

Talk It Up ROCHESTER



ROCHESTER, NY. RESOURCES FOR BUSINESS. REMARKABLE QUALITY OF LIFE.

Greater Rochester Enterprise

June/July 2007

ACM Medical Laboratory Expands Facility and Adds Jobs

ACM, a full service clinical and pathology laboratory, has experienced substantial growth in global central lab services with its existing client base, as well as with new pharmaceutical and biotechnology companies. Since 2004, ACM's total workforce has grown by 20 percent, which includes new staff in project and data management, business development and analytical services. ACM currently employs 339 in the Greater Rochester, NY area. The expansion will create 30 new full-time jobs and 36 part-time jobs.

"ACM's expansion represents a \$2 million investment in our community and more high quality, good paying jobs in Monroe County," said Monroe County Executive Maggie Brooks. "Health care and its related industries, including biotechnology and life sciences, represent a vital and growing segment of our economy and a significant area of opportunity for our

community as we move forward. ACM is a global leader in laboratory testing and we are proud they decided to grow their business here in Monroe County."

ACM's main facility has expanded to 70,000 square feet with the addition of a 15,500 square foot new third floor. Currently, ACM's global operations extend to more than 60 countries, including the United States, Europe, Australia, Asia, Israel and South Africa, with all tests conducted and managed from central lab facilities.

"We are making a significant impact in this industry because of our consistent and extremely high customer-service standard, world-class analytical capabilities and global reach," said Art Glenz, President and CEO, ACM Medical Laboratory. "We strive to build long-lasting relationships with our clients, and this growth is further validation that our clients value the peace of mind they've become accustomed to as a result of our high-caliber teams and superior service."

Over the past year, ACM has enhanced its track record with trials in oncology, female health, metabolic syndrome and infectious diseases, and has continued to invest in its analytical capabilities. The company recently announced an expanded Pathology Services department to respond to all testing needs more consistently and cost-efficiently. It is also currently expanding its Flow Cytometry department to meet a significant increase in demand for this highly specialized discipline.

Monroe County, through COMIDA, assisted ACM with the expansion project.



Unity Health President Tim McCormick, ACM President Art Glenz, Monroe County Executive Maggie Brooks, Gardner Plus Associates Architect Todd Martin, LeChase Construction President Bill Goodrich, and ACM Board of Directors Chairman Alan Resnick participate in the ACM ribbon cutting ceremony.

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**"Eyes on the Future"
sees Economic Growth**

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**Golden Horseshoe
Business Challenge Winner**

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**Animatics Corp. opens
operation in Rochester**

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More than 1,100 people attended the Eyes on the Future Economic Summit on June 12, where they heard from a panel of economic development experts from across the country.

The panel agreed that the nine-county Greater Rochester Region is poised for an economic resurgence if business, government and individual citizens join forces to leverage the area's unique competitive assets.

The panel comprised leading site selectors and representatives from growing communities in Florida, Texas and Nevada. The panel cited the Rochester Region's immense resources – a ready and skilled workforce, unparalleled higher education and access to a plentiful supply of water – as advantages that can outweigh tax and policy challenges. The experts urged community leaders and the audience to focus on the positives in a community marketing effort to recruit new businesses and help existing business grow.

"Eyes on the Future delivered a clear message that the glass is half full – that we can and will be successful," said Dennis M. Mullen, president and CEO of the Greater Rochester Enterprise and a member of the panel. "I have a vision that we are the most collaborative community in the world creating economic success."

"Attendees came to hear about 'best in class' approaches from community and economic developers from around the country, and our special guests truly delivered," said Tom C. Ioele, past president of the Small Business Council and Summit Event Chair. "The support demonstrated by our community proves that there is true passion for growth in Rochester. With that kind of passion, we're certain to succeed."

"This nine-county region has a distinct, documented advantage," said Dennis J. Donovan, a consultant who helps businesses locate operations around the world. "The Rochester Region truly represents a unique, global market."

Larry L. Pelton, who has helped drive growth in his Florida community, urged Rochester to leverage the successful businesses that already exist. "You've got a base of successful businesses here. Find out why. What makes them tick?," Pelton asked. "What can you do to support their growth?"

Uniformly, the panel exhorted the community to take full advantage of what may be its strongest competitive weapon: colleges and universities. "The university resources here are phenomenal. I don't know of any community in the world with the intellectual capital of Rochester," said Gene DePrez, the other site selector on the panel.

In closing remarks, Mullen called on the community to come together. "I am asking each of you to join us in helping grow our region's economy by promoting our many assets and participating in the economic development process. We'll work to show them all what Rochester has to offer."

Golden Horseshoe BUSINESS CHALLENGE

Wakonda Technologies Inc. Wins \$100,000 Golden Horseshoe Business Challenge



Duncan Moore, Vice Provost of Entrepreneurship at University of Rochester, Les Fritzmeier, CEO of Wakonda Technologies, Rick Robertson, VP Business Development, Wakonda Technologies, Ryne Raffaele, cofounder and CTO, Wakonda Technologies, and Jim Senall, Managing Director, Greater Rochester Enterprise.

Wakonda Technologies Inc. recently won the Golden Horseshoe Business Challenge. On May 31, the company presented the strongest business plan to a panel of venture capitalist judges in the first-ever competition. Their winning business plan earned the company a \$100,000 payday.

Wakonda Technologies Inc. is developing proprietary solar electric technology that is more efficient than crystalline silicon and lower in cost than thin film alternatives. Wakonda combines the world's most efficient photovoltaic materials with a flexible substrate that enables high volume manufacturing using commercial processes.

The Golden Horseshoe Business Challenge is a cross-border, inter-regional business plan competition. It was created to stimulate entrepreneurial growth and investment, and to shine a spotlight on one of the largest and most innovative population centers in North America.

The Golden Horseshoe Business Challenge is targeted toward entrepreneurs in four cities in Western New York and Ontario, Canada — Rochester, Buffalo and Ithaca in Western New York, as well as the Region of Waterloo in Ontario.

"This is an excellent opportunity to reach out and support entrepreneurs in Western New York and Southern Ontario, and provide them with the one, true resource they need the most— access to start-up funding," said Duncan Moore, Vice Provost of Entrepreneurship at the University of Rochester.

Other competitors included:

- Rochester, NY Region

iCardiac Technologies, Inc. - is a research-driven service provider for pharmaceutical cardiac safety trials.

- Buffalo, NY Region

CH3 BioSystems, LLC - is focused on Protein Methylation Biology (PMB) technology that can help scientists understand and treat certain cancers, HIV and heart disease.

- Ithaca, NY Region

e2e Materials, LLC - produces strong, biodegradable composites from renewable fibers and soy protein, and working to commercialize a formaldehyde-free, cost competitive alternative to particleboard.

- Waterloo, Ontario Region

The Nesting Space - is a parent-centered networking, education and wellness community with a coffeehouse feel, focused on the early years of parenthood.

ROCHESTER

Cornell Technology Farm Selected as Intelligent Facility of the Year



Cornell Technology Farm

The Cornell Agriculture and Food Technology Park was selected as the Intelligent Community Forum's Intelligent Facility of the Year. This honor is awarded to buildings, facilities or office parks that have used broadband and information technology to add demonstrable value to the property as well as to contribute to the formation or growth of an intelligent community.

The Cornell Agriculture & Food Technology Park, also known as The Technology Farm, is a 72-acre campus that enables collaboration with world-class Cornell University faculty and the New York State Agricultural Experiment Station. Tenants can link to cutting-edge research in numerous competencies related to food, agriculture and bio-based sciences.

"This is a great example of how a local culture need not try to become a Silicon Valley, but can use its historic and geographic strengths, together with the intellectual capital from great universities, and harness them to broadband for good results," said John G. Jung, ICF's cofounder and Chairman. The Intelligent Community Forum (ICF) is a nonprofit think tank that focuses on job creation and economic development in the broadband economy.

Animatics Corp. Opens East Coast Operation in Rochester

The City of Rochester welcomed California motion control technology company Animatics to Rochester earlier this spring.

Animatics Corp. was founded in 1987 by CEO Robert Bigler and Punita Pandit, and designs, manufactures and markets motion control products for the semiconductor, nuclear, automotive and machine tool industries. The company invested \$700,000 in the acquisition and renovation of a 94-year-old structure on St. Paul St., converting it to a high-tech environment with a contemporary feel. The building will house the company's new Rochester research, sales, customer service and repair departments.

Animatics chose to expand in Rochester to generate an east coast presence and to take advantage of the city's plentiful engineering talent. The project was also driven in part by Rochester Institute of Technology, demonstrating how Rochester's large universities can have a direct impact on the city's economic development.

The City's Economic Development Dept. offered to assist the project with a low-interest loan or a grant and the New York State Empire Zone Program. The company expects to create 20 jobs within the next three years.

"We are witnessing a change in the business culture in the city. Not only are we stepping up our efforts to bring new businesses in, we are meeting with local business owners weekly, one-on-one, to see how we can better serve their needs," said Mayor Duffy.

"There is a trend in the United States to outsource design and manufacturing to other countries like China or Mexico, but when we ran our numbers, we found that this would invoke severe penalties in quality, tariffs, shipping costs, lead times and communications. We found it far more economical to outsource to Rochester, where the operating costs are lower, the talent and work ethic is unparalleled and there is no language barrier. The time zone is ours and the shipping is as low as anywhere. Our move to Rochester will bring us a substantial competitive advantage, and to enjoy the character of a nearly 100 year old building is icing on the cake," said CEO Bigler.

GRE ON THE ROAD

GRE business development directors are on the road meeting business leaders at key trade events for optics, alternative energy, biotech and site selectors. Current show schedule:

Wind Power 2007 in Los Angeles, 6/3/07—6/6/07 • Fuel Expo in Rochester, 6/14/07—6/15/07

Institute of Food Technologists Annual Meeting and Food Expo in Chicago, 7/28/07—8/1/07

PRESIDENT'S MESSAGE



During our June investor meeting, the Greater Rochester Enterprise (GRE) Board of Directors appointed Dr. Al Simone, immediate past president of Rochester Institute of Technology, as chairman of our board. This new leadership role enables Dr. Simone to remain engaged with this

community and leverage his passion and commitment to the region in a manner that helps advance the Rochester Region's economic development initiatives. Dr. Simone replaces Wayne LeChase, who served as GRE's chairman for the past three years.

I'm pleased to have Dr. Simone expand his involvement with GRE and assume the role as chairman. His business acumen and commitment to Rochester makes him the perfect choice for this position.

We also announced the appointment of the following new board member leaders:

Daniel Burns – Vice Chairman

Dan Burns is an exceptional business leader in the Rochester Region who has served on GRE's executive committee for the past two years. In his new leadership role as GRE's Vice Chairman, Dan will assist GRE with strategic planning.

Lisa Brubaker – Treasurer

Lisa Brubaker has served on GRE's finance committee for the past two years. Her corporate finance expertise will continue to be an invaluable asset in this new role as GRE's treasurer. She will work closely with Larry Peckham who remains GRE's finance committee chairman.

James Locke – Secretary

James Locke will continue to serve as the GRE Board secretary. His knowledge of both GRE's history and mission provides highly beneficial continuity to the new board leadership.

In addition to these new appointments, we added Joseph Rulison, Senior Vice President, Bank of America, to the GRE board of directors.

With such a strong line up of business leaders represented on GRE's board, the transition of leadership positions will be seamless. I'm confident that they will continue to provide me, as well as our GRE associates, with the support and counsel to advance our mission of economic development throughout the nine-county Greater Rochester Region.

Dennis M. Mullen

President and CEO

Greater Rochester Enterprise

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

The Livin' is Easy

Places Rated Almanac ranked the Rochester, NY metropolitan area **Number 6** on its list of most livable cities.

TalkItUpRochester!

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Delicious Opportunity

The New York Wine & Culinary Center is a gateway to our region's rich agriculture, food and wine.

TalkItUpRochester!

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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

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



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