

- **Investment in tech is trending.** More than \$50 billion has been spent by private equity on tech deals in 2020. This fact dwarfs the issues that have swamped legacy or regular businesses that have seen a huge retraction in investments. The pivot to tech has accelerated, and beware those firms that cling to their old

ways of doing business.

- **Make the necessary cuts and stay streamlined.** Seismic shifts are coming in 2021 as companies prepare for the new-world economy. Some businesses must make drastic cuts and changes in directions. Pivot quickly and don't be among the last firms to embrace change; it could be your demise. It's more important than ever to streamline operations and create an implicit trust with employees to ensure your business thrives in the post-pandemic world.

- **Remote workers can't afford to coast.** A report on remote-work productivity during the pandemic found that global productivity among employees working from home due to COVID-19 has dropped (See <https://www.avast-2007.com/long-term-remote-work-is-leading-to-a-global-drop-in-productivity/>). U.S. employees are leading the pack both in terms of the amount still working remotely and productivity declines. Salespeople without direct supervision aren't producing like they used to. Remote workers who are coasting need to get in tune with their organizations to keep their jobs.

- **Going solo isn't a bad thing for boomers.** Older workers who may get displaced can make the most of opportunities to fly solo. The people over age 50 and 60 are not grasping technology, and a lot of them are going to be pushed off the playing field. How do they switch to being an independent contractor, and stretch out their working years to 70-72? It's time to reinvent and reinvigorate themselves.

Businesses and their best workers must shift with the times or invite extinction. The good news is the reset opens great new opportunities. People can take the blessing coming from all this chaos and turn it into business success. ■

Rod Robertson (www.briggscapital.com) is an international entrepreneur and author of "Winning at Entrepreneurship: Insider's Tips on Buying, Building, and Selling Your Own Business." Robertson is the owner of Briggs Capital, a boutique international investment bank.

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— Steve Wells
Partner



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As the presenting sponsor for the 2020 Family Business Awards of CNY, we're excited to take this time to celebrate. Congratulations to the family businesses being recognized this year, and to all of you contributing to successful business in Central New York.



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John M. Torrens, Ph.D.

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Dr. Torrens is a health care and education entrepreneur with 25 years of experience leading high-growth companies. He is currently acting COO of Saluber MD, a global telemedicine company. Dr. Torrens has a Ph.D. in health-care administration and holds a faculty position in the Syracuse University Whitman School of Management's Department of Entrepreneurship. He is a frequent guest speaker and executive education instructor in the areas of entrepreneurship, strategy, and corporate innovation, and is a TEDx speaker. Dr. Torrens is an active member of Young Presidents Organization (YPO) and served in multiple volunteer leadership positions including a term on the International Board of Directors (2013-2015). He is a 2004 40 Under Forty alum.

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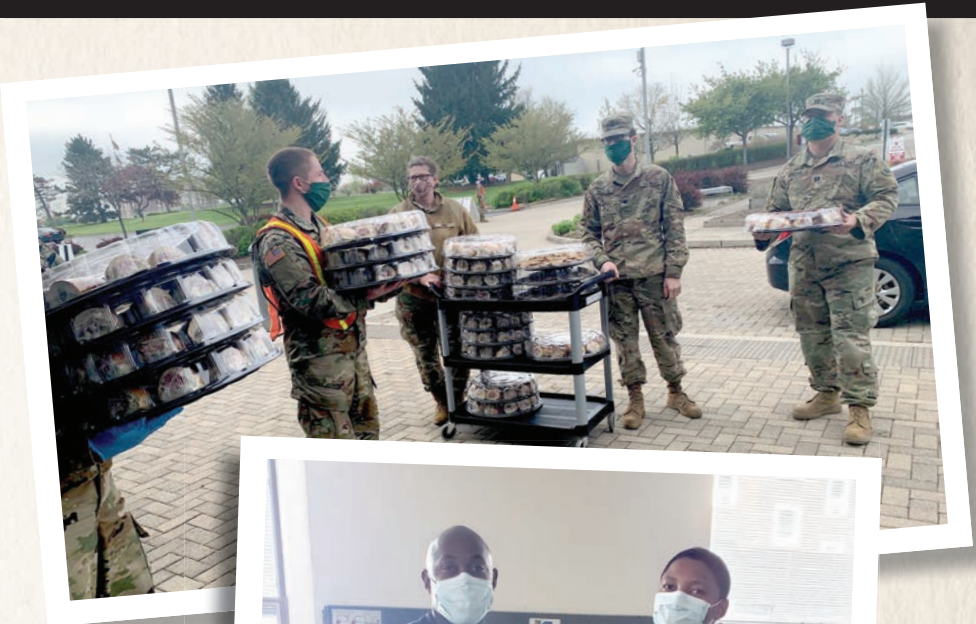
DiBella's Subs, headquartered in nearby Rochester, started as a little corner grocery store in 1918. Today, the family-owned business spans 44 locations and serves 15 communities including DeWitt (5805 Bridge St). DiBella's Subs is known for quality, value, and consistency. After 100-plus years, DiBella's Subs still adheres to the same classic baking techniques for rolls and cookies that Grandma DiBella instilled.

When DiBella's Subs President Richard Fox died in 2019, his children — Peter, Jennifer, John, and Charlie — followed in their father's footsteps and assumed new leadership roles. As prepared as the family team was to take the reins of the company, the Fox family never imagined the changes we would all be navigating as the world started to transform in profound ways. The new generation of leadership guided employees through unprecedented challenges and successfully launched charitable initiatives to support local communities.

Q: After these last few months of pandemic mode, what would you like the community to know about your family business? How can people help?

At DiBella's Subs, we know our success is equal to the success of our communities. We are proud to be part of your life, whether it is at the lunch or dinner table, and/or as a supporter of causes that matter to you. Throughout the year, we are happy to support a variety of nonprofit organizations at the local level by giving back through in-kind donations, sponsorships, and fundraising programs.

As we continue to navigate COVID-19, we carry on our "You Give, We Give" campaign to pay kindness forward. We will match donations made by customers to feed health-care heroes. And any nurse, doctor, emergency responder, or health-care worker who visits DiBella's Subs will receive 25 percent off their meal(s).



DiBella's Subs

FAMILY BUSINESS LEADER OF THE YEAR

JIM HICKEY, President, Charles Signs, Inc.

Working from his basement making paper signs for grocery stores in 1968, Charles (Chuck) Spinoso founded Charles Signs. He gradually expanded his offerings over the years, but it wasn't until the early 1980s that major changes in the sign industry took over. The company, as well as the industry, made the jump from hand-painted signs to computer-generated vinyl lettering. In 1995, Chuck made the decision to include additional family members in the business. Jim and Linda (daughter) Hickey became financial partners. And upon Chuck's retirement in 2002, the Hickeys bought out Chuck's remaining shares and now own 100 percent of the business. Today, Charles Signs proudly remains a family-owned business. The constant over the years has been attention to detail, quality, and customer service. The main difference today compared to yesterday, is now the company is completely automated and is considered a state-of-the-art fully integrated signage-manufacturing facility.

A sign tells people a lot more about your business than its name. Your business image is either captured or ignored by potential customers within seconds. Since a sign is such a significant asset to your company, our job is to apply our professional and experienced set of skills to ensure your image is captured within seconds. Whether your sign is sandblasted, vinyl lettered, LED monument, fleet graphics, etc., we will ensure your image stands out as professional, unique, and creative.

Q: After these last few months of pandemic mode, what would you like the community to know about your family business? How can people help?

It has been an unprecedented year for everyone and has presented many challenges that few, if any, of us could have foreseen. During the beginning of the pandemic, our business was ordered closed by New York State along with many other businesses. Thankfully, the state allowed the sign industry to reopen one week later as an essential business to produce signs for essential businesses like hospitals and COVID-19 testing centers. This allowed us to begin to bring back our employees. At that time, we shifted our business to focus on selling PPE, clear separation shields to protect employees and customers, and we developed COVID-19 sign programs for schools to help them safely re-open in the fall. We are proud of our team here at Charles Signs and all the efforts put forth to help our family-owned business work through these unique times.



MANUFACTURING EXCELLENCE

ORIGINAL HERKIMER CHEESE

Original Herkimer Cheese is a third-generation, family-owned specialty-cheese manufacturer with roots that stretch back to 1949 when founder Sheldon Basloe and his wife Norma started a small mail-order gourmet-cheese shop business in Herkimer. Since the company was founded, it has been known for the quality and care with which products are manufactured. Original Herkimer Cheese company continues to innovate, expand, and grow. The Basloes and their three sons have earned a national reputation for their finely-crafted artisan cheeses. Their most popular cheeses include aged New York state sharp cheddar wheels and Cheese & Nut Balls and Logs, as well as unique products like Chocolate Cheese Fudge, Pretzel Dip, and Cheese & Nut Variety Circles. Just last year the firm celebrated a milestone 70th anniversary along with national recognition of its flagship product CHUTTER®, which was awarded the bronze medal in the Cold Pack Cheese category at the 2019 U.S. Championship Cheese Contest. Their products are available online and locally at Wegmans.

Q: After these last few months of pandemic mode, what would you like the community to know about your family business? How can people help?

Due to our Level 2 Safe Quality Foods program, we were uniquely positioned to meet the incredible challenge of food manufacturing during the COVID-19 pandemic head-on, and were able to maintain our production capability, ensuring the supply chain was uninterrupted. In a time when unfortunately many small businesses were not able to keep their doors open, we were fortunate enough to be able to continue operations without downsizing our workforce, and have even added new employees for our increased holiday volume.

We have also stayed committed to our community. During the pandemic, we have donated macaroni and cheese trays, as well as gift baskets, to area hospitals and food banks. We would like our customers to know that we will continue to put their safety first, especially as we head into the holiday season. Customers can continue to shop for our products from the comfort of their home through our website at originalherkimercheese.com or we now offer private gifting appointments where customers can shop safely knowing they will have the showroom to themselves and that we fully sanitize between appointments.



MULTI-GENERATIONAL FAMILY BUSINESS

M. LEMP JEWELERS

Founded in 1890 by Michael Lemp, M. Lemp Jewelers has been in downtown Syracuse from the beginning. Service has always been a hallmark of M. Lemp. High standards of craftsmanship were established then that carry on to this day.

In 1903 Michael Lemp purchased an Iroquois Truck, the second motorized vehicle in the city of Syracuse. The vehicle was utilized to deliver watch, clock, and optical repairs. This original, historic vehicle has found a home and is displayed in the current store.

M. Lemp Jewelers has always been a family affair. Walter C. Lemp, the son of Michael Lemp carried forward the business. Walter C. Lemp saw the store through some of the most difficult days: the depression, a store fire and several moves created by urban renewal. Walter C. Lemp sought the current location at the corner of Warren and Fayette Streets in passing the store to third-generation jeweler Walter D. Lemp. Walter D. Lemp, an optometrist trained at Columbia University, raised the bar for excellence, completing courses with the Gemological Institute of America (GIA) and joining the American Gem Society.

In 1976 W. Donald (Don) Lemp became the fourth generation of Lemps to join his father in the family tradition. Don has introduced internationally known jewelry and watch brands to the Syracuse area while maintaining the excellence M. Lemp has become synonymous with. The M. Lemp legacy of honest, hard-work, and straight-forwardness is also our business motto. With three GIA-trained diamond graders, a bench jeweler on premise M. Lemp Jewelers continues to build on its 13-decade foundation and tradition of service, value, and quality. M. Lemp Park is across the street from the store's current location, which the city named in recognition of our long-term success and commitment to downtown Syracuse.



Q: After these last few months of pandemic mode, what would you like the community to know about your family business? How can people help?

We have been through many business cycles in our 130-year history. We have taken numerous precautions to ensure the safety of our employees and customers, we are providing the same high level of service quality and value as we always have. People have been great supporting us since we reopened in June. People can help by giving us the opportunity to show them how good we are at what we do.





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MULTI-GENERATIONAL FAMILY BUSINESS

VICKS

Vicks was founded in 1918 by Dwight E. Vicks, Sr., and his brother, when they purchased an internal print shop of a textile mill in Utica. Dwight Sr. was 17 with only a seventh-grade education. He decided to make printing his life's work and Vicks Brothers Printers was born. The first job was to print the Italian-language newspaper. Dwight Sr. did so on the letterpress that now sits in the company lobby, a refurbished gift of his employees on his 70th birthday. During the roaring 20s, Dwight Sr. purchased his brother's stake and renamed the company Vicks Lithograph & Printing Corporation. He led the company through the Great Depression.

Dwight Sr. and his wife Mary had one child, Dwight (Duke) E. Vicks, Jr. Duke's parents made education a priority. Duke studied economics and naval science at Cornell University and conducted the Cornell Big Red Band. Upon graduation in 1954, he served as a Lieutenant in the U.S. Navy then returned to Cornell to earn an MBA. While completing his final year of business school, Duke drove the two hours home weekly to assist his father. After completing his MBA in 1957, Duke returned to the family business for good. Offset-printing technology was just introduced, and Duke saw this process as the future. He mortgaged the company, against the wishes of his father's advisors, to purchase a 29" Miehle offset press.

Duke's courageous decision proved correct as letterpress was quickly overtaken by offset. Vicks served local defense companies in the late 50s and early 60s. As these businesses began to leave the area, Duke pursued the book-publishing industry traveling semi-monthly to New York City. Soft-cover book manufacturing remains an important focus today.

Continuing the family tradition Duke's son, Dwight III, returned to Vicks in 1991 after earning a bachelor's degree and MBA from Cornell University, and working in the banking industry. Another industry revolution began when Dwight III joined in 1991, and content became digital. In the same spirit of continual investment and change, Dwight helped steer the company into digital bookmaking and installed the latest ink-jet digital technology in January 2020.

Vicks has provided distribution services to its publishing customers since the 1970s. The distribution division expanded significantly in January 2018 when the company purchased a 100,000-square-foot warehouse in Oriskany. Along with the state-of-art distribution facility, the talented workforce that served one of Vicks' largest customers joined the distribution division renamed Vicks Logistics.

Q: After these last few months of pandemic mode, what would you like the community to know about your family business? How can people help?

Vicks has operated every day since the COVID-19 outbreak. The leadership and employees have worked diligently to keep their people safe and the business open. Although some markets have been hurt by the epidemic, Vicks remains confident of its ability to persevere just as it has with many other challenges throughout its 102-year history.



VETERAN-OWNED

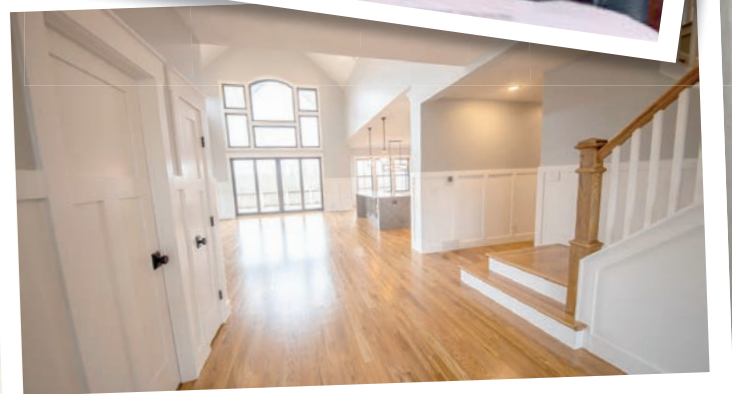
MARK ANTONY HOMES, INC.

In 1984, Mark A. DeAngelis, Sr. enlisted into the U.S. Marine Corps. where he served a full four-year term for his country. From day one, Mark has always had a love for building things and found himself to have skills in the building trades, trim carpentry more specifically. When Mark got out of the Marine Corps., he followed his passion and started working for local remodeling companies throughout Central New York. He caught on quickly and by the end of 1988 Mark went into business for himself. The business started out doing small remodeling jobs such as bathrooms, kitchens, and decks. The business grew quickly and before Mark knew it, he had 15 full-time carpenters working for him tackling larger remodeling jobs and even some light commercial jobs. In the early 1990s, Mark had been approached by several clients to build their homes from scratch. In 1992, he built his first new construction home in Constantia. From that point forward, the new construction business boomed, and Mark and his staff began to focus more on new construction and development. Fast forward to today, Mark Antony Homes is one of the largest custom home-building firms in CNY and has built over 650 new-construction homes, thousands of remodeling projects and dozens of commercial projects as well. Mark's sons, Mark A. DeAngelis Jr., VP of operations, and Matthew DeAngelis, head of project management, have both come into the business full time and taken on leading roles in the company. The business continues to grow and expand both in sales volume and building locations. Mark Sr. contributes a lot of his success and values to his time in the military. Mark Antony Homes is a proud supporter of our nation's military and is VA-loan certified contractor that has built many homes for veterans.



Q: After these last few months of pandemic mode, what would you like the community to know about your family business? How can people help?

The pandemic has been tough on everyone in the country, unfortunately. We have been fortunate enough to not be as affected as some other businesses. It certainly has been an adjustment for our company with not only our employees, but also our sub-contractors to take more precaution when working on the different projects, etc. We fully intend to carry out our duties to keep everyone safe and we would like to extend this to our local community as well. We would love to see all local businesses thrive and prosper.



WOMAN-OWNED FAMILY BUSINESS

BEV & CO.

The family business began in 1978 under the name of Denim Duds. My mother, Beverly Lathrop, started the business selling clothing for men and women, says Renee Neiderman. The company evolved into selling just women's clothing and she changed the name to Bev's Fashions. In 1998, I quit my job as a secretary for a utility company and started my own business. I talked my best friend Cheryl into opening a gift shop with me focusing on gift baskets, and we called it "A Tisket a Tasket." The gift shop started off in the basement of my house, and after a mutual friend took pity on us, he let us move into his vacant yellow barn. We did not have a lot of startup money so we took in local artists' works, sold them on consignment and made and sold gift baskets. The gift-shop business grew, so we rented a more visible location on Main Street in Homer. While running the gift shop, I was working with my mother in the clothing store, to learn more about how to run the business. My business partner decided that this was not what she wanted to do with her life. I will always be grateful to her because she gave me the courage to do what I had always dreamed of doing. It was not long after that my mother decided to retire, and I

Bev & Co.

Shop For Fashion...Leave With Style!

took over Bev's Fashions. At this time, I took on a new business partner and we bought the historic opera house building and combined both the clothing and gift shop. With the new partnership the name changed to Bev & Co. The opera house had five large rooms. We rented each room to women who wanted to start their own business. One had a gift shop, another had a curtain-making business, another opened an antique business, and we kept one room for a children's store and the last room was our office. After two partnerships, I realized that it was better to run the business myself.

Bev & Co.'s niche is lifestyle clothing and accessories for women of all ages with great attention to comfort, fit, and quality. Our goal is to be one of the best places to shop whenever you need an update to your wardrobe. Bev & Co. sells many Made in the USA products. We are still old fashioned and offer free gift wrapping for your purchases and an option of shopping during store hours or by appointment. My daughters both grew up in the business. Ashley works full time with me and opened Ash Décor next door to Bev & Co. in Homer. Emily is living in Florida and helps whenever she is home. My daughter-in-law, Amber LeFever, was instrumental in setting up our social media and marketing and was the one who really got our website going strong. My grandchildren love to help unpack and mark product. My husband and son help with the maintenance. It really is a family affair. My mother passed in 2015, but I know she is smiling down on us and would be proud of our accomplishments. Due to the success of the Homer store, I opened a second store in Sackets Harbor, then a third store in Ithaca, and then came the Skaneateles store in 2016.

Q: After these last few months of pandemic mode, what would you like the community to know about your family business? How can people help?

During the COVID-19 shutdown, we were able to give our website the attention it deserved, and it has paid off. We now have curbside pickup and when we were closed, we did local delivery. We so appreciate that our loyal customers shop local. Shopping local is so important for our economy. Bev & Co. has been dressing women since 1978 and we will continue to carry on our name in the local area.



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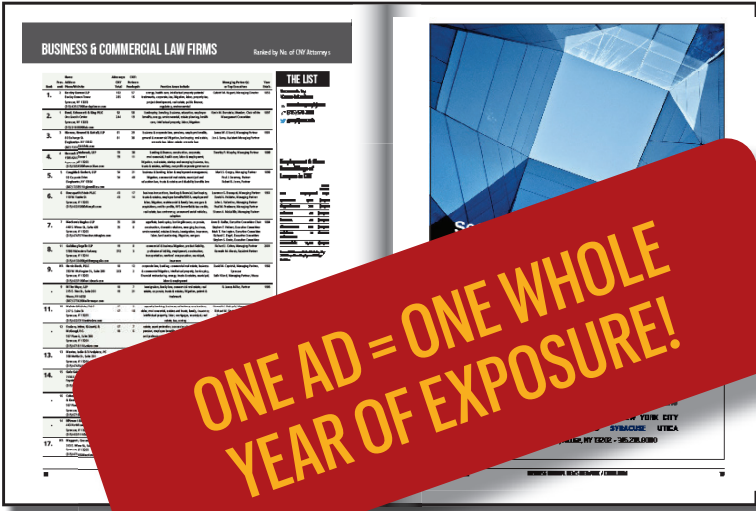


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