

Talk It Up ROCHESTER



GREATER ROCHESTER, NY. WHERE THE SMART PEOPLE LIVE.

Greater Rochester Enterprise

Spring 2009

Greater Rochester, NY Region

Leading the way to deliver green tech solutions to the masses

Solar

- World leader in optics and roll-to-roll film manufacturing, key enablers for next generation solar applications

Wind

- Superior supply chain resources including Gleason Works, a renowned expert in gear technology

Fuel Cell

- World leader in fuel cell research and development conducted at General Motors and Delphi fuel cell activity centers

Biofuels

- Home to ethanol and biodiesel manufacturing, and next-generation cellulosic ethanol enzymes created by Genencor International

World-Class Research Facilities

- Rochester Institute of Technology's Golisano Institute for Sustainability
- University of Rochester's Energy Research Institute
- Cornell Technology Farm

SOLAR 2009 Conference Coming May 11-16

America's longest running national solar conference is coming to Western New York this spring. Business leaders looking to find new opportunities in the green economy are invited to attend SOLAR 2009, the 38th ASES National Solar Conference, coming to Buffalo May 11-16. Top solar experts will share their insights on the emerging trends, technologies, and opportunities in the rapidly growing solar industry. Thousands of solar leaders and representatives from major renewable energy businesses from across the U.S. are expected to attend. SOLAR 2009 is produced by the nonprofit American Solar Energy Society in collaboration with many state and local organizations.

"Solar energy has become an economic powerhouse," said Neal Lurie, Director of Marketing & Communications at the American Solar Energy Society. "With the solar industry changing at an unprecedented pace, this conference helps attendees understand the changes and uncover the opportunities ahead," he added.

With the U.S. becoming the world's largest solar market by 2013, if not sooner, business leaders, entrepreneurs, and career changers are repositioning their businesses and careers to lead in the new energy economy.

SOLAR 2009 includes cutting-edge presentations, networking events, SolarSuccess! training, workshops, public events, tours, and a huge renewable energy trade show.

Headline presenters include: Jigar Shaw (Chief Strategy Officer, SunEdison), Kim McLawhorn (CEO, Conergy North America), Kevin Law (CEO, Long Island Power Authority), David Zach (Acclaimed Futurist and Author), Honorable David A. Paterson (Governor of New York), Dr. Danielle Merfeld (Solar Director, GE's Global Research Center), Dennis Andrejko (Author, Passive Solar Architecture), Jeff Spies (Director, AEE Solar), Robert Callendar (Vice President, NYSERDA), Jonathan Pickering (VP Global Marketing, Applied Materials' Solar Business Group), and more than 300 other leaders and top industry experts will present.

Propelled by President Obama's economic stimulus package, the solar energy industry is set to receive a historic package of funding and incentives. The American Recovery and Reinvestment Act includes 19 solar provisions, adding billions in new investment in solar technologies. Global energy firms and private investors are investing billions more to take advantage of industry growth.

Learn more about SOLAR 2009 and register at: www.solar2009.org.

2009 EYES ON THE FUTURE

How does the future look for the Greater Rochester Region? That's the question *Eyes On The Future* addresses every Saturday morning from 10-11 on 1180 WHAM. The live, call-in radio show has debuted to a robust audience of more than 14,000 listeners over the hour, up almost 10,000 listeners from the show it replaced on Saturday mornings.

"We are thrilled with the success of *Eyes On The Future*," said Greater Rochester Enterprise Interim President Mark Peterson. "Every week, vital insights are shared with the listeners into

how our community can work together to keep the Rochester Region's economy growing."

WHAM veteran Mike Whittemore hosts the show that is sponsored by Greater Rochester Enterprise, the Eyes on the Future Regional Economic Summit, Harter, Secrest & Emery and HSBC Bank.

Eyes On The Future is a part of an effort to sustain the momentum of the annual Eyes on the Future Regional Economic Summit, which takes place this year on Friday, October 16 at St. John Fisher College. "With this show, Rochesterians have a voice

about the economic issues that impact them, and what better time for them than now to have that voice," Peterson added.

Numerous topics are addressed about how to grow the local economy, including practical advice on how to start a business, and important strategies for small businesses and entrepreneurs regarding legal issues, finance, marketing and strategy. Other topics include insights into the work that local industrial development agencies are doing to create jobs, renewable energy, and the role of universities in the Rochester economy.

To submit suggestions for future show topics, visit www.eyesonthefuture.biz.

MONROE COUNTY CREATING JOBS THROUGH RENAISSANCE SQUARE PROJECT



Maggie Brooks,
County Executive

In 2004, Renaissance Square was born with the introduction of a three-component joint development concept that combined a transit center with an expanded downtown campus for Monroe Community College and a performing arts center. Fast forward five years later - we are

now only a few months away from commencing the demolition of existing buildings at the project site. Looking forward one year from now, in the Spring of 2010, our community will see the start of construction and the creation of thousands of jobs.

Not only will Renaissance Square be an economic driver for our region's economy long after the project's completion, but during its construction phase as well. Renaissance Square is shovel-ready and months away from creating over 3700



new construction jobs that will greatly benefit our community.

In addition to the creation of thousands of construction jobs, Renaissance Square will generate hundreds more service and retail jobs as well. With the rising level of activity in the heart of downtown, we will see an increase in demand for more restaurants, hotel rooms, and retail development – all of which create more jobs for the residents of our community. While job creation has always been the cornerstone of this project from day one, in today's challenging economy these jobs are more important now than ever before.

Renaissance Square is a true win-win project for our workforce and our community as a whole. It is a project that will revitalize our downtown center city and serve as a catalyst for continued job growth and economic development.

As County Executive, creating jobs and improving our local economy have always been my top priorities since the day I took office. This is why I am proud to be a part of this project that puts local people to work and bolsters our regional economy



GM Executive to provide Keynote at IBC Annual Dinner



local companies by developing and enhancing its members' expertise.

At the Trade Dinner, representatives from the Greater Rochester Region's 2,000 small to

The International Business Council (IBC) of Greater Rochester, NY is hosting its 19th Annual International Trade Dinner and Expo on Thursday, May 14.

An affiliate of GRE, the IBC promotes and expands international opportunities for

mid-sized exporting companies will be joined by larger local companies. Throughout the evening, attendees will have the opportunity to network and share information on lessons learned from their international trade activities to boost the region's collective success. The 2009 International Businesses of the Year will also be announced representing large and small manufacturing.

This year's keynote speaker will be Daniel O'Connell, Director of Fuel cell Commercialization at General Motors. His remarks will focus on "Tomorrow's Global Energy Source – Designed in Rochester for the World to Benefit," featuring General Motors fuel cell technology and GM's current global presence of the hydrogen car, which will be featured on site.

Tickets are available by calling Heidi Schmitt at 585-530-6204 or visiting our website at www.RochesterBiz.com/IBC. Cost is \$85 per person or \$795 for a table of ten.



KCI Technologies, Inc.



L to R: Robert J. Duffy, Mayor City of Rochester; Jeffrey Perkins, Northeast Civil/Environment Engineering Division Chief; Terry Neimeyer, CEO, KCI Technologies, Inc.; Maggie Brooks, County Executive

On February 18, 2009, KCI Engineering of New York, P.C., held a ribbon cutting event at 255 East Avenue in the city of Rochester to celebrate their new office. The relocation of its office from Linden Oaks to the city of Rochester has resulted in a facility nearly four times its previous size and enables them to better serve clients in the city of Rochester.

The City of Rochester assisted KCI Engineering on finding this space to help in their growth and have offered to potentially provide further assistance

in the future. Mayor Robert Duffy was happy with the move and said "The creation of 15 new positions by the end of 2009, and possibly 30 more within three to five years, is the kind of 'stimulus package' that makes great sense." The growth of professional and high-tech organizations is very important to the City of Rochester and the community.

KCI is an engineering and construction firm who assists clients in the Northeast, Southeast and Mid-Atlantic along with other parts of the United States and beyond. The company, which is headquartered in Sparks, Maryland, has more than 1,000 employees who provide environmental, transportation, telecommunications, construction, facilities and land development services from more than two dozen KCI locations serving a broad range of clients. With sales of over \$130 million in 2008, KCI Technologies, Inc. is ranked 80 on the Engineering News-Record's current list of the top 500 engineering firms in the country. "KCI is truly pleased to relocate our Northeast Headquarters office within City limits of Rochester. This location positions KCI to continue to serve our clients and expand our operations throughout the Northeast," stated Nathan Beil, President, KCI Technologies, Inc.

KCI's New York office was established in 2007 providing transportation, water/wastewater, and facilities engineering services. The office serves a wide number of sectors that include municipal, state, and federal government agencies, as well as industrial, institutional and other private-sector clients, offering environmental, transportation, telecommunications, construction, facilities, and land development services to government, institutional, and private-sector clients. This large and diverse cliental will assist KCI Technologies of New York towards continued success in the future within the city of Rochester.

PRESIDENT'S MESSAGE



When you think of top tech regions around the country, the areas that come to mind are Silicon Valley, Boston, Austin or Seattle. Each of these regions certainly has generated a fair number of technological innovations but they come at a high price – in terms of high cost of labor, high cost of living and an unwieldy commute of more than an hour each way for the majority of their employees.

Can you image an hour commute in Upstate NY? This would make Buffalo and Syracuse suburbs of Rochester. In fact, when you

aggregate the innovations, resources and concentration of expertise in key technical fields across Buffalo, Rochester, and Syracuse, we become one of the top tech regions in the country. That's right – one of the top tech regions without the high cost of labor or high cost of living you find in your traditional tech-rich community. Individually, each of these cities is in the top 50, but combined, they move up the ranks to be one of the top 10 regions in the country.

Thanks to a team comprised of leaders from various technology-driven organizations across our region, we now have a greater understanding of the high-tech resources throughout Upstate New York. We stack up quite well against better known technology hubs when you look at world-class research institutions, technological innovations, strong industry sectors, as well as our workforce.

With the shift toward a knowledge-based economy, the availability of exceptional talent is one of our region's core assets. We call it "labor cubed" or Labor³ – highly skilled, well educated, and available at a competitive wage. Since labor is typically 70 percent to 80 percent of a company's expense, our quality labor at competitive wages is certainly an advantage for our region versus major metropolitan areas. It has prompted many site selectors and corporate executives to take a second and even a third look at the Greater Rochester, NY Region.

In the coming months look for us to further explore our assets and opportunities as a top tech region. The new economy is here and Greater Rochester is poised to again be a leader. Let's "Talk It Up Rochester."

Mark S. Peterson
Interim President
Greater Rochester Enterprise



Local IDAs Working to Create a Healthier Economy

Leaders from 11 industrial development agencies (IDAs) and Greater Rochester Enterprise (GRE) have begun a public awareness campaign to raise awareness about IDAs and the critical role they play in working to create a healthier local economy — by fostering business investment and creating local jobs for local workers. This is especially important now, given the current state of our regional economy. More information about various IDA resources offered to local businesses is available at www.yourlocalIDA.org.

GRE on the Road

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

Retech 2009
February 24 –27 in Las Vegas, NV

Wind Power 2009
May 4 –7, in Chicago, IL

International Vision Expo East
March 27 –29, in New York, NY

Solar 2009
May 12 –16, in Buffalo, NY

International mission trip
March 29 – April 1, in Hungary

American Association of Exporters and Importers
May 28 – June 2, in New York, NY

Security and Defense
April 14–16, in Orlando, FL



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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.

THOSE WHO SAY WINE COUNTRY ONLY EXISTS IN
**CALIFORNIA CAN
 PUT A CORK IN IT.**



California isn't the only wine region garnishing international acclaim. We've got over 100 Finger Lakes wineries in our area that have been raking in thousands of winemaking awards for years. And with most of them being just 45 minutes from downtown, you don't need to travel 3,000 miles to get to wine country. You're living in it. So talk it up, Rochester. Here's to our world-class wineries – keeping our heads high, and our teeth...purple. Cheers!



weroc.org Rochester

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