

# Talk It Up ROCHESTER



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Greater Rochester Enterprise

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## New Golisano Institute for Sustainability Will Enhance the Economy and the Environment

In an effort to enhance research and education in the areas of sustainable production and environmental policy, Rochester Institute of Technology recently established The Golisano Institute for Sustainability. The announcement was made possible thanks to a \$10 million donation by Rochester area businessman, B. Thomas Golisano.

The Golisano Institute, in its first phase, will offer innovative educational programs and research related to sustainable product design, life-cycle engineering, clean production, renewable energy systems, remanufacturing and pollution prevention. The goal of the institute will be to enhance environmental quality while also promoting business efficiency and productivity as well as overall economic development.

"It is imperative that we accelerate strategies to promote a sustainable society and ensure future generations the opportunity to address their own needs," explains Golisano. "For that reason, it is my desire for The Golisano Institute for Sustainability to produce the first generation of professionals with the vision and know-how to deliver on the promise of sustainability, and I am very proud to be associated with this exciting endeavor."

This effort will build on RIT's leading work in sustainable production and alternative energy development, which has received considerable national and international recognition over the last decade. For example, pollution prevention research conducted by RIT's Center for Integrated Manufacturing Studies (CIMS) earned the National Pollution Prevention Roundtable's MVP<sup>2</sup> award.

"The Golisano Institute for Sustainability is a natural extension for us," states RIT President Bill Destler. "It expands our initiatives in education, research and technology transfer that build upon some of RIT's strongest academic programs and the internationally respected research of CIMS."

Destler adds, "RIT is proud to take a lead role in the sustainability movement, and we are extremely grateful to Tom Golisano for his unwavering support of this university."

Golisano's investment will assist in funding development of one of the world's first doctorates in sustainability to focus on sustainable production. Formation of this interdisciplinary degree is also supported by a \$465,000 development grant from the Henry Luce Foundation and a \$500,000 gift from the Chester & Dorris Carlson Charitable Fund.

"Through our educational, research and outreach efforts the Golisano Institute for Sustainability will seek to develop new technologies that will lead to the implementation of sustainable processes in business and promote the development of new industries, while also disseminating knowledge, education and training in the field," notes the institute's director, Nabil Nasr.

Establishment of The Golisano Institute for Sustainability is consistent with Golisano's ongoing support of the William J. Clinton Foundation. Golisano is a sponsor of the Clinton Global Initiative.

"For the past few years, I have been very proud to have Tom's support for the Clinton Global Initiative, which works to inspire innovative solutions to some of the world's most pressing challenges," remarks President Clinton. "One of our most significant ones is the threat of climate change, and I'm very glad Tom is continuing to look for a solution through the creation of this institute for sustainability."

*Michael Haselkorn, left, a senior staff engineer at RIT's Center for Integrated Manufacturing Studies (CIMS), discusses some of the center's alternative energy projects with President Bill Destler, center, and Tom Golisano following the announcement of the Golisano Institute for Sustainability last month. The Golisano Institute will build on the sustainability work undertaken by CIMS over the last decade.*



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**Honeoye Falls Named First Shovel-Ready Site**

# Gov. Spitzer announces that Midtown will give way to new PAETEC HQ



*New York Governor Eliot Spitzer, left, and PAETEC Chairman and CEO Arunas Chesonis, right, shake hands on the new PAETEC headquarters project.*

Midtown Plaza, which has struggled with high vacancy rates in recent years, will be the new home of PAETEC Communications Corp.'s corporate headquarters, state officials announced October 16.

New York Governor Eliot Spitzer announced that the state will invest \$50 million in the demolition of the 10-acre Midtown Plaza site and that PAETEC will construct its world headquarters there, as well as data and operations centers.

Under the plan, Midtown Plaza will be remediated and demolished, and the site will be redeveloped as mixed use urban space that will include PAETEC's headquarters.

One of the largest telecommunication companies in the United States, PAETEC plans to build a new 500,000-square foot, Class A facility on a portion of the Midtown property. The proposed headquarters facility

is anticipated to house 1,000 employees, including the company's 600 existing employees.

Under the terms of the agreement, the City of Rochester will acquire the site from its current owners. Subject to legislative approval, the state will be responsible for the remediation and demolition costs — estimated at \$50 million — needed to make the site “shovel-ready.”

Rochester Mayor Robert J. Duffy said: “This announcement marks the beginning of the renaissance of downtown Rochester. This project will be the catalyst that will reshape and regenerate our center city. Thank you to Governor Spitzer and to PAETEC CEO Arunas Chesonis for their vision and belief in downtown Rochester.”

PAETEC Chairman and CEO Arunas A. Chesonis said: “This agreement demonstrates a fruitful spirit of cooperation between Rochester's business community and our local and state governments. We're excited about this strategic site to locate PAETEC's new world headquarters and all the benefits that a revitalized downtown Rochester has to offer.”

In addition to the Midtown Plaza announcement, Governor Spitzer also announced that the state will invest \$3 million in the Genesee OATKA Ag Manufacturing Park in Batavia, Genesee County. The investment will support the development of a \$9 million, 200-acre food processing and agricultural manufacturing industrial park, adjacent to the OATKA Milk Products Facility. The project is expected to generate up to 1 million square feet of food processing, research and development, and warehouse/distribution space, which has the potential

to support more than 1,000 new jobs, with good wages, in the region. The state will also invest \$1 million in the Cornell Agriculture and Food Technology Park in Geneva, Ontario County. The park is designed to foster innovative technologies and economic growth in the food and agriculture sectors. The state's investment will support the expansion of the park to accommodate additional research and development facilities, by meeting an immediate need to loop water service throughout the park and construct a second Flex Tech Building on the property. The \$3.17 million project is expected to be completed in late 2008.

Governor Spitzer also announced that the Finger Lakes Viticulture and Organic Market Center in Yates County will receive state investment. Located in the heart of the Finger Lakes viticulture industry, Yates County has the largest collection of organic farms in the Northeast. The state's \$750,000 investment will provide critical seed capital for development of a new organic produce center that will support local organic farmers by allowing them to reach new markets. Additionally, an evaluation is underway for the development of a joint grape-crushing incubator to be utilized by wineries throughout the region.

“The projects we're announcing today were selected to build on the strengths of Rochester and the Finger Lakes region,” Governor Spitzer said. “These projects lay the foundation for revitalizing the downtown area and spurring private sector growth in the greater region's important agribusiness sector.”

## CentriLogic Selects Rochester for New Headquarters



*County Executive Maggie Brooks, left, and Rochester Mayor Robert Duffy, right, join CentriLogic President and CEO Robert Offley, center, in announcing the company's new headquarters.*

More than 100 businesspeople, County Executive Maggie Brooks and Mayor Robert Duffy celebrated the launch of CentriLogic's U.S. Headquarters in Rochester on Sept. 19. CentriLogic is a provider of outsourced datacenter and IT services. Robert Offley, president and CEO of CentriLogic, cited the Rochester region's highly skilled workforce, base of high-tech businesses, world class universities and the pre-existing 22,000 square foot state-of-the-art datacenter facility as reasons for selecting Rochester. The company plans to establish 78 new positions over the next five years.

“CentriLogic is a welcome addition to the Rochester community and we look forward to a collaborative and productive relationship,” said New York Governor Eliot Spitzer. “Their decision to locate their headquarters

in Rochester demonstrates how Upstate New York is becoming a destination for technology companies.” CentriLogic manages network hosting and IT services for businesses seeking an outsourced solution for their mission critical information. Heavy volumes of Internet activity and e-commerce have driven a massive expansion of IT outsourcing. Natural disasters, power outages and network breaches heighten the risks to critical information, while regulatory legislation elevates the importance of this data.

“It's often difficult for companies to afford this critical IT infrastructure, so we provide the standards and facility that allow companies to focus on their core business processes,” said Offley. “Our U.S. headquarters in Rochester positions us within close proximity to New York, Boston, Philadelphia and other metropolitan areas, making it a prime location for our key services such as disaster recovery and application management.”

Rochester's secure geographic location and stable weather environment, which is not susceptible to natural disasters such as hurricanes or floods, provide CentriLogic a safe haven for managing its datacenter. CentriLogic ensures companies' mission critical information remains intact and accessible 24/7, 365 days a year, in a facility fortified with maximum levels of physical and data security, including fire detection and suppression, HVAC, user authentication and video surveillance.

“CentriLogic could have chosen a number of locations for their new data center. Their choice to locate it here is an example of the continuing importance of the high-technology sector to our local economy. Assisting these types of organizations is a top priority of the City,” said Robert Duffy, Mayor of the City of Rochester.

A major study, conducted by The Boyd Co., a leading corporate site selection firm, concludes that smaller markets, like Rochester, will increasingly lead the development of datacenters due to their secure location and competitive costs.

“This is another boost for our local economy and will create more good jobs in our community,” said Brooks. “Our highly skilled workforce and leadership in high-tech industries continue to give us a competitive edge in attracting new investment.”

CentriLogic is a magnet for companies throughout the northeast that require its services. Offley is bullish on the Rochester region and looks forward to CentriLogic serving as an ambassador for its growth as a high-tech center.

“Our Rochester location will position CentriLogic to become a leading player among U.S. datacenters and put this region on the map in the fast growing market of stored data services,” said Offley. “We anticipate steady employment growth at the Rochester facility and plan to establish several additional datacenters across the country.”

# ROCHESTER



## Village Square in Honeoye Falls Named First

### Shovel-Ready Site in Monroe County

Companies looking to expand quickly in the Greater Rochester, New York Region now have a new site to consider. Empire State Development Corp., the Governor's Office of Regulatory Reform, Monroe County and JADD Management recently announced that Village Square has been named the first official "shovel-ready" site in Monroe County.

Under the state designation, the 92-acre, mile-long site in Honeoye Falls, which is located adjacent to the General Motors Fuel Cell Activities Center, is pre-permitted and ready for construction, offering businesses a fast track for development. All major permitting issues have been addressed and resolved, allowing companies to move quickly and begin operations in a timely manner. This "speed to market" opportunity translates into time and money saved for companies.

JADD Management is the developer of the Village Square project. Custom Brewcrafters, which began construction in early October, is among the first companies to locate in Village Square and take advantage of the site's new "shovel-ready" designation.

"Achieving 'shovel-ready' status is an important step in preparing a site for development," stated Upstate Chairman, Daniel C. Gundersen, Empire State Development. "I am very pleased to be able to add Village Square to our list of shovel-ready sites and am looking forward to helping this location attract new businesses that will have a tremendous impact on economic development in this community."

Monroe County Executive Maggie Brooks said: "This site adds to our economic development toolbox, enhancing our ability to help local companies expand and attract new businesses and jobs. It reflects our collaborative commitment to make it easier for companies to locate and grow in Monroe County and create more good jobs in our region."

Village of Honeoye Falls Mayor Richard Milne said: "The village of Honeoye Falls has been diligent in working with developers that can help bring positive economic growth to our community. We are proud to work with JADD Management and are excited that Village Square has been awarded the first official 'shovel ready' site status in Monroe County. The development of Village Square is key to the future economic vitality of the village of Honeoye Falls and 'shovel ready' status will be a positive facet of this site."

Dennis M. Mullen, President and CEO of Greater Rochester Enterprise, said "shovel-ready" designations give the Rochester area a competitive advantage in business attraction.

"We hope that other developers recognize the advantages that "shovel-ready" sites provide to our region and encourage them to follow JADD Management's

lead in pursuing the same or similar designation for their sites," Mullen said.

In addition to being named the first official "shovel-ready" site in Monroe County, Village Square is only the second "shovel-ready" site in the entire nine-county Greater Rochester, New York Region. The other site is located in Avon, Livingston County, home to Barilla America's newest pasta-manufacturing plant.

*"JADD Management has worked with Empire State Development, the Governor's Office of Regulatory Reform and local municipalities to make Village Square the first 'shovel-ready' site in Monroe County. We are proud of this designation and are actively meeting with companies looking to grow their business."*  
David Dworkin, JADD principal.

## PRESIDENT'S MESSAGE



During the week of October 15, our community scored some significant wins: Governor Spitzer's commitment to help revitalize both the heart of downtown Rochester, as well as key agricultural centers in our outlying counties; Arunas Chesonis's decision to move PAETEC's corporate headquarters to downtown Rochester; and the grand opening of Barilla America's pasta-manufacturing facility.

It's not based on luck. As a community, we're making our own good fortune through hard work, visionary leadership and a desire to take risks in order to reap positive rewards for this community.

Throughout the nine-county Greater Rochester, NY Region there is a true sense of collaboration. It's not just words, but true actions that have created this positive environment.

Recently, I was asked how I measure success in terms of economic development. What struck me was the magnitude of potential new capital investments across our region. When you stop to tally up the projects, it's easily more than \$1.5 billion.

- \$500 million to upgrade Rochester Gas & Electric's Russell Station,
- \$350 million for renovations of local public schools
- \$250 million for the expansion of University of Rochester Medical Center,
- \$250 million for Renaissance Square
- \$10 million for the creation of the Golisano Institute of Sustainability at Rochester Institute of Technology
- \$96 million for Barilla America's new-state-of-the-art pasta manufacturing facility
- \$40 million for University of Rochester's new Clinical and Translational Research Institute
- \$50 million state investment coupled with PAETEC's plans to spend between \$40 million and \$100 million on construction of its new corporate headquarters at Midtown in downtown Rochester

The trickle-down effect of this new investment energizes our economy and helps create and retain jobs.

The momentum is clearly building. Our team, in conjunction with our economic development partners, is proactively pursuing additional expansion projects across a wide range of industries. The caliber of our workforce, world-class universities developing cutting edge research and the stability of our weather have helped sell this community.

In fact, one of the many reasons CentriLogic, a provider of outsourced datacenters and IT services, recently expanded in Rochester was the stability of our weather. Remember this the next time you even think to comment on our local weather.

There's more good work to be done — and more good news to come.

Best Regards,

Dennis M. Mullen  
President and CEO  
Greater Rochester Enterprise

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hosting of the awe-inspiring headline exhibit:  
*Our Body: The Universe Within.*

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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](mailto:Info@RochesterBiz.com)

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