

Talk It Up ROCHESTER



GREATER ROCHESTER, NY. WHERE THE SMART PEOPLE LIVE.

Greater Rochester Enterprise

Winter 2008

Major Aerospace Equipment Manufacturer Expands its Greater Rochester, NY Presence

Parker Hannifin, a Fortune 500 company that manufactures motion and control technologies, recently announced it will renovate its Clyde facility, one of four in the Greater Rochester, NY Region, add up to 80 new jobs and retain 215 existing positions.

Parker Hannifin's Clyde, NY facility will undergo a \$9.3 million renovation, including expanding and upgrading its capital equipment. The company's Clyde facility houses its aerospace gas turbine fuel systems division. The Parker Hannifin team decided to maintain its presence in the Rochester area after evaluating other possible locations around the country.

"We reviewed several alternate locations throughout the nation, but in the end, we decided to maintain this operation in Clyde," said Gary Werth, Business Unit Manager. "The workforce we enjoy here is highly skilled and reliable, and we were able to work with local and state leadership to negotiate a very attractive business package."

The Greater Rochester Region is home to dozens of advanced manufacturing companies, for which the region's highly skilled workforce is critical to their success. Parker Hannifin, in fact, has four total sites in the region located in Clyde, Marion, Lyons, and Fairport, NY.

Acting as the quarterback, the Wayne County Industrial Development Agency helped facilitate the negotiations. "We helped Parker Hannifin navigate the system and facilitate the deal," said Peg Churchill, Wayne County Industrial Development Agency Executive Director. "At one point we were working with the State and the company on two different site options. In fact, we are still working with the company on additional options. We strive to create win-win situations, as this certainly is.

"This project was typical of our projects. We enjoy tremendous cooperation among all levels of government, as well as with the public. This region understands that it takes all stakeholders working together to accomplish beneficial outcomes," added Churchill.

READ MORE ABOUT
Rochester Region's History of
Innovation Excellence

READ MORE ABOUT
The Entrepreneurs and Angels
Event

READ MORE ABOUT
Major Downtown Construction

Rochester, NY Region Perpetuates its Innovation Excellence

The Rochester, NY Region has a rich history that is deeply rooted in innovation and entrepreneurship. Early prominent innovators such as George Eastman, John Bausch and Henry Lomb, and John and Walter Wegman have helped shape our current economic landscape and have made the Rochester Region a breeding ground for success.

This great entrepreneurial spirit continues today with a new wave of first-class entrepreneurs and innovators who work and develop some incredible products right here in our region.

Did you know that when you are watching your favorite NFL team on a Sunday afternoon that a Rochester-based company (ELO TouchSystems) is responsible for

the touch screens and screenwriters used for play-by-play analysis?

Or how about the great children's game "Operation"? The metal part that zaps and buzzes when touched is manufactured right here in Rochester at McAlpin Industries. Have you ever received a gift from Tiffany & Co. or Neiman Marcus? The tissue paper your gift was wrapped in was made in Monroe County at Flower City Tissue Mills.

Do you remember when the Hubble Telescope was launched back in 1990? ITT Industries, Space Systems Division, is working on the new James Webb Space Telescope that will eventually replace the Hubble in 2013.

Our future is very similar to our past. Entrepreneurship and innovation are the economic engines that are powering our economy and helping to keep us competitive in today's global economy. Our region was founded upon these ideals and we continue to foster and encourage them today.

We have so much to be proud of here in the Rochester, NY Region. The road ahead is bright and prosperous, despite many of the current national trends. "Our business community possesses the resources, talent, and assets that will continue to drive our economy forward, improve our quality of life, and make our community a great place to do business," said Monroe County Executive Maggie Brooks.

Entrepreneurs and Angels Event

Rochester celebrated six up-and-coming companies November 11 at Digital Rochester's annual Entrepreneurs & Angels event. Presenters were selected in a business plan competition that drew entries from across Upstate New York. Companies presented to an audience of more than 240 people, including members of the Rochester Angel Network and representatives of venture capital companies.

Companies included:

- **Widetronix**, manufacturer of low power battery technology. www.widetronix.net
- **Eyeon Therapeutics**, an ophthalmology pharmaceutical company with new technology to treat dry eye syndrome. www.eyeontherapeutics.com
- **Family Eden**, a multilingual family oriented social networking online community. www.FamilyEden.com

- **Generonix**, provider of next generation telecommunications equipment for deployment in fiber-to-the premises, municipal Wi-Fi, IP camera surveillance and other network markets. www.generonix.com
- **SweetWater Ethanol**, delivering a new manufacturing model for cellulosic ethanol. sweetwaterethanol.com
- **Variant Products**, manufacturer of products to help consumers adhere to their medication and dietary supplement regimens. www.variantproducts.com

Digital Rochester and its 4,000+ members promote growth of the region's tech sector with over 30 events per year. Digital Rochester Networking on January 6, 2009, will feature Mark Peterson, Interim President of GRE, providing an annual update on GRE's activity. Join us at Monroe Community College from 5:30 – 7:30 pm.

This event is free and open to the public. Learn more at www.digitalrochester.com.



Sue Laluk, President of Digital Rochester, and Dr. David Kleinman, President of Eyeon Therapeutics

Major Downtown Rochester Construction Moves Forward with Funding from State



Midtown Proposed Site Plan

The Midtown Rising project partners—the State of New York, the City of Rochester and PAETEC Holdings, Inc.—recently unveiled the development plans for the nearly nine-acre Midtown site in the core of downtown Rochester, NY.

In accordance with the State Environmental Quality Review Act (SEQR), the development plans were released in conjunction with a Draft Generic Environmental Impact Statement (DGEIS), a document describing and analyzing redevelopment alternatives and impacts for the Midtown site. Primarily an environmental review document, the DGEIS provides a fair summary of the development plan, including work that has been completed to date, underlying

project goals, considerations, and constraints, including various market conditions needing to be accommodated.

"This is a genuine public-private collaboration that will benefit our city for generations to come," said Mayor Robert J. Duffy. "It is extremely gratifying to witness the potential redevelopment alternatives come to life and we are hopeful that the public is as energized as we are to participate in a dynamic process that will make historic improvements to Rochester's Main Street."

"Midtown Rising has achieved a significant milestone in its development process," said Empire State Development Upstate President Dennis M. Mullen. "On behalf of Governor Paterson and New York State, Empire State Development is pleased to be a part of such a momentous event for the city of Rochester. To be as far along in the process for a development effort of this magnitude speaks volumes to the importance we feel for bringing forth a new Midtown that the people of Rochester will be proud of and enjoy for years to come. I applaud the extraordinary efforts made that got us here and look forward to much continued success in the future."

"Projects like this require strong public-private cooperation across the region and state," said Arunas A. Chesonis, PAETEC Chairman and CEO. "We are

excited about what this project can mean for economic development in the city of Rochester."

"We will never again in our lifetimes have the opportunity to reconstruct such a huge territory in the center of our city," said Rochester Downtown Development Corporation President Heidi Zimmer-Meyer. "Downtown is different because it belongs to everybody. So this process is particularly important — the built environment that we create will shape our use of downtown for generations. This is a significant responsibility and the inclusive process initiated by the City and State gives all of us a real voice in what will ultimately happen. A revitalized Midtown block will become a major signature for the region and a great source of community pride."



Midtown Proposed Site Plan

Record Attendance at Eyes on the Future Economic Summit



Governor David Paterson addresses audience of more than 1300 at the 2008 Eyes on the Future Economic Summit

In his remarks concerning the election, Governor David Paterson highlighted that "This was a hard-fought contest that has given millions of Americans a renewed sense of civic

engagement." While the vast turnout of voters in the Rochester Region indicated a new level of citizen participation, the real work has just begun. Paterson acknowledges that the challenges of the current economy require a new level of collaboration and collective work equal to the energy generated from the election. During his closing remarks at the regional economic summit, Eyes on the Future, co-hosted by Greater Rochester Enterprise and the Small Business Council, the governor called for our community to join the entire state in getting everyone involved to 'do more with less.'

Leaders like Dennis M. Mullen, Upstate President, Empire State Development Corporation, recognize the opportunity of grassroots involvement and capitalizing on the current climate of our region. He believes that we should remain focused on the pride and positive assets of our community. Mullen notes, "We have been challenged to withstand these tough times and lead the region with a focused vision and a collaborative spirit."

The 2008 campaign season signaled every citizen to participate beyond simply voting and help position the country and the Rochester Region for resurgence.

At this year's Eyes on the Future economic summit, which drew an audience of more than 1300, the message was also one of civic responsibility. "The goal of Eyes on the Future is to cultivate collaborative, lasting partnerships that will maintain economic growth and cultivate a high quality of life for everyone," said Thomas C. Ioele, Chair, Executive Committee, Eyes on the Future, and CEO of Employee Relations Associates.

First, get involved. Get involved at the grassroots level to volunteer your time, talents, and services. Organizations, such as the Small Business Council

of Rochester, can help rally our local companies and citizens to give back to the community through donating critical resources to those in need.

Second, become an ambassador for the Rochester Region and spread the word that you are proud to live and work here. Help create positive awareness by sharing the many attributes, rather than emphasizing what might be lacking.

For business owners, find a way to make the Rochester Region your business. Hire one more person next year, create an internship for local high school and college students, and review your vendor list to replace at least one out-of-town vendor with a local one.

For employees and business professionals, commit to a cause and look for opportunities to work connectively throughout all of the existing networks in the region, from associations and professional societies to the online forums of Facebook, LinkedIn and Twitter.

With 19 colleges and universities in the Rochester Region, thousands of students play a significant role in shaping the future of the economy and community. Students should seek internship, volunteer, and work study opportunities, while building partnerships with local businesses and alumni throughout the area.

Despite the economic troubles nationwide, the Rochester Region offers a particularly competitive outlook. In a recent issue of Forbes, healthcare and education were cited among the fastest growing industries. In our region, education and healthcare services comprise our economy's largest employment market thanks to the abundance of quality educational institutions and medical research, a highly skilled workforce, and a constant drive towards innovation.

Most importantly, while we each have an individual responsibility to add to the larger efforts for our region, it's important that we remain committed to a common cause of collaboration where no one sits on the sidelines. "Economic development is not the sole responsibility of one person or organization," said Mark S. Peterson, Interim President, Greater Rochester Enterprise. "Just as the impact of an election transcends beyond a single day, Eyes on the Future shares the ideal that it's about the everyday approach that each of us needs to adopt to look any situation in the face and cultivate a community where everyone contributes, and everyone wins."

PRESIDENT'S MESSAGE



Winter has arrived in the Rochester Region. Yes, we know lake effect snow can quickly put a powdery coating over our community. I like to remind people the snow we get is *fresh water* falling from the sky.

In fact, approximately 7% of the world's fresh water supply is *right here* thanks to our proximity to Lake Ontario and

the Finger Lakes. While this interesting fact may not give you a warm feeling while you're shoveling your walkway, it's important to understand the significant role fresh water plays to our collective economic development efforts.

Access to fresh, reliable water is an extremely valuable attraction asset for many industry sectors – particularly food and beverage manufacturers who need millions of gallons of water to process their products. It's no wonder we have more than 100 food and beverage manufacturers here.

Recently, we hosted site selectors from the southeast and the west who identified the abundance of fresh water available in the Rochester Region as an asset akin to gold, platinum, and oil because of its scarcity in their regions. In fact, other communities charge businesses just for the right to have access to water.

While some sun worshippers may not see our winter climate as an asset right now, this community has a resiliency that is truly remarkable. Virtually nothing shuts us down. This is in stark comparison to other communities, particularly in the southeast, that screech to a standstill at the mere mention of a few inches of snow.

The stability of our climate is a powerful selling point to companies that can't afford to be shut down because of the weather. The Greater Rochester Region is blessed with four distinct seasons, none of which include the threat of fire season, flood season, hurricane season, or tornado season. When we get our share of winter weather remind yourself this snow provides us with the fresh water other communities pay a premium to access.

GRE's sales pipeline is full thanks in part to the stability of our real estate, the stability of our workforce, and the stability of our weather.

Best wishes for a safe and happy holiday season,

Mark S. Peterson
Interim President
Greater Rochester Enterprise

Eyes on the Future Radio Show Begins

A new "Eyes on the Future" radio program begins this month on WHAM-1180. The show will air from 10 am to 11 am every Saturday. Guest speakers will discuss various economic development topics and take calls from listeners. Join us to learn how you can help us further improve the Greater Rochester Region.

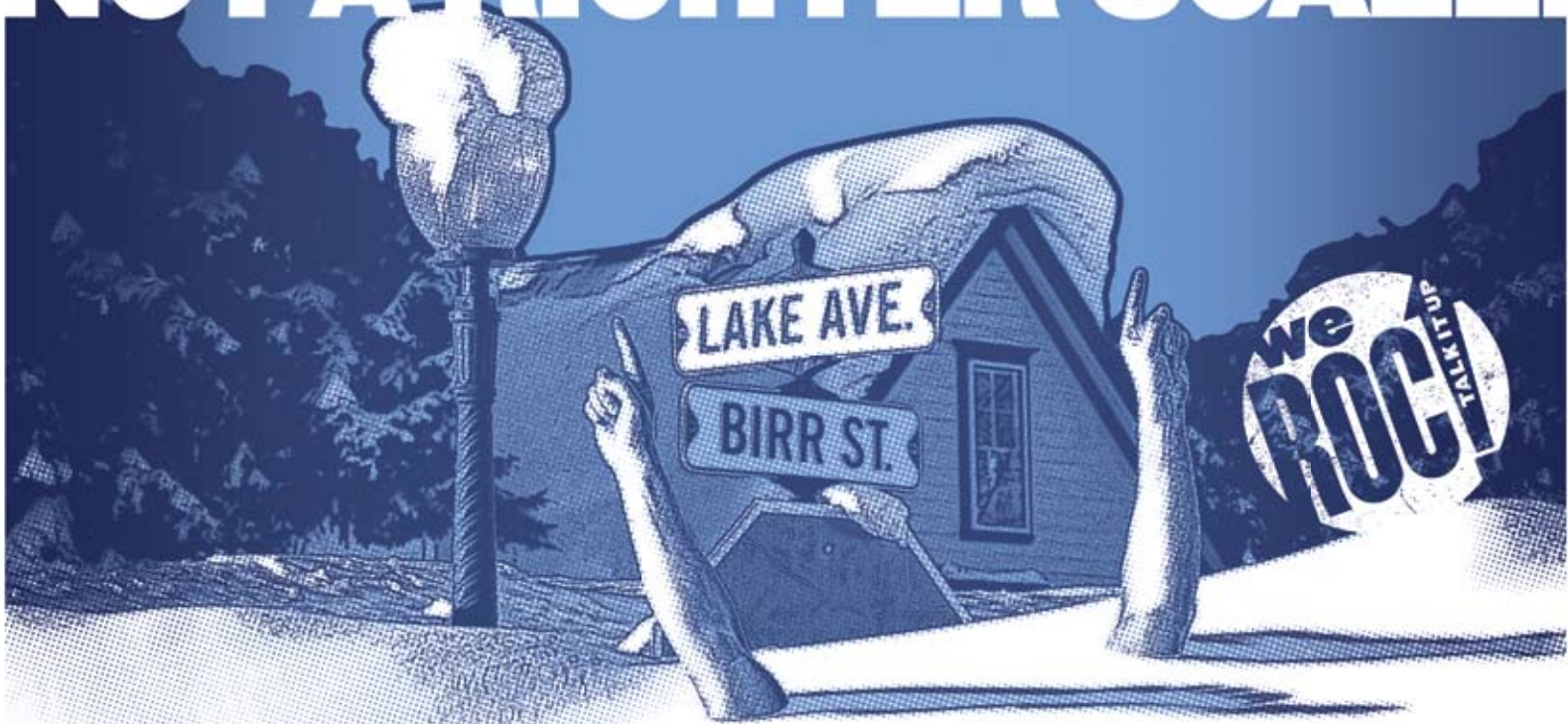
GRE on the Road

The GRE business development team was on the road meeting business leaders at key trade events for alternative energy, emerging business, and site selectors.

Industrial Asset Management Council in Oklahoma City, OK — September 13 - 17
National Association of Seed and Venture Funds in Detroit, MI — September 10 - 12
International Vision Expo in Las Vegas, NV — October 2 - 4
Solar Power International in San Diego, CA — October 13 - 16
International Economic Development Council in Atlanta, GA — October 20 - 22
Corenet Fall Summit in Orlando, FL — November 9 - 11
LiveXChange in Huntington Beach, CA — November 9 - 11

RochesterBiz.com

WHEN NATURE GETS FEISTY, WE MEASURE IT WITH A RULER,
NOT A RICHTER SCALE.



Let's face it. Rochesterians have it pretty good. Unlike folks in other places, who worry about losing everything in an earthquake, flood or brushfire, we only worry about a little lake effect snow. And it's not just better weather we benefit from. We enjoy low-cost housing, a thriving arts and culture scene, renowned hospitals, and outstanding educational institutions. And that's just to name a few. We've got a lot to be proud of. So, let's talk it up, Rochester. Together, We ROC!

The Partnership for a Greater Rochester – City of Rochester, County of Monroe, Visit Rochester, Rochester Business Alliance, Greater Rochester Enterprise

weroc.org  Rochester

CONTACT US

The Greater Rochester Enterprise team is here to help you grow your business in the Rochester Region. Call us at 585-530-6200 or e-mail us at Info@RochesterBiz.com

RochesterBiz.com

GRE encourages you to be ambassadors, matchmakers and rainmakers for Rochester.



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