

Talk It Up ROCHESTER



GREATER ROCHESTER, N.Y. WHERE SMART PEOPLE LIVE AND SMART BUSINESSES GROW.

Greater Rochester Enterprise

Fall 2010

Two Rochester Companies Honored as “Best to Work for in America”

Two Rochester, N.Y. companies were honored on the 7th Annual Great Place to Work® Rankings: 2010 Best Small & Medium Workplaces Presented by Entrepreneur®. Full-service marketing communications agency Dixon Schwabl has been named the No. 1 Best Small Company to Work for in America, ranking No. 1 for the second time in three years. ESL Federal Credit Union ranked 12th on the Best Medium Workplaces list. This is the first time the locally-owned credit union entered the competition. Dixon Schwabl has ranked among the top 25 Best Small Companies to Work for in America six consecutive years.

“We are humbled to celebrate this special honor with our team and with the Rochester community,” said Dixon Schwabl CEO Lauren Dixon. “This award represents our employees’ innovation, amazing talent and boundless commitment to making Dixon Schwabl a great place to work, year after year. Each and every employee is able to contribute to our fun, innovative culture.”

“We are pleased to receive this honor,” said ESL President and CEO David L. Fiedler. “We believe this reflects the importance we place on our workplace practices and in building a unique employee-focused culture. Our strategy is built on delivering a superior experience for our members, and we believe that depends on creating a superior employee experience.”

The Great Place to Work Rankings: 2010 Best Small & Medium Workplaces list represents the best workplaces separated into two categories: small companies with 50-250 employees and medium companies with 251-999 employees. The Great Place to Work Institute, based in San Francisco, produces the Best Small & Medium Workplaces list each year. The list ranks the top 25 small and top 25 medium-sized companies in America that use smart people management strategies to develop successful organizations with highly productive and satisfied workforces. Each company on the list is recognized for strong workplace cultures and trust in the workplace.

Becoming a Great Place to Work creates a competitive advantage for organizations. Benefits include better financial performance, less employee turnover, higher levels of customer satisfaction and loyalty, greater innovative thinking and creativity, higher productivity, and enhanced public perception.

For a complete list of winners on both the Best Small & Medium Workplaces list, visit www.Entrepreneur.com/GreatPlaces.

READ MORE ABOUT
Clickworker.com

READ MORE ABOUT
Rochester Food Processing
Among Best in US

READ MORE ABOUT
Zeller Corporation



German Company Establishes U.S. Base at Schoen Place



The Greater Rochester, N.Y. Region's economy is experiencing a unique phenomenon—an increase in interest from European investors. Clickworker.com, a German crowdsourcing company that uses the Internet to have “clickworkers” from around the world contribute to complex projects by completing standard tasks, has chosen Rochester as the base for its U.S. operation.

“We considered San Francisco as well, but Rochester won out because of the talent of its workforce, convenient location and history of innovation,” said Clickworker.com Chief Operating Officer, Americas David Moufarrege.

Clickworker.com employs more than 25,000 part-time Internet workers worldwide. The company employs four full-time employees at its Schoen Place office, with the goal to expand to 15 by the end of 2010 and 45 full-time positions by 2013. The operation center at Schoen Place employs project managers who oversee, assign and deliver projects to name-brand organizations like Honda.

“Restrictive European labor laws create workforce challenges for emerging businesses,” said Mark S. Peterson, President and CEO of Greater Rochester Enterprise. “In addition, the difference in regulations between U.S. markets such as New York and California are minor compared to the regulations between the numerous EU countries. These factors, in addition to Rochester's high quality workforce, contribute to our region's appeal.”

Clickworker.com joins other foreign-based companies such as Intrinsic Materials, Omni-ID, and Quintel Technology, that have chosen to expand in the Rochester, N.Y. Region.

“Eyes On The Future” on 1180 WHAM

The Eyes On The Future radio show continues to draw a strong audience on Saturday mornings from 10-11a.m. on 1180 WHAM. Popular recent show topics include “The State of Media,” successful business leaders who worked in big cities and decided to “Return to Rochester,” and “10 Business Axioms” from entrepreneur Dennis Kessler. Upcoming topics include “How to Be a Board Member” on October 16, “Great Places to Work” with ESL and Dixon Schwabl on October 30, and “Year-end Tax Planning Tips” on November 6.

To access podcasts of Eyes On The Future, head to www.RochesterBiz.com/podcast. Eyes On The Future is sponsored by Greater Rochester Enterprise; Harter Secrest and Emery; Mengel, Metzger, Barr; Eastman Business Park; Employee Relations Associates; Roberts Wesleyan College; and Houghton College.



From left to right: The D&C's Steve Sink, 13 WHAM-TV's Don Alhart, and 1180 WHAM's Beth Adams participated in a recent Eyes On The Future show about “The State of the Media.”

Zeller Corporation Moves to Newly Renovated Downtown Rochester Facility



Zeller Corporation, a wholesale distributor of electrical components and a manufacturer of industrial automation and controls, has moved into a newly-renovated, 55,000-square foot downtown Rochester office and manufacturing space in the Gleason Business Center. The facility received Leadership in Energy and Environmental Design (LEED) Silver Certification from the United States Green Building Council.

“We recognized the footprint that our business had on the environment, so making our building and process green was an important objective for us as a company and the community in which we live,” said Gary Haseley, CEO of Zeller Corporation. “Becoming LEED certified is a tremendous accomplishment, and being in such close proximity to one of our largest customers, Gleason, has allowed us to reduce our footprint even more.”

Founded in Rochester in 1961, Zeller has been contributing to the strength and vitality of Western

New York's economy for 50 years. In recent years, the need for a new facility arose due to an evolution of Zeller's products, capabilities, and services. The old facility no longer supported the new business plan, and the company contemplated relocating its headquarters, and 63 employees, to Massachusetts.

Faced with the prospect of losing these highly skilled manufacturing jobs, the County of Monroe Industrial Development Agency (COMIDA), the City of Rochester and New York State worked collaboratively to develop a comprehensive incentives package to encourage Zeller to stay. The package included sales tax exemptions on construction materials for the building's renovations, grants, and designation as a regionally significant project in the Empire Zone program.

“This project represented a great deal of investment in our community,” said Monroe County Executive Maggie Brooks. “COMIDA was

proud to work with Zeller and our community partners at both the city and state level, to create and retain jobs for our region.”

At the new location, Zeller will invest \$2.8 million in facility improvements, machinery, equipment, and employee training costs. “The enhancement and redevelopment of Gleason Works into a state-of-the-art business center is one example of the revival Rochester is now beginning to experience,” said City Neighborhood and Business Development Commissioner R. Carlos Carballada. Zeller retained all 63 of its employees and created 20 additional full-time jobs at the new location. It plans on additional job creation over the next several years.

First Wave Technologies Establishes Corporate Headquarters at Upstate MedTech Centre in Batavia

First Wave Technologies, a medical device and medical technology development company, has established its corporate headquarters and other business operations at the Dr. Bruce A. Holm Upstate MedTech Centre in Batavia, N.Y. The company committed to a \$4 million investment in the Greater Rochester, N.Y. Region, including the creation/retention of 46 life sciences jobs over the next three years.

"It is important to keep these technology-oriented, growth-stage companies in the area because the majority of their economic growth and job creation potential happens early on in their development," said Genesee County Economic Development Center (GCEDC) President and CEO Steve Hyde. "Fortunately, the creative minds at the Genesee County Economic Development Center were able to bring together a number of partners to benefit the company and allow them to stay in the region."

GCEDC secured the support of multiple investing partners, including NYSTAR's Small Business Technology Investment Fund, New York State's Office of Community Renewal, and National Grid, to keep First Wave Technologies from relocating to Pennsylvania. GCEDC was also able to offer the medical company low-cost commercialization space along with the opportunity to work with other medical professionals located at the Upstate MedTech Centre.

"Creating this type of opportunity with a fast-growing company like First Wave Technologies was the driving force behind the life sciences and high technology business accelerator facility that is a part of the new Upstate MedTech Centre," Hyde added.



Forum Discussion Focuses on President Obama's National Export Initiative

The first forum discussion in the United States about President Barack Obama's National Export Initiative (NEI) took place in Rochester at Gleason Works. Approximately 100 representatives from the Greater Rochester Region business community attended the forum to learn about NEI and available federal government resources.

Tom Engle, director of the Office of Monetary Affairs Bureau of Economic, Energy, and Business Affairs for the U.S. Department of State, delivered the keynote address. He said NEI is on track to achieve its goal of doubling U.S. exports by 2012 and creating two million U.S. jobs. Engle explained that NEI makes it easier for businesses to export by giving them better access to trade credit, reducing trade barriers, and providing increased

support through local organizations such as the U.S. Export Assistance Center in Rochester.

"The National Export Initiative is a great opportunity for our local economy to grow and create jobs," said International Business Council (IBC) of Greater Rochester, N.Y. Executive Director Laurie DeRoller. "It is focused on helping small and medium-sized businesses, which account for 94 percent of the Greater Rochester Region's exports."

The IBC hosted the event along with the U.S. Department of Commerce (USDOC) Export Assistant and the Upstate N.Y. District Export Council (DEC).

PRESIDENT'S MESSAGE



Our mission at GRE is to attract new capital investment and new jobs to the Greater Rochester, N.Y. Region as well as provide businesses with the resources they need to grow here. In every conversation we have with site selectors, corporate real estate managers, and business leaders, we emphasize

the quality of our local workforce and local companies as they are key drivers to attracting new opportunities to our region. This is in line with a recent study conducted by Area Development magazine, which reported labor costs and availability of skilled labor are among the most important factors to corporate executives in site selection.

In addition to the caliber of our workforce, the diversity and relative stability of the industries concentrated here - from food and beverage manufacturing, high tech advanced manufacturing, to software services - have helped the Rochester Region weather the current downturn in our national economy.

In early September, we learned that not one, but two Rochester-based companies were ranked among the Best Places to Work for in America by The Great Place to Work Institute. Dixon Schwabl received the national distinction as the No. 1 Best Small Company to Work for in America. This is the second time in three years the agency has earned this award, an incredibly impressive accomplishment when you think about how many small businesses there are in the U.S. Another local company, ESL Federal Credit Union, was named the 12th Best Medium-Sized Company to Work for in America. This was the first time ESL applied for and received such a ranking.

It's a tremendous achievement for both of these companies to be recognized among America's top workplaces. They join a diverse group of local companies that has received this distinction, a group that includes: Wegmans Food Markets, Edward Jones, Genencor, Nixon Peabody, and Paychex. In fact, no other community in the U.S. has as many top ranked "Best Places to Work for in America" as Rochester does. This, along with the high number of patents generated here and our knowledge workforce, are the cornerstones of GRE's Intellectual Density Quotient (IDQ). IDQ markets Rochester's highly skilled workforce to the world.

Our IDQ campaign and The Great Place to Work Institute awards underscore what we already know and what the world is now learning - Rochester, N.Y. truly is a place where smart people live and smart businesses grow.

Mark S. Peterson
President and CEO
Greater Rochester Enterprise

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Rochester Region's Food Processing Industry Earns National Recognition



A national business publication has named Livingston & Genesee Counties as the second-best food processing region in the country. In its 2010 Rankings Report, Business Facilities magazine rated the two counties #2 in the Metro Food Processing/Industry Growth category.

"The food and beverage industry is a healthy source of jobs for the Greater Rochester Region," said Greater Rochester Enterprise President and CEO Mark S. Peterson. "We have the natural resources that premier companies need, such as seven percent of the world's fresh water. Our wealth of resources is why we are home to more than 100 food and beverage organizations."

Livingston County is home to two of the largest food producers in the world, Kraft Foods and Barilla America. Barilla's Avon plant accounts for more than 50 percent of its U.S. sales. Kraft's local plant is the only location where it produces Cool Whip, and it also produces the Lunchables line locally.

"This impressive ranking shows the Rochester Region is a desired location for the world's top food producers," said Livingston County Industrial Economic Development Agency Chief Executive Officer Patrick Rountree.

Genesee County is home to three of the top 10 largest vegetable farms in the United States, along with numerous food processors including Allen's Inc., DATKA Milk Products, and Yancey's Fancy Cheese. The Genesee Valley Agri-Business Park is a 202-acre industrial park that offers major infrastructure for food and beverage companies and is within 500 miles of 1/3 of the U.S. and Canadian population. "This national recognition shows the Rochester Region's food and beverage industry sector continues to grow and has the potential to accommodate even more food and beverage industry investment and add more jobs in the near future," said Genesee County Economic Development Center Chief Executive Officer Steve Hyde. Rochester, N.Y. also ranked 7th in Business Facilities' Top 10 Metro Medical Devices and Equipment category.

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