

Talk It Up ROCHESTER



GREATER ROCHESTER, NY. WHERE SMART PEOPLE LIVE AND SMART BUSINESSES GROW.

Greater Rochester Enterprise

Fall 2009

New Tool Developed for Identifying the Best Regions to Grow and Expand Business

Intellectual Density Quotient Measures a Region's Potential for Productivity and Economic Prosperity

Greater Rochester Enterprise has created a new formula for measuring a region's potential for productivity and sustainable economic prosperity, the Intellectual Density Quotient (IDQ). IDQ assesses the talent of a region's workforce and capacity for innovation, creativity and problem solving by comparing its population to national rankings in a core list of recognized standards and achievement. The national data is drawn from the Bureau of Labor Statistics, the U.S. Department of Education, the U.S. Census Bureau, Forbes Magazine and the Great Place to Work Institute.

"A key tenet of a company's success is the talent of its employees," said GRE President Mark S. Peterson. "IDQ is a formula businesses that are looking to relocate or expand can use to assess the abilities of every region's workforce in the country."

Rochester, NY ranks highest, with an IDQ of 46.8. The area's #1 rating is based on the sum of the following factors:

- Patents issued per 1,000 residents {2.76}
- Percentage of population classified as knowledge workforce {25.3}
- Percentage of population currently enrolled in college {5.2}
- Number of #1 and Top 10 "Best Companies to Work For" {13.5}

"IDQ proves that Rochester is a place where smart people live and smart businesses grow," Peterson added. "A high IDQ creates a contagious culture of success, a culture that is pervasive here in the Rochester Region."

The rating rings true for Callfinity CEO Jeff Valentine.

"IDQ sums up one of the main reasons we decided to expand our operation in Rochester," said Valentine. "The high caliber of the local workforce comes without the high labor costs associated with a big city."

Rochester outperforms communities five times its size. San Jose, CA's IDQ rating of 44.52 ranks second to Rochester. Denver, CO; Durham, NC; and Oakland, CA, round out the top five IDQ regions in the country.

Data is available for the top 60 metropolitan areas in the country at www.rochesterbiz.com/IDQ.



READ MORE ABOUT
LiDestri Foods Expansion

READ MORE ABOUT
The New Monroe County
Regional Crime Lab

READ MORE ABOUT
Pictometry Expansion

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LiDestri Foods Expanding at Eastman Business Park



One of Rochester, NY's major food and beverage manufacturers,

LiDestri Foods, recently announced it is purchasing a 652,000 sq. ft. building at Eastman Business Park. The move paves the way for the company to expand its operations and workforce right here in Rochester.

LiDestri Foods is a premier manufacturer of sauces, dips, salsas and spirits including Francesco Rinaldi pasta sauce, Newman's Own



Sauce and Salsa, and Frito Lay's Tostitos line. In total, LiDestri's 500 different products feed more than 6 million people per day.

Despite the downturn in the economy, the company actually saw an increase in business as more people opted to eat at home instead of incurring the costs of going out. This growth spurred LiDestri's expansion plans to set up an innovation center – developing spirits and new lines of food that could ultimately turn into more business opportunities.

LiDestri Foods selected Eastman Business Park because it is a first class property that suits all of its needs. The park's on-site infrastructure includes a full suite of utilities, railroad access, an abundance of fresh water, a waste water treatment facility, security personnel and a fire department.

LiDestri did consider a location in the Southeast to expand its operation in, but decided to grow in

Rochester for a number of reasons.

"We can reach 75 million people within a day's drive of Rochester," said John LiDestri, president of LiDestri Foods. "The proximity to major markets without major market costs is a big advantage, but our biggest advantage is the phenomenal talent and work ethic of the Rochester Region's workforce."

Eastman Business Park offers more than 3 million sq. ft. of office, manufacturing and warehouse space. In addition, more than 300 acres of prime industrial developable land is available.



EASTMAN
Business Park

Pictometry Plans to Add 100 Jobs to the Rochester Region

Hiring is Under Way and Will Continue for the Next Two Years



Pictometry, a leading provider of solutions using aerial oblique imagery and measuring software, is adding up to 100 jobs to the Rochester, NY Region during the next two years to support the growth of its commercial division. Hiring is under way for positions that will bring the business further into the insurance, utilities, construction, real estate and private facilities industries.

"We are excited to be able to create new job opportunities for the Rochester Region, and to make Pictometry's Intelligent Images® available

to new sectors of the economy," said Pictometry president and CEO Richard Kaplan. "We believe these new sectors will be able to save time and money, and will generate new business thanks to our technology."

The company has established a new form of aerial photography that takes pictures from 40-degree angles instead of taking aerial pictures looking at the tops of buildings. The technology, which is being featured during this season of "NCIS: Los Angeles" on CBS, creates image libraries and catalogs them by county, collecting 20 different views of each address. It allows its users from around the world to find anything in a particular area within 15-20 seconds.

Examples of the benefits of Pictometry's Intelligent Images include counties using them to accurately assess property damage following a disaster scenario, and public safety responders using them to pre-plan emergency responses. Companies are able to cut costly and timely travel to and from sites and to bid on additional jobs by integrating the technology into their operation.

In less than a decade, Pictometry has grown its workforce to more than 200 employees, and is scheduled to surpass the 300 mark after this expansion is complete.

Monroe County Breaks Ground on \$30 Million Crime Lab



Maggie Brooks,
County Executive

Monroe County recently hosted a groundbreaking ceremony for the new regional Monroe County Public Safety Laboratory, or Crime Lab. The new \$30 million dollar facility will ensure that law enforcement and public safety professionals have the best possible resources available to prevent and solve crimes in our region.

The Crime Lab is a regional resource that provides forensic analysis services to law enforcement and public safety agencies in Monroe, Genesee, Livingston, Ontario, Seneca, Wayne, Wyoming and Yates Counties. Established in 1961, the Crime Lab moved to its current facility on the fifth floor of the Monroe County Public Safety Building in 1963. The Public Safety Building has not undergone major renovations since then, resulting in a lack of space at the laboratory as well as many building systems needing replacement.

This new state-of-the-art crime lab will bring enhanced

technology, capabilities and efficiencies to benefit all the residents of Monroe County and the surrounding counties that contract service with the Monroe County Crime Lab. The new facility will give our forensic scientists and law enforcement professionals the much-needed additional space and state-of-the-art technology needed to process evidence efficiently and effectively.

The new Crime Lab will be four stories tall and 45,000 sq. ft. in size, allowing for future lab expansions.

It is located at the Terminal Site on the southeast corner of Plymouth Avenue and Broad Street. The building's architecture and engineering will comply with the County's Green Building Policy by incorporating sustainable design principles. As a result, the County will be pursuing a LEED Platinum Certification from the U.S. Green Building Council, potentially making it the first platinum rated building in Monroe County.

Construction of the Crime Lab will provide 391 direct and indirect construction jobs and will employ a significant union labor workforce thanks to a Project Labor Agreement signed by Monroe County and local labor unions. Additionally, the Crime Lab will hire 11 more staffers once the project has been completed.

The Crime Lab is expected to be completed in 2011 and will make our communities an even safer place to live, work and raise a family.



Spotlight on Syntec Optics



Syntec Optics, with its world headquarters located in Pavilion and its Tooling and Diamond Turning Facility in Rochester, NY is on the

move. Syntec Optics is the largest independent manufacturer of custom polymer optics in North America and is thriving as a manufacturer of products for the defense and medical industries. The company is also involved in the advanced technology of biometrics, producing components for fingerprint identification, retinal scanning and 3-D facial recognition.

First incorporated as Syntec Technologies in 1981, the company immediately began to merge the best concurrent engineering practices with innovative tooling, proprietary injection molding techniques and integrated quality assurance. The result was a solid reputation for on-time excellence.

In the late 1990s, Syntec added leading edge expertise in the rapidly expanding applications of polymer optics. The emphasis on optics as key to

breakthrough solutions for customers continued to evolve to the point that in 2006, the company's name was changed to Syntec Optics.

In 2008, Syntec Optics became the market leader in the North American polymer optics industry, holding a share of approximately 13 percent by revenues, and earning the 2008 Frost & Sullivan Growth Excellence Award in the North American polymer optics market. Overall, the company's profitability is rapidly expanding at an average annual growth rate of 16 percent.

This year, Syntec earned ISO certification. Syntec plans to leverage this qualification to expand its reach to other markets worldwide that are characterized by cost constraints and tight schedule demands which require strict process control.

"This ISO accreditation further demonstrates our ability to contribute to the global polymer optics field. Compliance with internationally recognized standards grants us access to customers who can be assured of the strength and quality of our processes. We look forward to continued market leadership and defining the future of the industry," stated Rick Arndt, vice president and general manager.

For more information, visit: www.syntecoptics.com.

PRESIDENT'S MESSAGE



We have numerous competitive advantages in the Greater Rochester, NY Region. The size, breadth and quality of our higher education system; the availability of fresh water; and our proximity to major metropolitan areas without major expense are certainly significant

assets. But the top asset we have is our people.

Rather than wait for a study to come out to rank our workforce, we've created our own ranking and we call it Intellectual Density Quotient or simply IDQ.

IDQ is a measurement derived through a comparison of a region's population to its rankings in a core list of recognized standards of success and achievement, providing an assessment of a region's capacity for innovation, creativity and problem solving. A high IDQ is an indication of a region's potential for productivity and sustainable economic health, and it helps perpetuate a pervasive and contagious culture of success.

IDQ is based on these factors:

- Percentage of our population enrolled in college
- Patents issued per worker – we lead the nation on this ranking alone
- Number of workers trained to excel in our knowledge based economy
- Number of companies ranked among the best places to work in the country

The Greater Rochester Region's IDQ is so strong we outperform communities five times our size. We produce more patents than high tech regions such as Silicon Valley. A greater percentage of our population is enrolled in college than in Boston. And, based on Forbes and Great Place to Work Institute's own rankings, we are the only community in the country to have the best small, medium and large companies to work for in America.

We put together a brief video to help tell this story. I encourage you to visit our website, www.RochesterBiz.com/IDQ to check it out, as well as the IDQ rankings for the top 60 metropolitan statistical areas around the country. This comparison underscores the fact that Rochester, NY is where smart people live and smart businesses grow.

Best regards,

Mark S. Peterson
President & CEO
Greater Rochester Enterprise

2009 EYES ON THE FUTURE

More than 1,400 people participated in Eyes on the Future 2009, an annual economic development summit that promotes collaboration and engagement among businesses, organizations and individuals in the Greater Rochester Region. The third annual event also included a business and career event, EyesExpo, which preceded and followed the general session. A total of 50 companies exhibited at EyesExpo.

The summit also featured a keynote address by Richard A. Bendis, president and CEO of Innovation America, a public/private partnership leading national initiatives for entrepreneurship and business funding. Bendis emphasized how improving the economy requires a focus on an area's strengths, not its weaknesses. He also challenged attendees to do more to nurture innovative start-up businesses because the vast majority of new jobs created after the previous recessions of 1990-91 and 2001 were created by small businesses.

The keynote highlighted the Greater Rochester Region's significant potential with 18 leading educational institutions, a skilled and talented workforce, and a vibrant network of innovative businesses. He also called on business, political and community leaders to connect and work together on supporting entrepreneurial growth to further enable the nine-county area to successfully compete with the rest of the country.

Bendis joined the panel of community leaders, including Susan Holliday, president and publisher, Rochester Business Journal; Richard Kaplan, president and CEO, Pictometry International Corp.; Dr.

Anne Kress, president, Monroe Community College; and Mark S. Peterson, president and CEO, Greater Rochester Enterprise (GRE).

Workforce alignment was identified as a key priority for the region's economic and business success.

"The top asset we have is our people," said Peterson. "The talented workforce we have in this community truly sets us apart from our competition."

"It's clear today that for the Greater Rochester Region, the Eyes on the Future Economic Summit is a resounding call to action," said Thomas C. Ioele, event chair and president and CEO, Employee Relations Associates. "By being here this morning, you've helped to demonstrate that here in the Greater Rochester Region, the spirit of Eyes on the Future lives year-round as a central part of our culture and livelihood."

The summit's panel and EyesExpo dedicated substantial time to encouraging tangible, sustainable action among attendees at the event. "Sign Me Up," a community initiative designed to provide a variety of assistance for economic development projects, recruited more than 200 volunteers. Areas of focus include: technology, youth/education, networking with a purpose, business and community. Anyone interested in participating in this program may register at www.EyesontheFuture.biz.

The "Eyes On The Future" radio program airs every Saturday morning from 10-11 a.m. on 1180 WHAM. The program welcomes your calls at 222-1180 and 1-800-295-1180.



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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.

H₂O^h!

A plentiful and inexpensive fresh water supply makes the Rochester Region an attractive business location.

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No shakes,
rattles or
rolls

Rochester Region weather is perfect for building a stable business.

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