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Greater Rochester Enterprise

Fall 2013

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U.K. Kodak Pension Plan Creates Kodak Alaris to Ensure Long-Term Growth of Personalized Imaging and Document Imaging Businesses

The U.K. Kodak Pension Plan (KPP) has completed its acquisition of the Kodak Personalized Imaging and Document Imaging businesses from Eastman Kodak Company and created a new company, Kodak Alaris. The new company and its name preserve the heritage and legacy of the Kodak brand, while embodying greater speed and agility to meet market needs and changes. Kodak Alaris, which has a perpetual license to use the Kodak brand, will focus on strategic, ongoing investments for these businesses to ensure long-term growth and success.

When the transaction completes globally, Kodak Alaris will have more than 4,700 employees in approximately 30 countries, with expected revenue of more than \$1.3 billion. The leadership team and more than 700 employees will be based in Rochester.

"Our excitement around the acquisition of these businesses comes not just from their market strength but from what we see as long-term, highly successful growth opportunities," said Steven Ross, independent chairman of KPP. "Today starts the new chapter of a storied brand, and we're thrilled with the potential the new company holds for our plan members, our customers and our employees."

Dennis Olbrich, president of Kodak Alaris' Personalized Imaging business, and Dolores Kruchten, president of Kodak Alaris' Document Imaging business, will provide leadership for Kodak Alaris.

"Innovation has always been critical to our success, and it will continue to be a cornerstone of our businesses," Kruchten said. "Under new ownership, we will increase our commitment to pioneering new products and solutions. We will continue to deliver the industry-leading services and support that our customers know and trust. And we will be a nimble, innovative company, capable of achieving greater speed to market."

"Our new owner shares the same high commitment to our Kodak Alaris Personalized Imaging and Document Imaging customers, which is what makes the future of Kodak Alaris so exciting," Olbrich said. "As we celebrate this critical step on our journey, the priority is to continue to meet and exceed the needs of customers and consumers. This we will do by continuing our solid tradition of customer service, all made possible by our committed and talented employees."

Kodak alaris

photo by Sheridan Vincent

NOHMs Technologies Inc. to Expand at Eastman Business Park and Create More Than 100 Jobs



NOHMs Technologies Inc. (Nanoscale Organic Hybrid Materials) recently announced that it will locate its pilot nanoscale battery materials manufacturing facility at Eastman Business Park (EBP) in Rochester. The project is receiving \$1.5 million from Gov. Andrew Cuomo's Regional Economic Development Councils initiative and is expected to create more than 100 full-time scientific, technical, operations and manufacturing jobs in the next three years.

"The announcement that NOHMs Technologies Inc. will locate and build a cutting-edge manufacturing facility at Eastman Business Park is proof that the Regional Economic Development Councils are delivering results for our communities," Cuomo said. "This project will help establish Rochester as a hub for research, development and advanced manufacturing in the clean-energy industry, while creating more than 100 permanent, good-paying jobs in the city."

As part of the project, NOHMs is partnering with the New York Battery and Energy Storage Technology Consortium (NY-BEST) and its BEST Test and Commercialization Center, also located at Eastman Business Park.

NOHMs will work to commercialize its lightweight electrode and electrolyte materials, which will supply more than twice the energy at half the cost of battery materials currently used in mobile devices, electric vehicles, and military and stationary grid storage products, according to NOHMs.

Funding for the \$2.6 million product development and manufacturing facility includes \$1 million from the New York State Energy Research and Development Authority (NYSERDA) for NOHMs' pilot manufacturing facility and a \$500,000 performance-based grant for the NY-BEST prototyping capabilities, intended to be located at Rochester Institute

of Technology, from Empire State Development (ESD). The ESD funding commitment is linked to NOHMs' job-creation targets.

"Rochester is a natural fit for a materials company transitioning to manufacturing development because of its 100-plus-year history of advanced materials innovation and manufacturing," NOHMs Technologies CEO Nathan Ball said. "Governor Cuomo, the Finger Lakes Regional Council, and state organizations like NYSERDA, ESD and NY-BEST are investing aggressively in advanced manufacturing infrastructure and businesses that are developing tomorrow's technology-driven products. We are happy to be a part of the excitement and growth in this sector in this region, and the resources and facilities that are available to us in Rochester and at Eastman Business Park will enable us to be successful in a very competitive, high-risk, high-rewards industry."

“Rochester is a natural fit for a materials company transitioning to manufacturing development because of its 100-plus-year history of advanced materials innovation and manufacturing.”

Claims Recovery Financial Services, LLC, Announces Expansion Project, Becomes Largest Private Employer in Orleans County, N.Y.

Helmed by Founder/CEO Jodi Gaines, Claims Recovery Financial Services, LLC, (CRFS) is primed for a growth and expansion project in New York State that will also cement the nation's leading provider of claim-processing management solutions as the largest private employer in Orleans County, N.Y., just outside Rochester, N.Y.

CRFS will move and expand its operations in the former JPMorgan Chase complex at 231 East Avenue in Albion, recently purchased by developer Roger Hungerford/Talis Equity. Company leaders aim to have all CRFS employees in New York transitioned into the new 60,000-square-foot facility by March 2014. Efforts to hire an additional 150 employees have been fast-tracked.

"One of the many benefits of the Chase complex is that it's a state-of-the-art, turnkey facility, which will allow CRFS to ramp up quickly and fast-track our much-needed expansion," said Gaines, who started CRFS at her kitchen table in 2002 with one employee and one client. "CRFS has hired 55 former Chase managers and employees, and we are already seeing tremendous results. We are now in a position to offer other candidates job opportunities. I can enthusiastically tell you today that there are 150 newly available positions at CRFS — and we are actively recruiting!"

Empire State Development offered CRFS an \$872,500 incentive package to assist with job creation and retention. Gaines and CRFS were also granted local incentives, including a low-interest loan in the amount of \$250,000 from the Orleans Revolving Loan Fund for the purchase of new equipment and sales-tax abatement from the Orleans Economic Development Agency for the related equipment purchases. A New York State Community Development Block Grant (NYS CDBG) also was awarded to assist CRFS in its expansion. Vincent Esposito, regional director of Empire State Development Finger Lakes, heralded CRFS as "a great New York success story."



Gabrielle Barone (OEDA), Jodi Gaines (CRFS) and James Whipple (OEDA)

READY TO ROC? Enter to Win >

Greater Rochester Enterprise Launches Updated Website, Announces “Why Roc” Contest

Do you love your short commute to work? Can't stop talking about the great schools? Thrilled with the amount of home you can afford here? Enter Greater Rochester Enterprise's "Why Roc" contest by typing up all the reasons Rochester "rocs" for you and you'll be entered to win one of five \$100 gift cards. Entries can be submitted by visiting www.RochesterBiz.com or emailing whyroc@rochesterbiz.com.

"People tell us every day what they love about living and doing business in the Greater Rochester, N.Y. Region — and they're our best ambassadors," GRE President & CEO Mark S. Peterson said. "We want to aggregate that content and let our residents tell the real story of our region."

In conjunction with the contest, Greater Rochester Enterprise launched an updated version of its site, www.RochesterBiz.com. The revamped site features updated photography, clean design, and widgets that highlight the Greater Rochester, N.Y. Region's low cost of living and short commute times. An animated anthem video emphasizes Rochester-made innovations and recent rankings that support reasons to do business in the Greater Rochester, N.Y. Region.



WHY ROC



Trellis Earth

Plant-based, *sustainable* products.

Trellis Earth, a manufacturer of sustainable food-service products, will invest \$8.3 million to shift its operations from China to Rochester and establish its new headquarters at the Rochester Technology Park. The company plans to create 189 new jobs.



"The costs of labor and shipping are rising in China, and we see the value of being a New York-based manufacturing company where we can also be close to our major markets and have access to the resources and support services we need to launch a world-class manufacturing facility."

— Mike Senzaki, CEO, Trellis Earth Products

PRESIDENT'S MESSAGE



Greater Rochester Enterprise has calculated that the 95th PGA Championship at Oak Hill Country Club in Rochester, N.Y., had a \$102.1 million economic impact on the region, surpassing initial projections

of \$78 million. More than 1,800 temporary, full- and part-time jobs were created to support the influx of golf enthusiasts, exceeding preliminary predictions of 1,127.

Other economic-impact highlights include:

- Approximately 225,000 spectators attended, at varying levels (ranging in cost from \$25 to \$900 for a single ticket to \$425,000 for a corporate chalet accommodating 150 guests)
- Approximately 67,500 ticket-holder spectators were non-local, visiting Rochester from outside of 100 miles, and stayed for an estimated 2.5 days
- Of those, approximately 1,987 non-ticket-holders (golfers, PGA staff and officials, entourages, family members, members of the media, etc.) visited Rochester from outside of 100 miles and stayed for an estimated 5-7 days
- Approximately \$28 million in merchandise was sold at the PGA Championship
- Approximately 4,901 hotel rooms were booked, at an average rate of \$600 per stay
- Assuming daily spending of \$345, spending from non-local ticket-holders was approximately \$58,218,750 (including ticket sales, hotel/restaurant spending, transportation and merchandise/concessions spending)
- Assuming daily spending of \$171.80, spending from non-local non-ticket-holders will be approximately \$2,389,566 (counting hotel/restaurant spending, transportation and personal-services spending)

This positive economic impact is a tribute to the numerous state and local organizations that collaborated to host a premier golf event of this magnitude. The region showed beautifully, and we could not be more thrilled with the tremendous benefits this event generated for our community.

Best Regards,

Mark S. Peterson
President & CEO
Greater Rochester Enterprise



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CONTACT US

The Greater Rochester Enterprise team is here to help you grow your business in the Rochester, N.Y. Region. Call us at 585-530-6200 or email us at Info@RochesterBiz.com.

RochesterBiz.com

Gov. Cuomo Launches START-UP NY Program — Businesses Can Operate 100% Tax-free for 10 Years

Gov. Andrew M. Cuomo has officially launched START-UP NY, a new initiative that will create tax-free zones to attract and grow new businesses across the state. START-UP NY seeks to accelerate entrepreneurialism and job creation across New York, with a particular focus on Upstate NY.

The State University of New York campus system, as well as several college communities, serves as the framework of the START-UP NY program, which is designed to attract high-tech and other start-ups, venture capital, new business and investments from around the world. Under the program, businesses have the opportunity to operate tax-free for 10 years on eligible campuses and spaces. Businesses will partner with the higher-education institutions in the SUNY system, as well as other universities, and will be able to access industry experts and advanced-research laboratories.

Fourteen sites in the Rochester/Finger Lakes region are part of START-UP NY:

- **BonaDent Drive, Seneca Falls**
- **College at Brockport, Metro Center**
- **College at Brockport, 305 Andrews Street, Rochester, former REOC**
- **College at Brockport, Fourth Section Road, Sweden**
- **College at Brockport, Morgan Hall**
- **College at Brockport, West Campus**
- **Finger Lakes Community College, Wayne County Campus Center**
- **Genesee Community College, Dansville Campus Center**
- **Genesee Community College**
- **50 Johnson Street, Seneca Falls**
- **Monroe Community College, Plymouth Street and Morrie Silver Way**
- **Renewable Resource Park, Seneca Falls**
- **Route 414 3-S Gateway, Junius & Tyre**
- **STAMP: Science, Technology and Advanced Manufacturing Park**

Businesses can visit www.startup-ny.com to learn more about the program, find answers to frequently asked questions and search for available space.

