

# Talk It Up ROCHESTER



GREATER ROCHESTER, NY. WHERE SMART PEOPLE LIVE AND SMART BUSINESSES GROW.

Greater Rochester Enterprise

Summer 2009

## Kraft Foods Expands Local Operation – Adds 50 New Full-Time Jobs



In 2009, Kraft Foods will expand a local production facility in Avon, NY adding 50 full-time jobs to the current workforce of 360 people. This expansion will increase Kraft's production capability in Avon by one-third. Kraft is the world's second largest food company, with annual revenues of \$42 billion.

“As one of the largest companies in the world, Kraft Foods' decision to expand its commitment to New York demonstrates what we already know: that our state has a talented and highly-educated workforce that is ready to work,” said Governor Paterson.

Kraft chose the Avon, NY facility for its expansion due to available plant capacity as well as the productivity achieved by the local team.

The company received two \$125,000 grants from ESD and the Division of Housing and Community Renewal through the state Community Development Block Grant Program. The funding will be used to develop a new “Lunchable” lunch combinations production line.

Empire State Development President Dennis M. Mullen said, “Governor Paterson has made bringing jobs to New York his first priority. We welcome Kraft's decision to bring new and exciting opportunities to Upstate New York, and are thrilled that such a prominent manufacturer has committed to expanding operations right here in the Finger Lakes Region.”

Locally, Kraft produces Cool Whip and Lunchables in the Greater Rochester, NY Region. They are one of more than 100 food and beverage companies located in this region.



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Adecco & ConServe Expansions

**READ MORE ABOUT**  
Farrelly Brothers Partner with  
CGI Communications

**READ MORE ABOUT**  
Eyes On The Future – 2009

# Two Monroe County Companies Experiencing Growth and Expansion



Maggie Brooks,  
County Executive

Monroe County has reason to celebrate when it comes to recent developments in our local economy. Despite some of the current economic trends seen across the nation, Monroe County is home to several companies that are experiencing growth and expansion.

Adecco is one of the largest employment and temporary placement companies in the world. Last year, Adecco expanded its existing presence in Rochester by relocating its Eastern Shared Services Center to the Rochester Technology Park, creating 89 new jobs for local residents. Pleased with their new home and Monroe County's highly-skilled workforce,

Adecco has again selected Monroe County for its new Recruiting Center of Excellence.

Adecco will invest \$1 million on renovations of an additional 13,000 square feet of space at Rochester Technology Park and create 140 new jobs for local residents. COMIDA was a critical partner in this job creation effort, approving sales-tax exemptions for materials relating to the project.

This Fortune Global 500 Company's continued commitment to Monroe County is a true testament to the strength and vitality of our local economy.

ConServe, located in Fairport, is a leading provider of accounts receivable management and collection

services, specializing in customized solutions for colleges and universities, state guaranty agencies, and the U.S. Department of Education.

Recently, ConServe was awarded an elite student loan contract from the U.S. Department of Education. The contract will nearly double the size of ConServe's employee base, creating more than 150 new jobs over the next 18-24 months.

We have so much to be proud of here in the Rochester, NY Region and the road ahead is bright and prosperous. Our business community possesses the resources, talent, and assets that continue to drive our economy forward, improve our quality of life and make our community a great place to do business.

## Fifth Year Productions to Launch New TV Production Company in Downtown Rochester



In photo (L -R) Robert J. Bartosiewicz, Bobby Farrelly, Mayor Robert J. Duffy, Jim Kelly, Peter Farrelly

When announcing the newly opened Fifth Year Productions—a television production company located in the Granite Building at 130 East Main St. in downtown Rochester, NY—Mayor Robert J. Duffy was joined by Robert J. Bartosiewicz, President & CEO of CGI Communications; Jim Kelly, former quarterback of the Buffalo Bills; and the Farrelly Brothers, well-known comedic writers and directors.

The goal is to create a first-class television production house by developing a new model that will produce half-hour scripted TV series for television and the Internet. They would be shot by producers around the country – but edited and marketed from Rochester. Fifth Year will work with everyone from film students trying to break into the business to Hollywood A-Listers.

Two of those A-Listers include the Farrelly Brothers.

Peter Farrelly says it's no more far-fetched than Motown Records starting in Detroit. He says that happened because Detroit had producer Barry Gordy, while Rochester has Bob Bartosiewicz, who is trying to do something similar for the Flower City.

Bobby Farrelly says the old model of networks and studios developing scripted TV series is fading. They say most of the exciting, new TV content today appears on the Internet. He says Fifth Year will

connect with the talent doing that work, from film students to Emmy-winning writers. Both brothers say this is an ambitious project, but they believe it can be done.

Jim Kelly – who met the Farrelly Brothers when they directed him in a Miller Beer commercial – called the studio a “visionary project.” He said he's glad to help bring some excitement to western New York and credited Bartosiewicz and Mayor Duffy with convincing the partners to base their company in Rochester.

Four floors were purchased in the Granite Building (where CGI Communications is already located) to house the new company. The \$5 Million project will create 200 jobs in 3 years.

The City of Rochester is loaning \$2.1 Million to Fifth Year Productions that converts to a grant if the company meets its job creation targets.

## Greater Rochester Enterprise Launches Enhanced Website



Greater Rochester Enterprise recently unveiled its new and improved, innovative website featuring compelling visuals and enhanced graphics to further promote the business assets available in the Greater Rochester, NY Region. The new website can be found at [www.RochesterBiz.com](http://www.RochesterBiz.com).

GRE completely redesigned its home page to make it more user friendly, and elements that research shows are the most important to GRE's target audience of site selectors and corporate executives in expansion mode are a primary focus featured on the website. The revamped website brings the four key elements most important to site selectors to the forefront of the site including available sites and buildings, top employers, demographics and incentives. Additionally, visitors can find more information on the Greater Rochester Region's four core industry sectors including Food and Beverage Manufacturing, Alternative Energy, BioTech and Optics, and Imaging. Rochester, NY is home to a

diverse set of businesses that have capitalized on the area's highly educated workforce, research centers of excellence and industry expertise in fields not only mentioned above, but also in printing and publishing and business and information services. Furthermore, interior pages on the website were also streamlined to make the layout more user friendly.

The easy-to-navigate site also offers a fully integrated graphic interface with drop-down menus, allowing the user to reach any page on the site in two clicks or less.

## Eyes on the Future 2009 Economic Summit to feature Richard Bendis, President and CEO, Innovation America and Eyes Expo, a Business and Career Event

Last December, Richard Bendis lead discussions with the Obama transition team on government funding for entrepreneurship and job growth. This fall, Bendis will headline Eyes on the Future 2009, a Greater Rochester Region Economic Summit, to help guide a conversation on the area's economic outlook.

The third annual conference will take place on Friday morning, October 16 at St. John Fisher College. The summit's lead organizations, Greater Rochester Enterprise (GRE) and the Small Business Council of Rochester, (SBC) an affiliate of the Rochester Business Alliance, will also host the first 'Eyes Expo,' a business and career event focused on economic development and workforce alignment.

Bendis, founder, president and CEO, Innovation America, advocates for support and funding of entrepreneurship and knowledge-based job growth. As an experienced corporate executive, venture capitalist, investment banker and leading consultant on technology and healthcare, Bendis will lead the distinguished panel comprised of Rochester-based leaders. Panelists include Susan Holliday, publisher and president, Rochester Business Journal, Dr. Anne M. Kress, president, Monroe Community College, Richard Kaplan, president and CEO, Pictometry International, and Mark S. Peterson, president and CEO, GRE.

"After two years of a very successful summit, we looked for ways to enhance how everyone in our community can get involved and participate," said Thomas C. Ioele, summit chair, and president and CEO, Employee Relations Associates. "In addition

to a weekly radio show, we've created the Eyes Expo, as a forum for people to network and share ideas that will create growth opportunities for our entire community."

"Eyes on the Future," a weekly radio show, airs every Saturday at 10 a.m. on WHAM-AM 1180. Sponsored by GRE, Harter Secrest & Emery LLP, HSBC Bank and the Eyes on the Future Regional Economic Summit, the program features experts and leaders covering various issues related to economic development.

"Eyes on the Future continues to demonstrate how economic development is an initiative that everyone can, and should, get involved in," said Peterson. "The Eyes Expo is a great opportunity for the Greater Rochester Region's many organizations – large and small – to support the growth and sustainability of our area's economy."

The past two Eyes on the Future economic summits drew a combined attendance of more than 2,600 attendees. In 2008, Eyes on the Future included a keynote address by New York State Governor David Paterson.

Admission to Eyes on the Future will be free and open to the entire community from engaged citizens, to high school and college students, to business leaders and professionals. Local companies, area organizations and students are encouraged to attend. To register, call (585) 381-0810, ext. 233 or visit [www.eyesonthefuture.biz](http://www.eyesonthefuture.biz).

## 2009 EYES ON THE FUTURE

The "Eyes On The Future" radio program has quickly become the #1 show in its timeslot with adults 35 and over. The show debuted in December to an audience of more than 14,000 listeners, and now that audience has almost doubled, with more than 25,000 people tuning in to 1180 WHAM over the 10 – 11 hour on Saturday mornings.

Every week, "Eyes On The Future" provides valuable business advice and expert insight into the Rochester region's economy and what's being done to keep it growing. Eyes On The Future 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.

To submit suggestions for future show topics, visit [www.eyesonthefuture.biz](http://www.eyesonthefuture.biz).

## PRESIDENT'S MESSAGE



The Brookings Institute recently released a study that named Rochester, NY one of the top 20 strongest metros in the nation. The study looks at indicators such as employment, wages, housing prices, foreclosures and growth of the overall economy. It's not surprising that our region performed

particularly well in employment and housing prices. The report is also powerful because it compares Rochester with other major metros around the country and we stack up well against the largest 100 metro areas. [Visit [www.brookings.edu/reports/2009/06\\_metro\\_monitor.aspx](http://www.brookings.edu/reports/2009/06_metro_monitor.aspx) to view the full report.]

This third party endorsement is great validation for what we already know about the Greater Rochester, NY Region – it's where smart people live and smart businesses grow.

Since I was officially named president and CEO of Greater Rochester Enterprise, we've been working hard on all marketing fronts to fill our sales pipeline. Despite the downturn in the global economy, the GRE team is actively working on 19 project opportunities representing the possibility of \$2.19 billion in new investment and creation of 7,955 new jobs. Over the last six months the number of site visits from site selectors and business executives doubled in comparison to 2007. We're in the game on a number of high value projects. Some companies have even visited the region three or four times.

The volume of work in our pipeline would not be possible without successfully collaborating with our economic development partners at the county, city and state level. Together we're presenting a unified approach to growing our local economy. We're on the radar screen thanks in part to the stability of our workforce, the stability of our real estate market and even the stability of our weather.

GRE exists because of generous contributions from more than 125 public and private sector entities who believe in our mission to grow the Greater Rochester Region's economy. Since last fall, GRE has added several new investor level members including: Canandaigua National Bank, The DiMarco Group, Employee Relations Associates, Lapp Insulators, O'Connell Electric and Pitney Bowes. I credit the leaders in this community for recognizing the continued importance of our mission to make Rochester a competitive, viable location for business expansion.

So what's next? I can't tell you when one of the many deals in our pipeline will cross the finish line, but I can tell you this – we'll continue to invest in the best people and best in class research so we have the right team in place to put us in a position to win.

Best regards,

Mark S. Peterson  
President & CEO  
Greater Rochester Enterprise



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# RochesterBiz.com

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

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