

# Talk It Up ROCHESTER



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

Greater Rochester Enterprise

Spring/Summer 2010



## Cody Gate Ventures Bringing 250 Full-Time Jobs To Rochester, N.Y.

Cody Gate Ventures, a venture capital firm, has selected Rochester, N.Y. as the site of expansion for three companies that are part of its portfolio. The three companies are Intrinsiq Materials, Quintel Technology, and Omni-ID. They will combine to hire 250 full-time employees who will specialize in research, development, and manufacturing of advanced technology. In addition to creating jobs, Intrinsiq, Quintel and Omni-ID will also make a significant capital investment in the Rochester Region through the purchase of machinery and equipment, and through ongoing capital expenditures and operating expenses.

"We chose to expand in Rochester because of the high-quality of its skilled workforce," said Cody Gate Ventures U.S. Managing Partner Michael Summers. "We consider ourselves to be an innovation firm, and Rochester has a long history of innovation. We have already established substantive synergies with a number of the great companies and universities that are located here. Those opportunities for collaboration combined with Rochester's connectivity to world-class research and development facilities, and the great facilities at Eastman Business Park, make the Rochester Region the perfect place for these three companies to grow."

"This huge win for the Greater Rochester Region's economy is the result of the dedication and teamwork of Greater Rochester Enterprise; Empire State Development; the State of New York, specifically State Assembly Speaker Sheldon Silver and State Assemblyman Joseph D. Morelle; Monroe County; and the City of Rochester," said GRE President and CEO Mark S. Peterson. "The 250 jobs that are coming here are high-paying (\$87,000 per year average salary), highly-skilled jobs for three companies who will greatly benefit from our top-ranked knowledge workforce."

"Attracting innovative companies that base their success on knowledge and technology is an important step in ensuring that New York State remains competitive in the global economy," said Empire State Development Chairman & CEO Dennis M. Mullen. "Cody Gate Ventures has discovered that Rochester offers an ideal location—strong public and private institutions, a quality talent pool and widespread infrastructure—for companies looking to expand their horizons."

"Monroe County's highly-skilled workforce, rich tradition of innovation, and intellectual capital are some of our most significant assets and the rest of the world is beginning to realize what we've known all along," said Monroe County Executive Maggie Brooks. "This project represents a great deal of investment in our community and the addition of 250 jobs for local residents will contribute greatly to the economic vitality and strength of our economy. COMIDA is a proud partner in this project and we thank these companies for their commitment to doing business in Monroe County."

"The City and County have a common goal to attract business development within the Rochester community and we are making great progress," said Mayor Duffy. "With at least two of the companies anticipated to be on the city portion of the site and one being in Greece, it was crucial for us to work together. The County Executive and I would especially like to thank our business development teams for the tremendous work they performed to make this project a reality."

Intrinsiq Materials ([www.intrinsiqmaterials.com](http://www.intrinsiqmaterials.com)), an advanced materials company that produces designer materials that make other products more effective, plans to hire 158 full-time employees. Quintel Technology ([www.quintelsolutions.com](http://www.quintelsolutions.com)), an advanced antenna company that wireless carriers like AT&T use to more efficiently transmit signals, plans to hire 68 full-time employees. Omni-ID ([www.omni-id.com](http://www.omni-id.com)), a producer of radio frequency identification tags that track and identify different assets and materials, plans to hire 24 full-time employees.

Intrinsiq, Quintel, and Omni-ID plan to begin hiring and bringing their operations to Rochester this summer. More information on how to apply for these new jobs is available at each of the company's websites.

READ MORE ABOUT  
Harris RF Communications

READ MORE ABOUT  
CanAm Wind Energy

READ MORE ABOUT  
Callfinity

# Harris RF Communications Strengthens Presence in Greater Rochester Region

Harris RF Communications has been contributing to the strength and vitality of the local economy for 50 years, employing more than 2,300 local residents. Harris is an international communications and information technology company that supplies secure voice and data communications products, systems, and networks to military, government and commercial organizations worldwide.

While recently evaluating excess capacity in its out-of-state facilities, Harris contemplated moving its manufacturing operations to either Melbourne, Florida or Lynchburg, Virginia. Faced with the prospect of

losing 1,100 highly-skilled manufacturing jobs, the Greater Rochester Region worked with the strong leadership at Harris to ensure its continued presence and investment in the local economy.

In a collaborative effort, the County of Monroe Industrial Development Agency (COMIDA) and Empire State Development (ESD) worked with Harris to develop an incentives package that represents an almost \$50 million investment in the local economy.

Harris purchased the former Xerox Corporation facility in Monroe County. This 573,000-square-foot building

allows Harris to condense its local manufacturing operations to one location, rather than the four separate facilities currently being operated. The relocation is expected to be complete in the summer of 2011.

Harris' decision to remain in Monroe County speaks volumes about the Greater Rochester Region's significant assets, including its highly-skilled workforce. The region's large pool of colleges and universities assists Harris RF Communications in cultivating its workforce of tomorrow.

## CanAm Wind Energy Initiative Looks to Capitalize on New Energy Opportunities

The CanAm Wind Energy initiative, a formal partnership between Greater Rochester Enterprise (GRE), Buffalo Niagara Enterprise (BNE), and Niagara Economic Development Corporation (NEDC) Canada, officially launched in May. The three organizations have partnered to capitalize on the rapidly growing wind energy industry, which is expected to generate \$60.8 billion in revenue by 2016. With the bi-national Rochester, Buffalo, and Niagara regions emerging as a top location for wind farm development, CanAm Wind Energy's aim is to create more jobs and further diversify and strengthen the regional economies through new energy opportunities.

"In today's competitive economic environment, regional collaboration is key to economic success," said GRE President and CEO Mark Peterson. "Through this partnership, the Greater Rochester, Buffalo, and Niagara Canada regions will be in a better position to compete globally for jobs and investment."



*FROM LEFT TO RIGHT:  
Valerie Kuhns, Vice President, Investment Marketing,  
Niagara Economic Development Corporation,  
Lisa Canedo, Director of Business Development,  
Greater Rochester Enterprise,  
Lorrie Abounader, Business Development Manager,  
Buffalo Niagara Enterprise*

CanAm Wind Energy will work with government leaders, businesses, universities and other not-for-profit economic development groups to ensure a united approach to attracting the wind industry.

The effort will include promoting the bi-national region, connecting businesses with resources in the bi-national region, and leading appropriate initiatives to increase resources for new and established businesses.

CanAm Wind Energy made its debut at the world's largest annual event for wind energy, the 2010 Wind Power Conference and Exhibition. The conference took place from May 23-26 in Dallas, TX.

"This is a 'win-win-win' for the Rochester, Buffalo and Niagara Canada regions," Peterson concluded.

To learn more about CanAm Wind Energy, go to [www.CanAmWindEnergy.com](http://www.CanAmWindEnergy.com). The initiative is being supported in part by a grant from National Grid.

## Healthcare Benefits Network Aims To Lower Healthcare Costs

Healthcare costs have increased 150 percent over the last eight years, and in the next seven and a half years, they are expected to double. With rising costs and the arrival of healthcare reform, employers have more healthcare questions than ever before. Healthcare Benefits Network, a new business started in the Greater Rochester Region, answers those questions to help employers address the real world issues they face in delivering cost effective benefits to their employees. The mission of Healthcare Benefits Network is to reduce the cost of healthcare, improve employees' health and productivity, and increase revenue.



With the Healthcare Benefits Network, any small or mid-size business has access to the same skills and experience as the large employers without the cost of a dedicated subject matter expert and without the expense and complexity of engaging a consulting firm. Healthcare Benefits Network offers experienced benefits directors and health care strategists from some of the most prominent employers in the nation.

As individuals or as teams, more than 40 consultants (10 of whom live in the Rochester area) are available

to answer healthcare questions small businesses have, and they are available to answer their questions online, on the phone, and even at the job site; whatever works best for the employer. The team provides help one question at a time, one hour at a time, one project at a time or on a retained basis. The team of advisors is also working with hospitals and physicians to define strategies for utilizing innovative technology and for deploying quality practices that will reduce the cost of healthcare service delivery.

For more information about Healthcare Benefits Network, go to [www.HealthcareBenefitsNetwork.com](http://www.HealthcareBenefitsNetwork.com).

## Callfinity Moves to High Falls

Callfinity, a company that develops intelligent telecommunications applications for contact centers and service providers around the world, has moved into a new office space in The High Falls Button Factory. Located at 300 State Street, the space sits across from Frontier Field and was occupied in the past by tenants that include Empire Brewing Company and Rochester Button Company.

Callfinity outgrew its original office space in Pittsford; it has grown from 3 to 39 employees in less than five years, and plans to employ 60 by the end of this year.

"We love our new space," said Callfinity CEO Jeff Valentine. "It has energized our workforce, sparking creativity, increasing productivity and helping with our recruiting efforts as well."

Renovations to the building have added bamboo flooring as well as a glassed-in network operations center that houses Callfinity's equipment, including five large LCD screens that are used in monitoring customers' telecom systems.



Photo Credit: Democrat & Chronicle Media Group  
Photographer Will Yurman.

## Greater Rochester, NY Economy Featured in Forbes Magazine



A special nine-page section titled "Greater Rochester – New York's Home For

Smart Business," was a part of a recently released issue of Forbes Magazine. The section focused on Rochester's talented and top-ranked knowledge workforce that is attracting and keeping smart people and smart businesses.

"A member of Forbes' economic development team, a St. John Fisher alum, was so impressed with what she saw at last year's Eyes On The Future economic summit that she recommended the magazine write a special section on Rochester," said Greater Rochester Enterprise President and CEO Mark Peterson. "Thanks to wonderful collaboration throughout the community, GRE was able to work with Forbes to put this special report together to let the country know about all of the great resources we have in the Greater Rochester Region."

Wegmans, M&T Bank, Simon Graduate School of Business, University of Rochester Medical Center, Excellus, Rochester General Foundation, St. John Fisher College, SUNY Brockport and iVedix joined GRE on "Greater Rochester – New York's Home For Smart Business." The report reinforces Forbes'

recent rankings of Rochester, NY as the 14th most innovative city in the nation, the third best place to raise a family, and the seventh fastest-recovering city in America.

"Rochester's economy has shown great resilience during these challenging economic times," said Forbes Vice President and Director of Economic Development Mark Furlong. "We are delighted to partner with Greater Rochester Enterprise and the Greater Rochester Region to highlight its abundance of assets, community spirit and intelligence that makes it such a great place to live and do business."

Additional elements in Forbes Magazine's special report include: Rochester's 18 higher-education institutions, short commute times, low healthcare costs, and proximity to major markets without the major market expense.



## PRESIDENT'S MESSAGE



I'm pleased to let you know Cody Gate Ventures, a venture capital firm, has selected Rochester as the site of expansion for three companies that are part of its portfolio. The three companies, Intrinsic Materials, Quintel Technology, and Omni-ID, will combine to hire 250 full-time employees who specialize

in research, development, and manufacturing of advanced technology.

These new, skilled workforce jobs are an integral part of the Greater Rochester Region's new economy. They are great jobs, with an average salary of \$87,000 per year, that will further strengthen the talent, creativity, and innovation that are such integral parts of our economic environment. Plus, the multiplier effect is significant. Each of the new jobs will support at least one more job in our community as Intrinsic Materials, Quintel Technology, and Omni-ID employees spend money in the region on everything from home mortgages, banking and insurance to cars, groceries, and daycare.

Cody Gate Ventures' decision to choose Rochester backs up what we have been saying all along – the Greater Rochester Region is a great place to live and work. It also backs up Rochester's top-ranked Intellectual Density Quotient (IDQ) which proves Rochester has one of the smartest workforces in the country to go with an exceptional quality of life.

In addition to the skilled workforce, Cody Gate Ventures recognizes the possible synergies with our local companies and universities. They have already begun to collaborate with a few local organizations including University of Rochester, Rochester Institute of Technology, Kodak, and Xerox on a variety of research and development projects.

This is the biggest win in GRE's history – and it's the result of tremendous collaboration and determination. Assemblyman Joe Morelle quickly recognized Cody Gate Ventures' expansion plans were a perfect fit for the Greater Rochester Region. He asked GRE to help him make sure Cody Gate's expansion would happen here. GRE followed up by reaching out to Cody Gate Ventures to show them all that Rochester has to offer. GRE then worked with Joe Morelle; State Assembly Speaker Sheldon Silver; Empire State Development (specifically Dennis Mullen); Monroe County; and the City of Rochester to get the deal done.

GRE exists because of the gracious support of our board members and investors. Through their dedication and investment, we are able to market the Rochester Region and attract companies such as Cody Gate Ventures to this community. Thank you for believing in our mission and helping us achieve success. Your support and exemplary teamwork made this deal happen, and it will be needed to make future groundbreaking economic development deals happen as well.

Mark S. Peterson  
President & CEO  
Greater Rochester Enterprise

View complete special section at [www.RochesterBiz.com](http://www.RochesterBiz.com)



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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](mailto:Info@RochesterBiz.com)

## RochesterBiz.com

# Pinpoint your new business location.

Rochester, NY now has dot-on-the-map-specific property, workforce and wage data available online.

If your business is outgrowing its current space, take a look at [www.RochesterBiz.com/sites](http://www.RochesterBiz.com/sites), the Greater Rochester, NY Region's website. It's filled with information on available commercial sites and buildings, along with detailed information on our highly-skilled workforce, as well as wage and property-specific demographic information.

The Greater Rochester, NY Region has prime real estate and leasing costs below the national average—and aggressive incentive programs for businesses investing in our region.

Visit [RochesterBiz.com/sites](http://RochesterBiz.com/sites) or call 877-805-1770 to access the resources you need to expand your business in the Greater Rochester, NY Region.

Greater Rochester, NY: Where Smart People Live and Smart Businesses Grow



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