

# Talk It Up ROCHESTER



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Greater Rochester Enterprise

November 2006

## School of Medicine, New Institute Will Bring More Research to Rochester, NY

From the left: Joel Seligman, University President, Bradford C. Berk, M.D., Ph.D., Chief Executive Officer of the Medical Center, David S. Guzick, M.D., Ph.D., Dean of the School of Medicine and Dentistry, and Thomas Pearson, M.D., M.P.H., Ph.D., Senior Associate Dean for Clinical Research



As studies of experimental drugs, medical devices, and techniques have become more complex, significant holdups result that could affect patient care. To counter this, the National Institutes of Health is seeking better ways to conduct studies, navigate regulatory systems, and reduce time delays.

In October, the NIH selected the University of Rochester School of Medicine and

Dentistry to receive a Clinical and Translational Research Award and become part of a national consortium to reshape the emerging field of translational science. The UR will receive \$40 million over five years, the largest NIH grant in the school's history.

With this grant, the UR will establish a Clinical and Translational Research Institute. "This will make Rochester a better competitor for future research projects," said David Guzick, M.D., Ph.D., dean of the School of Medicine and director of the new institute. "We will be able to conduct more trials and studies, train and attract more researchers, and bring in more grants. This multiplier effect will impact basic research, clinical practice, and community outreach." The NIH funds will be used for pilot projects; new technology for data management, computer simulation, biostatistics, research ethics, and community involvement; additional training; new degree programs; and formation of a consortium of hospitals and biomedical research institutions.

In addition to the UR School of Medicine, the members of the upstate translational network include SUNY Buffalo, SUNY Upstate Medical University in Syracuse, SUNY Binghamton, Cornell University Division of Nutritional Sciences, Ordway Research Institute, Albany Medical College, Albany College of Pharmacy, Bassett Healthcare System in Cooperstown, and Guthrie Healthcare System in Sayre, PA.

"The network will promote the kind of interaction that is conducive to successful translational research," said Thomas Pearson, M.D., M.P.H., Ph.D., Institute co-director and chair of the Department of Community and Preventive Medicine. "This will create a regional dynamo for biomedical research and training."

University of Rochester President Joel Seligman said: "The NIH award places the University in the vanguard of the emerging field of translational science. This investment will pay enormous dividends to the University and to the Rochester community and beyond."

In addition to Rochester's School of Medicine and Dentistry, the initial award recipients in NIH translational science initiative are: Columbia University Health Sciences, Duke University, Mayo Clinic College of Medicine, Oregon Health and Science University, Rockefeller University, University of California at Davis, University of California at San Francisco, University of Pennsylvania, University of Pittsburgh, University of Texas Health Science Center at Houston, and Yale University.

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# Garlock Receives \$1.2M in Federal Funding For Upgrades

Nearly \$1.25 million in federal funding is headed to Garlock Sealing Technologies to assist the company with its massive \$35.5 million facility upgrade. This project will increase production capacity and modernize its 26-building campus.

In October, U.S. Rep. Jim Walsh and David Sampson, Secretary of the U.S. Department of Commerce, jointly presented Economic Development Administration (EDA) funds.

"This funding is an important component of our effort to improve and expand Garlock's presence in Wayne County," Walsh said. "With over 600 employees and 233 vendor businesses in the region, our decision to remain and grow here has a significant impact on our local economy." Garlock, a subsidiary of EnPro Industries, Inc., is one of the largest and oldest employers in Wayne County.

The project includes a \$2.5 million replacement of an aging wastewater treatment system, which will benefit the entire 145-acre campus. Upgrades also include the demolition, rehabilitation, and new construction of buildings as well as investments in new equipment.

Wayne County applied for EDA funding through the Genesee/Finger Lakes Regional Planning Council, which will administer the investment on behalf of the Department of Commerce. According to Donald Pomeroy, Garlock's Vice President, Finance & IT, "Greater Rochester Enterprise was instrumental guiding the preparation and submission of the EDA grant application." GRE, the Wayne County Industrial Development Agency, and New York State Empire State Development are partners in the overall modernization project.



From left to right: Assemblyman Bob Oaks; Congressman Jim Walsh; Jim Hoffman, Chairman of Wayne County Board of Supervisors; David Zorn, Executive Director of the Genesee Finger Lakes Planning Council; Peg Churchill, Executive Director of Wayne County IDA; Deputy Secretary of the U.S. Department of Commerce David Sampson, and Paul Baldetti, Division President, Garlock Sealing Technologies.

## Local Rail Connects Growing Food Corridor



Patrick Rountree, Director, Livingston County Development Group; William Burt, President and COO, Livonia, Avon, and Lakeville Railroad; and Joseph Boardman, Federal Railroad Administrator.

Federal Railroad Administrator Joseph H. Boardman was in the Rochester Region this October to observe the significant economic development underway thanks, in part, to

short-line rails such as the Livonia, Avon & Lakeville Railroad (LAL). This railroad has played a significant role in supporting the Rochester Region's continued growth in the food and beverage manufacturing sector.

The LAL railroad transports products that support some of the nation's largest food brands. Kraft, which makes all of its Cool Whip right here in Avon, and locally based Sweeteners Plus, which provides food-grade sweeteners to companies such as Dunkin' Donuts, Seneca Foods, and Pepsi, have relied on the LAL railroad to support transportation logistics. This convenient rail connection helped lure Barilla to this region as well.

"The fruits of this food corridor show up on dinner tables, in lunch boxes, and coffee cups all around the country," said Boardman.

With the continued high cost of fuel, reliable and efficient rail transportation is crucial since its cost is just one-fourth that of transporting goods from one location to another by road.

The Rochester Region has been recognized as a 5-Star Logistics Metro based on a review of 10 critical logistics metrics. This study was conducted by *Expansion Management* and *Logistics Today* magazines.

## Site Selector Event a Big Draw in Atlanta

GRE co-sponsored a recent *Business Facilities* magazine business attraction conference in Atlanta that brought together senior level executives from more than 30 corporations that are, in fact, planning to expand over the next year.

This unique forum provided GRE with the opportunity to meet face-to-face with many corporate executives who expressed interest

in the Greater Rochester Region for business expansion projects. GRE had 10 confirmed meetings during this event including one-on-one sessions with representatives from food manufacturing, optics, and pharmaceutical companies. We are now actively pursuing projects discussed at this highly productive conference.



Charles McSwain, AVP - Strategic Real Estate and Site Location, CSX and chairman of IAMC with Victoria Pratt, Managing Director of Business Development at GRE.

# ROCHESTER

## RIT Awarded \$4.05M for Fuel-Cell R&D

Fuel-cell research and development at the Rochester Institute of Technology (RIT) is set to expand even further, thanks to two recent infusions of federal funds.

U.S. Rep. Louise Slaughter; Albert Simone, president of RIT; Nabil Nasr, director of RIT's Center for Integrated Manufacturing Studies; and William West, president of Precision Design Systems, recently announced \$1.35 million in federal funding for RIT's fuel-cell R&D efforts. The funds will be used at RIT's fuel-cell research and testing lab to address fuel-cell lifecycles, their environmental impact, and their disposal.

"Rochester is poised to become the national hub in the development of fuel-cell technology," Slaughter said. "We represent the nexus between research and manufacturing that is needed to make emerging technologies mainstream. The potential for long-term economic development and job growth driven by RIT is both exciting and necessary for Rochester's future success."

A second grant, totaling \$2.7 million, came from the U.S. Department of Energy; the funds are to be used in a three-year project to improve automotive fuel-cell performance. The grant was announced by U.S. Rep. John R. "Randy" Kuhl Jr. "The groundbreaking work that RIT and GM are doing in alternative fuels right here in our backyard is impressive and vital to our nation's energy independence," Kuhl said.

"These new research funds will further strengthen RIT's capabilities as a key asset to the region and the industry in the development of fuel-cell and alternative-energy technologies," Simone said, "and help accelerate their commercialization and mass production opportunities."

## Rochester Hosts "Turning Green Into Growth" Forum



Eric Reisner of Johnson Controls, U.S. Senator Hillary Rodham Clinton, Jay Murdoch of Owens Corning, and Peter Arsenault of Stantec.

On October 30, business leaders from across the Rochester, NY Region attended a forum to learn how to harness green technology and turn it into economic growth.

The forum was hosted by Greater Rochester Enterprise; Stantec, an international architectural and engineering firm; and the U.S. Green Building Council (USGBC), a non-profit coalition of industry leaders working to promote buildings that are environmentally responsible, profitable and healthy.

The day-long forum was the brainchild of U.S. Senator Hillary Rodham Clinton, who is committed to looking at ways to position Rochester and the region as one of the nation's

centers of innovation for alternative energy technologies. She served as moderator at the forum.

"Green building means big energy and cost savings for communities across America," said Sandy Wiggins, chairman-elect of the U.S. Green Building Council and a guest speaker at the event. "On average, LEED-certified green buildings save 30 percent on energy costs, 50 percent on water-use costs, and pay for themselves in less than three years. Going green is a key strategy for our nation's energy independence and a peaceful, prosperous future. It just makes sense."

"This forum is about building a 'green' Rochester and harnessing the region's strengths to make it a leader in clean energy research and development," Senator Clinton said. "Alternative energy holds tremendous economic potential and, by focusing on 'green' technology, Rochester can be at the forefront of the alternative energy push in more ways than one."

Panelists at the forum were Eric Reisner of Johnson Controls, Jay Murdoch of Owens Corning, and Stantec's Peter Arsenault. Greg Kats, a principal at Capital E, was a guest speaker, in addition to Sandy Wiggins.

As a result of the conference, a "greenprint" will be created that will focus on practical, achievable actions, tapping into Rochester's expertise in alternative energy.

## PRESIDENT'S MESSAGE. ONE YEAR LATER—RESULTS



It's hard to believe that it has been a year since I assumed my role as the interim president and CEO of Greater Rochester Enterprise. During this time I have joined forces with a group of professionals from across this community who are working tirelessly to help energize the Rochester Region's economy.

I'm proud of the accomplishments we've garnered to move closer to an environment where we truly work in collaboration with our economic development partners in all nine counties. In another step toward advancing this mission, we recently announced that GRE and Rochester Downtown Development Corporation (RDDC) will colocate at GRE's offices in HSBC Plaza. This is an excellent way to gain greater synergies between the two organizations.

In terms of marketing, we've developed new approaches to deliver solutions that illustrate how Rochester's array of high-caliber resources can be accretive to a company's strategic business plans. By thinking "out of the box" with unconventional services such as training, workforce development, and recruitment assistance, we successfully attracted Barilla and CareGuide to this region.

As matchmakers, GRE has introduced companies to grants, incentives, and business opportunities that will help them expand in our region. We recently helped Garlock secure a \$1.245 million EDA grant for their expansion in Wayne County. Gleason Works is another company that tapped GRE's expertise to assist with its business expansion plans.

By hosting events such as our recent green building technology forum, we take another step toward solidifying Rochester's rightful place as a national hub for alternative energy. Working with experts at U.S. Green Building Council, Johnson Controls, Owens Corning, and Stantec, local leaders can turn green into growth for the Rochester Region. We also co-hosted the recent National Association of Seed and Venture Funds (NASVF) conference which was deemed by attendees to be the most successful conference NASVF has held to date. It was a terrific chance to promote Rochester's assets to a captive audience of venture capitalists.

We're not just promoting the ideals of serving as ambassadors, rainmakers, and matchmakers for Rochester. We're matching our words with our actions. I hope that you will find ways to match local resources so that we continue to grow our local economy.

Best regards,

Dennis M. Mullen

Interim President and CEO  
Greater Rochester Enterprise

# Just the Right Culture

Rochester is one of the top biotech locations in the U.S.

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RochesterBiz.com

# Leading the Race

Rochester is leading the race to bring alternative energy solutions to the masses.

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#### CONTACT US

The Greater Rochester Enterprise team is here to help you grow your business in Rochester, NY. Call us at 585-530-6200 E-mail: Info@RochesterBiz.com

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