

Talk It Up ROCHESTER



GREATER ROCHESTER, NY. WHERE THE SMART PEOPLE LIVE.

Greater Rochester Enterprise

Summer 2008

Wegmans



Dixon Schwabl
ADVERTISING | MARKETING | PUBLIC RELATIONS

NIXON PEABODY
ATTORNEYS AT LAW

PAYCHEX

Rochester, NY Boasts Several “Best Companies to Work for in America”

Several companies in the Greater Rochester, NY Region have consistently been recognized as “Best Companies to Work for in America.” So far in 2008, four Rochester companies have earned that recognition.

FORTUNE Magazine ranked Wegmans Food Markets third on its Best Large Company to Work For list. Dixon Schwabl was voted The Best Small Company to Work For in America. Dixon Schwabl earned its number one ranking from the Society for Human Resource Management (SHRM). Wegmans was ranked number one by FORTUNE in 2005, and it has been on the list for 11 consecutive years. Dixon Schwabl has been on the SHRM list since 2004, and was ranked number one for the first time in 2008.

Joining Wegmans on the FORTUNE list are Nixon Peabody Attorneys at Law and Paychex, a leading provider of payroll and human resource services for small- and medium-sized businesses.

“Being recognized as one of the best workplaces in America is very rewarding,” said Wegmans’ CEO Danny Wegman. “We have always believed that if we care about our employees, they will care about our customers. Ours is a very caring community, and it’s gratifying to see other local companies recognized for treating employees well.”

“The Rochester Region has such a robust business environment and innovative and entrepreneurial companies, that I am sure this area could place far more companies on these lists,” said Dixon Schwabl CEO Lauren Dixon. “In fact, we are committed to making Rochester the city with the greatest number of ‘best’ companies in the nation and are encouraging as many companies as we can to submit their qualifications to these committees.”

The Rochester economy and business landscape has re-engineered itself to mirror the national economy with an increasing percentage of the population employed by small- to mid-sized companies. “Small- and medium-sized companies make up the majority of the American economy and workforce,” said SHRM President and CEO Susan R. Meisinger, SPHR. “These winning organizations demonstrate that making effective use of their workforce is key to their success, and their accomplishments deserve recognition.”

READ MORE ABOUT
Second Annual Eyes on the
Future Economic Summit

READ MORE ABOUT
American Packaging
Corporation’s Expansion

READ MORE ABOUT
WeROC Community
Campaign Launch

Second Annual Eyes on the Future Economic Summit Planned for October 10

2008 EYES ON THE FUTURE

Last year's Eyes on the Future event provided a snapshot of the Greater Rochester Region's many opportunities based on perspectives of economic development experts from around the country. Greater Rochester Enterprise and the Small Business Council of Rochester, an affiliate of the Rochester Business Alliance, look to continue this positive dialogue with Eyes on the Future 2008 on Friday, October 10 at St. John Fisher College from 8 to 11 a.m.

At this year's event, a panel consisting primarily of representatives from local companies and organizations will discuss their respective commitments to Rochester, the collective work being done by a wide range of groups to foster economic and community growth, and their perspectives on why attendees should have a strong sense of optimism about the region's future. Governor

David Paterson has been invited to deliver the keynote address. Brian Taffe, host of the statewide cable news program Capital Tonight, will serve as moderator, and will broadcast from Rochester.

Building on the theme from last year's event, that encouraged each person in the community to serve as ambassadors for the Greater Rochester Region, Eyes on the Future 2008 will focus on the importance of everyone working together and getting involved to support the growth of companies, individuals and the region overall. The panel will discuss ways that attendees can participate in creating a sustainable path for economic growth and development, such as sourcing local suppliers, creating a single new job within the next year, participating in networking programs, volunteering with not-for-profit organizations and mentoring young adults and first-time business owners.

Panelists will include representatives from

innovative large and small companies that started in or relocated to Rochester, including Bausch and Lomb, CentriLogic, Dixon Schwabl, Gatehouse Media and Pictometry. The region's colleges and universities, an acknowledged advantage for the Rochester Region, will be represented by John Martin, president, Rochester Area Colleges. Richard Rosen, an economic development specialist from the Battelle Memorial Institute in Columbus, Ohio (a city comparable to Rochester in many ways and one that has had significant success in economic development) and Greg Elam, a national site selector, will offer their insights on Rochester's advantages and what it will take to move the region to the next level.

Admission to Eyes on the Future is free and open to the entire community. Local companies, organizations and students are encouraged to participate by serving as sponsors or volunteers. Please call 585-381-0810 to join the effort.

American Packaging Corporation Expands Facilities in Rochester



On June 12, American Packaging Corporation (APC) broke ground on a 15,000-square-foot addition to its existing 99,000-square-foot facility.

The company, which makes flexible packaging for a variety of specialty markets, including Pringles, Lipton Side Dishes and Hamburger Helper, plans to spend \$8.4 million on the building and equipment.

With the help of a comprehensive package put together by Monroe County, the City of Rochester and New York State, APC will expand by adding a new building and increasing its manufacturing space for a 150-foot extruding line. Monroe County awarded GreatRate and GreatRebate incentives, along with a Community Development Block Grant loan.

APC currently employs more than 550 people, 150 in Rochester, and is recognized as one of the largest privately held packaging companies in the United States. The partnership and collaboration between the business community and all levels of

government has paved the way for future growth. The expansion will bring more than just extra floor space. The expansion will allow APC to add 25 jobs and signals faith in Monroe County. The project is expected to be completed and fully operational by spring 2009.

APC was founded in 1902 in Philadelphia and today has three locations across the United States. The company has held its headquarters in Rochester since 1963. APC's client base has evolved over time and the expansion will allow it to grow and serve new industries.

WeROC Community Campaign Launches



On June 26, a coalition of civic, elected and business leaders launched WeROC, a community-wide campaign that touts the many reasons why Rochester is a great place to live and work.

WeROC was spurred to action by initial investors Eastman Kodak Company and Partners and Napier Advertising. That core team grew to a robust coalition of companies, including Bausch and Lomb, Xerox, Excellus and PAETEC.

The WeROC campaign will be seen throughout the community at various venues including the local baseball stadium Frontier Field, as well as festivals and events. The campaign takes a fresh, humorous and sometimes irreverent look at all the regional

assets the Greater Rochester, NY Region has to offer. From high-ranking schools and world-class universities to "890,000 patents and almost as many festivals," Rochester has much to promote.

The WeROC campaign touts such proof points as:

- **#6** – A recent independent study named Rochester the 6th best place to live in the U.S.A. (Take that Boston, NYC and L.A.)
- **19 minutes** – Our average commute time (Eat your heart out, Atlanta)
- **4** – The number of Rochester companies in Fortune's top 500.
- **Top 5%** – We have 12 schools in the nation's top 5%. (Bright people = bright future)

And, WeROC highlights the Rochester Region's assets through headlines such as:

- If You're Trash Talkin' Rochester, You Better Be Ordering a Garbage Plate

- Those Who Say Wine Country Only Exists in California Can Put a Cork In It

"The Rochester Region has tremendous assets," said Dennis M. Mullen, CEO and President of Greater Rochester Enterprise. "We have been telling our story to and impressing business leaders across the country for years. This campaign is an additional tool we can use when attracting businesses to the region," added Mullen.

"This campaign is really easy for me to support," said Mayor Robert J. Duffy. "I love Rochester. It's so important for people to take pride in where they live and when you live here, there's a lot to be proud of. Rochester is the best mid-sized city in the U.S. and one of the best places to live anywhere. I want to thank everyone who collaborated on this effort for reminding us of how great our quality of life is."

SiMPore Inc. Wins \$100,000 Golden Horseshoe Business Challenge



SiMPore CEO Rick Richmond recognizes his team and accepts the Golden Horseshoe \$100,000 payday.

SiMPore Inc. a Rochester, NY company, won the second-annual Golden Horseshoe Business Challenge by presenting the strongest business plan to a panel of venture capitalist judges. Winning the business plan competition earned SiMPore a \$100,000 payday. Their winning business plan beat four others in the final round of the competition.

SiMPore, an early-stage company commercializing membrane technology for the separation and purification of biomolecules and other nano-sized particles, is reflective of the business landscape in Rochester, which is becoming increasingly entrepreneurial.

"There is a lot of activity and good [entrepreneurial] infrastructure. High Tech Rochester is doing a very good job and there have been some quality deals," said Scott Murphy, managing director of the Glens Falls

office of Advantage Capital Partners in an interview with *The Business Review* (Albany). "Of all the major upstate cities ... Rochester is the most dynamic at the moment," added Murphy.

"Winning the Golden Horseshoe is validation of our technology and a fabulous reward for the team's hard work," said Rick Richmond, CEO. "The \$100,000 will go a long way toward bringing our product to market. The Golden Horseshoe Business Challenge also will bring us recognition that will help us with customer acquisition and recruiting employees. We especially appreciate the support that we received from the University of Rochester and High Tech Rochester."

"This is an excellent opportunity to reach out and support entrepreneurs in Western New York and Southern Ontario, and provide them with the one, true resource they need the most— access to start-up funding," said Duncan Moore, Vice Provost of Entrepreneurship at the University of Rochester.

The Golden Horseshoe Business Challenge is a cross-border, inter-regional business plan competition. It was created to stimulate entrepreneurial growth and investment, and to shine a spotlight on one of the largest and most innovative population centers in North America. The Golden Horseshoe Business Challenge is targeted toward entrepreneurs in four cities in Western New York and Ontario, Canada — Rochester, Buffalo and Ithaca in Western New York, as well as the Region of Waterloo, Ontario.

New York State's Empire State Development Brings International 'Road Show' To Rochester

Foreign trade representatives from Empire State Development's International Division visited Rochester recently for a luncheon co-hosted by the International Business Council, an affiliate of Greater Rochester Enterprise (GRE).

The event was designed to help businesses in the Rochester Region that are interested in increasing their exports and expanding their presence in the global marketplace.

On hand were key personnel from the Empire State Development International Division representing Canada, Mexico, the United Kingdom, Israel, Japan, Chile, Brazil and South Africa. In addition, statewide international specialists for biotechnology, nanotechnology, information technology, medical devices, energy, agriculture and environmental services participated. More than 20 experts were in attendance to lend their insight about how best to compete internationally.

International trade is becoming increasingly important to the region as it diversifies and expands its economy. "We have seen our trade

imports steadily increase," said Laurie DeRoller, executive director of the International Business Council of Greater Rochester. "From 2005 to 2006 the Rochester Region saw a dollar increase of more than 5.25 percent. This increasing trade activity translates into new jobs for the area as well," added DeRoller.

Steve Silverman of Thermo Fisher Scientific was the keynote speaker for the luncheon and discussed his company's business success in Japan.

Rochester area companies exported \$4.6 billion worth of goods in fiscal year 2006 (latest figures available). And, through November 2007, New York companies exported over \$63 billion worth of goods around the world, marking an increase of more than 20 percent over the corresponding period in the previous year. ESD's International Division assists these companies in taking advantage of worldwide opportunities by providing experience in foreign markets that helps to ensure success of New York companies in the global marketplace.

PRESIDENT'S MESSAGE



We work in a business of fierce competitors and tough competition. There is a GRE in nearly every city in America. But I truly believe we have distinct competitive advantages. And, every day the GRE team and our economic development partners are delivering on our shared role as ambassadors, matchmakers and rainmakers for this

community. While our work is never done, I am pleased with the results we've recently delivered based on these guiding principles.

In fact, on the rainmaker front, the second annual Golden Horseshoe Business Challenge was a great success. After the event, one of the venture capitalists, Scott Murphy, managing director of Advantage Capital Partners, noted "Of all the major upstate cities... Rochester is the most dynamic at the moment." Venture capitalists from outside of our region evaluated business plans from Buffalo, Ithaca, Rochester and Waterloo, Ontario competitors. The grand prize of \$100,000 was awarded to SiMPore, a Rochester based company that is commercializing a breakthrough membrane technology for the separation and purification of biomolecules and other nano-sized particles. In addition to providing a local, emerging business with capital to help jumpstart their business efforts, the Golden Horseshoe Business Challenge also introduced the venture capitalists to the numerous assets available in our community to spark entrepreneurial efforts.

In terms of matchmaking, our business development team is continuously evaluating new industry trends in order to identify new market opportunities. We're currently working with several local manufacturers to capitalize on the huge demand for precision manufactured parts for the wind energy industry. There is currently a three-year backlog in the manufacturing of wind turbines, due in part to a lack of gears. The wind energy industry is just one new market that is a perfect fit for many of our local companies.

Much work has been completed to cultivate ambassadors for Rochester. In collaboration with many local business partners including the county of Monroe, city of Rochester, Kodak, Excellus, Bausch & Lomb, PAETEC and Partners & Napier, we recently launched a community-wide campaign to instill a stronger sense of pride in the Greater Rochester Region by Rochesterians. The campaign, WeROC, touts the many reasons why the Rochester Region is a great place to live and do business.

Through our collective efforts to cultivate new business in this region, together we can make sure WeROC.

Best Regards,

A handwritten signature in black ink that reads "Dennis M. Mullen".

Dennis M. Mullen

RochesterBiz.com

**890,000
PATENTS.
ALMOST AS MANY FESTIVALS.**

weroc.org  **rochester**



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

RochesterBiz.com

GRE encourages you to be ambassadors, matchmakers and rainmakers for Rochester.



Greater Rochester Enterprise Foundation, Inc.
100 Chestnut Street
One HSBC Plaza, Suite 1910
Rochester, NY 14604

Nonprofit Org
US Postage
PAID
Rochester, NY
Permit No. 1005