

Talk It Up ROCHESTER

Andy Dlenick, Fotoverks.com



GREATER ROCHESTER, NY. WHERE THE SMART PEOPLE LIVE.

Greater Rochester Enterprise

August/September 2007

Accolades give Rochesterians reasons to be proud

It's been a good summer for Rochester on the awards circuit—just look at the tremendous accolades our region has received over the last few months as proof-positive there is much to be proud of in this region.

Expansion Management, a top trade publication targeted at site selectors—the people who influence where businesses actually expand—recently ranked the Rochester Region as No. 1 in quality of life among major U.S. metros. Rochester ranked ahead of other top cities, including Pittsburgh; Austin, Texas; Boston and San Jose, Calif., which rounded out the top five.

The magazine analyzed nine categories in calculating its quality of life quotient. With four categories dealing with workforce and education, it's no surprise we fared well. Rochester has numerous world-class academic institutions, along with a highly skilled and innovative workforce.

This exciting accolade comes on the heels of several other recent announcements about the Rochester, NY Region.

**The “Eyes on the Future—
Ambassador Program”
will take place on
Monday, September 17, 2007**

- In its 25th Anniversary Edition, *Places Rated Almanac* ranked Rochester as the sixth best place to live in America.
- The University of Rochester announced its new \$50 million Clinical and Translational Sciences Institute, creating 300 jobs and establishing the University as a national leader in the field.
- General Motors shined a spotlight on work done by hundreds of Rochester-based employees by driving a hydrogen fuel cell vehicle over 300 miles for the first time ever.
- US Airways featured our region as part of a 70-page spread in its in-flight magazine this summer, reaching more than 5.8 million passengers.
- More than 1,100 people attended the “Eyes on the Future” economic summit co-hosted by GRE and the Small Business Council.

If you want to help us build on this momentum to support Rochester's economic development, please join us on September 17 for our “Eyes on the Future – Ambassador Program” meeting. During this meeting, which is scheduled to take place from 9:30 to 10:30 am in the HSBC Auditorium at 100 Chestnut Street in downtown Rochester, we will share greater insight into actions taking place to revitalize the nine-county Greater Rochester area; specific actions you can take to help us grow this region; and outline what you can do as an ambassador for the Rochester Region. We'll meet right after GRE's board and investor meeting. You're welcome to come early on September 17 and attend GRE's meeting from 8:00 am to 9:30 am.

To RSVP, please contact Bridget Loyde at Bridget@GreaterRochesterEnterprise.com.

Best Regards,

Dennis M. Mullen
President and CEO
Greater Rochester Enterprise



READ MORE ABOUT

**McAlpin Industries to
create 25 new jobs**

READ MORE ABOUT

**Mirror Show Management
Groundbreaking**

READ MORE ABOUT

**IBERDROLA to Acquire
Energy East**

RochesterBiz.com

Mirror Show Management Breaks Ground on \$4.7 Million Expansion

Monroe County Executive Maggie Brooks recently joined Donna Shultz, President of Mirror Show Management, to break ground on the company's expansion project. To accommodate its continued growth and the need for additional warehouse space, Mirror Show is purchasing a 126,000-square-foot building at 925 Publishers Parkway in the Town of Webster. The company is also constructing a 25,000-square-foot addition for professional office space. Mirror Show will invest \$4.7 million in the expansion and create 15 new jobs in Monroe County.



Mirror Show President, Donna Shultz (left), and Monroe County Executive, Maggie Brooks, break ground on the company's new expansion.

The new facility will more than double the existing warehouse space, enabling Mirror Show to better meet the needs of its expanding customer base.

"Mirror Show Management is one of the bright spots of our local economy and has fast become a model of excellence in their industry," said Brooks. "Monroe County is proud to be a partner in Mirror Show's expansion, which will create more good jobs in our community. I thank President Donna Shultz and her outstanding team of employees whose hard work and commitment helps make Monroe County a great place to live, work and do business."

Monroe County is a partner in the expansion project, offering an SBA 504 loan and incentives through the County of Monroe Industrial Development Agency (COMIDA).

"Here at Mirror Show Management, we have an outstanding team of employees who are responsible for our success. We were not able to continue our growth in our current location. Without the help of COMIDA incentives, it would not have been possible for us to create this level of expansion that will increase our efficiencies, create better service for our customers and allow us to grow year after year," said Donna Shultz, President of Mirror Show Management.

"Rochester is a great place to live, work and raise a family, and we want to be one of those companies that keep people here! Our thanks go out to County Executive Maggie Brooks and the COMIDA team for making this process so easy."

Mirror Show Management, a certified woman-owned business, was founded in 1993 and currently employs 50 people. Mirror Show designs and manufactures custom trade show exhibits and provides comprehensive trade show management services to businesses in a variety of industries. Clients include Eastman Kodak Company, Wegmans, Johnson & Johnson, Carestream Health, PepsiCo, PAETEC, Thermo Fisher Scientific, Element K, Harris Interactive and One Communications.

For more information on Mirror Show Management, visit www.mirrorshow.com.

McAlpin Industries to retain 185 jobs, create 25 new jobs



McAlpin Industries is growing again.

The family-owned metal products manufacturer recently received a state development grant of \$478,000 to help the company in its efforts to retain 185 jobs and grow a projected 25 new jobs over the next three years.

McAlpin will use the state grant to make necessary renovations to its Rochester facility, including extensive building renovations

and substantial investment in production machinery. Additional funding for the project has been offered by Monroe County, the City of Rochester and Rochester Gas & Electric.

"We had given serious thought to making these investments elsewhere in the country, but based on the excellence of our workforce and the incentives offered from New York State, Monroe County, the City of Rochester, and Rochester Gas & Electric Corp, the decision to stay and grow became much easier to make," said Ken McAlpin, President of McAlpin Industries.

Greater Rochester Enterprise played an active role in helping the company in its decision-making process.

"GRE, specifically Victoria Pratt, served as the conduit to pull all of the local economic development resources together to assist us," said Mike McAlpin, Executive Vice President, McAlpin Industries.

Established in 1964, McAlpin Industries provides sheet metal stamping, fabricating, tooling and assembly services for companies throughout the United States and abroad.

IBERDROLA Reaches Agreement to Acquire Energy East, RG&E's Parent Company



Energy East, the parent company of RG&E, recently announced that it will be acquired by IBERDROLA, an environmentally focused global energy company with more than 26,000 employees and 24 million customers

headquartered in Bilbao, Spain.

IBERDROLA has more than 6,500 megawatts of wind generation—the largest wind portfolio in the world – and almost 10,000 megawatts of hydroelectric generation. In the U.S., IBERDROLA

owns and operates the largest wind facility on the East Coast—Maple Ridge, in upstate New York—and has 19,000 megawatts of wind generation under development.

While IBERDROLA is a global company, its operations are managed locally. RG&E will continue to operate under the RG&E name and the company's customers can continue to rely on the same local people they have come to know and trust to provide exceptional customer service.

The transaction is expected to be completed in 2008 following receipt of the required approvals.

GRE AND HTBC Strengthen Partnership

High Tech Business Council (HTBC), an organization dedicated to fostering technology development and commercialization throughout the Rochester area, has entered into a partnership agreement with Greater Rochester Enterprise (GRE).

Through this partnership, HTBC will outsource leadership and operational services to GRE. Jay Martinez, managing director at GRE, will assume the role of HTBC executive director.

Building on the region's strengths in technology, imaging and biosciences, HTBC plans to focus on growth opportunities in information management, security and defense, and healthcare, among others.

HTBC will foster business-to-academic and business-to-business ties that build greater awareness, connectivity and potential for collaboration among its partners. These efforts complement GRE's own business attraction efforts, centered on regional strengths in alternative energy, biotech, food and beverage manufacturing, optics and imaging.

HTBC will continue to co-locate with GRE at Benderson Development's HSBC Plaza, 100 Chestnut Street, Rochester, NY.

Smith+Accordo Architects cuts ribbon on downtown Rochester office

City of Rochester leaders recently joined Smith+Accordo Architects for a ribbon-cutting ceremony to celebrate the architectural firm's renovation of their building — originally constructed in the 1920s as the Rochester City Dog Pound.

The firm's founders, Kenneth Smith and Gaspare Accordo, bought the building in January 2006 and moved their offices from Pittsford to downtown six months later.

The pair transformed 4,000 square feet of the 9,000-square-foot building, located at 263 Central Ave., into a warm and inviting office featuring comfortable and inspirational



Ken Smith, left, and Rino Accordo, right, celebrate the opening of their new downtown office with City of Rochester Economic Development Commissioner R. Carlos Carballada, center.

designing space for their firm's employees and their clients. Designers creatively infused old elements of the building's features with the latest architectural concepts for the new workspace.

Smith and Accordo have seven employees and expect to hire three more by the end of 2007.

"Jobs and investment are our number one priority," said City Economic Development Commissioner R. Carlos Carballada. "Anytime a business relocates into downtown, it signifies a victory, and we are proud to welcome

Smith+Accordo Architects to Rochester.

SPREADING THE WORD ABOUT THE **ROCHESTER, NY REGION**

Free Wheelin'

The Rochester, NY Region is one of the least congested metropolitan areas in America.

TalkItUpRochester!

RochesterBiz.com

Living the Good Life...

Rochester has the best quality of life among major U.S. cities.

Source: Expansion Management, 2007

TalkItUpRochester!

RochesterBiz.com

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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