

Talk It Up ROCHESTER



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

Greater Rochester Enterprise

Winter 2010

450 New Jobs Coming to Penn Yan

Data Listing Services, LLC, dba The Connection—a leader in outsourced call center services—will expand its existing presence in New York State and open a new call center in Penn Yan. The Connection will invest approximately \$4.5 million in this new call center, creating 450 new jobs. The facility will be the company's third location in New York State, with operations presently in Jamestown and Olean.

"As part of my State of the State address, I stated that my Administration will focus on making Upstate the preferred back office for corporate America. The Connection's investment throughout Upstate, and now expansion to Penn Yan, moves this vision along exponentially," said Governor David Paterson. "Further, it cannot be underestimated how significant the creation of 450 new full-time jobs is to this community. In a time when our State and our country need to focus on helping the unemployed get back to work and reign in spending to protect our economic and fiscal stability, this investment is critical."

The call center in Penn Yan will employ 450 new, full-time workers, ramping up over a three-year period. These workers will be hired in three phases, 150 employees at a time. The first phase of hiring will be completed in the first quarter of 2010, with the third and final phase being completed by the end of 2011.

"Companies from around the world are starting to realize the enormous capacity and competitive strengths Upstate New York has to offer for conducting and growing a business," said Empire State Development (ESD) Chairman and CEO Designate Dennis M. Mullen. "Upstate has the trained and educated workforce, vast space and livable communities in place that not only support these office operations, but take them to the next competitive level."

"We are thrilled to have the opportunity to expand in Upstate New York," said The Connection CEO Fred Weiner. "The quality of the workforces in Jamestown and Olean have been superb and we trust that, in Penn Yan, we will be able to replicate those qualities."

The Connection will invest approximately \$4.48 million in equipment, training and construction activities to construct the new call center in Penn Yan. To help offset these costs, ESD has earmarked a \$1 million grant to the project. Additionally, the Village of Penn Yan—on behalf of the company—will be eligible to apply for \$250,000 in Community Development Block Grant funds from the New York State Division of Housing and Community Renewal. Further, as this call center will be located in the Yates County Empire Zone, The Connection may qualify for up to \$485,000 in Empire Zone incentives.

"We are very excited about The Connection selecting Penn Yan for the location of its next call center," said Steve Griffin, CEO, Finger Lakes Economic Development Center. "We are appreciative of the support for this project from Governor Patterson, Empire State Development and the Office of Community Renewal. The creation of these new jobs will have a significant impact on our local economy. We have put in a lot of time working with The Connection and New York State to make this project happen in Yates County. It has been very encouraging to see the collaborative effort of local and regional workforce development agencies along with the support of local and State government. The success of this project is further evidence that Yates County and the Finger Lakes region have both the quality and quantity of labor to help companies succeed."

The Connection is headquartered in Burnsville, Minnesota. The company's customer base consists of companies of all sizes, ranging from Fortune 500 to smaller, privately held companies to Federal and State agencies.

READ MORE ABOUT
First Capital Payments Expansion

READ MORE ABOUT
Monroe Manufactures Job
Program

READ MORE ABOUT
2010 Rochester Regional
Business Plan Contest

First Capital Payments Expands, Creating 30 Local Jobs



From left to right: Hiram Hernandez Sr., President; Council Member Jacklyn Ortiz; Council President Lovely Warren; CEO Hiram Hernandez Jr. & Wife; NDM Commissioner Carlos Carballada. Photo courtesy of the City of Rochester's Communications Bureau.

R. Carlos Carballada, Commissioner of Neighborhood and Business Development, joined partners Hiram Hernandez Sr. and Hiram Hernandez Jr. to cut a ceremonial ribbon celebrating the expansion of First Capital Payments headquarters, at 120 East Main St.

First Capital Payments, a leading credit card processor

in Upstate New York and Tampa, FL, is expanding nationally. The firm anticipates creating up to 40 new jobs, 30 of which will be in Rochester. The firm will be occupying additional space in its current location in Downtown Rochester. In addition to the new space, new signage has been installed on the building façade at East Main St. and St. Paul St.

First Capital Payments is a fast-growing leader in progressive payment processing services. A registered Member Service Provider for Visa and MasterCard associations, First Capital Payments is a complete payment solution company that processes payment transactions for all major credit and debit card networks, including Visa, MasterCard, American Express, Discover and JCB. In addition, it is an authorized dealer for PixelPoint and InfoTouch integrated point-of-sale systems. The company established First Capital Funding, which provides funding to merchant customers.

"We are pleased to expand our operations downtown," said Hernandez Sr., President of First Capital Payments.

"Our business is expanding rapidly. We are a locally based firm, and we're proud to be able to keep dollars in Rochester that would otherwise flow to firms in Texas or California."

The firm, which handles over \$200 million in sales volume annually, currently employs 26 staff.

"As we continue to grow, our business will draw revenues from around the nation, thereby contributing to Rochester's economy," continued Hernandez Sr. "We will be recruiting talent locally as we expand."

CEO Hiram Hernandez Jr., who is spearheading the national expansion, sees the potential for significant growth for the firm's local operations. "Our new expanded facilities will enable us to provide the service merchants need in this dynamic marketplace," he said. "We are building strong internal operations to provide the credit card processing, customer service, support and reporting, along with the full range of credit, debit, gift and e-commerce solutions, that businesses need to be competitive today."

Monroe Manufactures Jobs Program



Maggie Brooks, County Executive

Although the economic landscape of the Greater Rochester Region has evolved considerably over the last several decades, Monroe County still has deep roots in the manufacturing industry. Monroe County is currently home to approximately 1,000 manufacturers and provides roughly 50,000 jobs to area residents. In addition, 2.7 service jobs are created from each manufacturing job.

To better meet the high demands of our local manufacturing industry, Monroe County launched a program in partnership with Monroe Community College.

The 'Monroe Manufactures Jobs' program connects Monroe Community College graduates in the Precision Machining, Optical Fabrication and AAS Precision Machining programs with local manufacturing companies and offers both the employee and employer a \$1,500 bonus if the

employee works for the company for one full year.

The goal of the program is to increase awareness among high school, college and post-college individuals about the vast opportunities available within the manufacturing industry.

The first participants of the 'Monroe Manufactures Jobs' program were recently awarded the \$1,500 bonus for their participation in the program. Local manufacturer ROMOLD, Inc. was the first company to be presented with a check. Founded in 1997, ROMOLD manufactures plastic injection molds, die cast molds and related components. Their products service a variety of industries such as: optical, office and imaging equipment; medical devices; aeronautical; automotive; packaging; and consumer products.

Today's manufacturing industry is not the industry our parents and grandparents were once familiar with. The training and education received by students in the programs at Monroe Community College are integral to the future success of our local manufacturing companies because of the highly skilled nature of today's industry.



Lou Romano, ROMOLD President; Matthew D. Brooks, first student graduate of the program; Dr. Anne Kress, MCC President.

The program is also an excellent resource for local companies because it allows them to identify and hire individuals with the high-tech skills required to keep them competitive in today's market.

The 'Monroe Manufactures Jobs' program is a unique collaborative between local government, higher education and the private sector that will help cultivate our manufacturing industry and bolster our local economy by directly linking skilled workers with highly skilled jobs.

Rochester, NY Average Commute Time Saves Companies Money and Improves Productivity

According to the Center for Governmental Research and the Texas Transportation Institute at Texas A&M, the Rochester, NY Region's average commute time of 22.6 minutes is one of the shortest in the country. To illustrate the economic benefit to local companies, Greater Rochester Enterprise (GRE) has unveiled the "Save Time and Money in Rochester, NY" calculator at www.RochesterBiz.com/idq.

"We wanted to create the calculator for the GRE website to show how Rochester's short commutes save companies time and money while

improving workforce productivity," said Center for Governmental Research President and Chief Economist Dr. Kent Gardner.

"This is a valuable tool that companies looking to expand in or relocate to the Rochester Region can utilize to evaluate the economic benefits of doing business here," added GRE President and CEO Mark S. Peterson.

The calculator compares "Annual Congestion Cost" of the top 90 metropolitan areas in the United States, basing the cost on "Annual Total Delay," the

amount of hours each employee spends delayed in traffic per year. For example, a 100-person company in Rochester, NY, saves \$128,300 more per year than a same-sized company in Los Angeles, CA, because the Rochester employees are spending 6,000 hours less per year delayed in traffic.

"When you combine our region's high Intellectual Density Quotient (IDQ) with our short commute times, you get efficient, quality work at an affordable price," said Bausch & Lomb's Vice President of Human Resources Clay Osborne.

2010 ROCHESTER REGIONAL BUSINESS PLAN CONTEST OPENS



High Tech Rochester announces that the 2010 Rochester Regional Business Plan Contest is now accepting applicants. The contest is a collaborative effort among community organizations including High Tech Rochester, Digital Rochester, Greater Rochester Enterprise, Nazareth College School of Management, Rochester Institute of Technology and the University of Rochester Simon Graduate School of Business.

This year's event offers contestants a chance at winning more than \$50,000 in cash and business service prizes, including a 1st place cash prize of \$25,000. All finalists will receive a customized prize package, as well as significant exposure to the business and investment communities.

"The Rochester Regional Business Plan Contest is an annual event that showcases some of our region's best up-and-coming new startup opportunities. The contest is truly a collaborative effort among local economic development and academic institutions, all working together to build regional growth through entrepreneurship and innovation," said High Tech Rochester President James Senall.

The contest is open to for-profit companies headquartered in the Greater Rochester Region (Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming and Yates Counties). Companies should have a scalable business concept with high growth potential. Companies must be early-stage, defined as: 1) Less than \$250,000 of outside cash investment, and 2) Less than \$500,000 cumulative revenue excluding research grants. Prior cash prize winners of Rochester Regional Business Plan contests are not eligible to compete.

The contest winners will be announced at the 2nd Annual "Celebration of Entrepreneurship" Luncheon on April 30, 2010. This gala event attracted over 250 business leaders and investors in 2009. Other entrepreneurial successes from the past year will also be recognized.

The contest features a series of workshops to help prospective entrepreneurs create the best possible plan. Contest registration ends on March 5. Executive summary submissions will be due on March 15. Winners will be selected by a panel of judges prior to the luncheon on April 30. Contest Guidelines and registration information are available at www.htr.org.

Eyes On The Future Radio Show Facebook Page



Tim Moore of Imagine Moore Winery; Dr. Thomas Topping, Vice President of Academic and Student Affairs at Finger Lakes Community College; and Staci Henning, Eyes on the Future radio show producer and Marketing Director of Greater Rochester Enterprise.

live on 1180 WHAM and www.wham1180.com, Eyes On The Future brings together local and national business experts to talk about the Rochester Region's economy and what's being done to keep it growing.

You can now become a fan of the newly developed Eyes On The Future radio show Facebook page. The site provides up-to-the-minute updates on show content, and allows you to submit questions for guests and ideas for future show topics. With a weekly audience of more than 16,000 listeners, Eyes on The Future is the #2 rated radio show on Saturday mornings from 10 a.m. to 11 a.m. Broadcast

PRESIDENT'S MESSAGE



Despite the downturn in the national economy, the Greater Rochester, NY Region's economy has been faring better than most communities around the country. In fact, Forbes Magazine recently recognized Rochester as the 7th "Fastest Recovering City in the US," putting us in the same company as high tech cities such as Austin and Raleigh. This strong showing is attributed to diversified industries, a lower

unemployment rate and stable housing, which all work together to give our region a measure of economic stability.

Forbes also deemed Rochester one of the 100 "Best Bang for the Buck Cities" in the United States. Our enviable cost of living and quick commute times make the Rochester Region among the country's most affordable and comfortable. Impressive national rankings such as the recent ones put out by Forbes help get Rochester into the serious consideration set with site selectors who are continually evaluating the best communities around the country for possible expansion projects.

These rankings also reinforce that our community's strategies are working. We're well positioned for the future. When you look at the fastest recovering cities, the common thread is an economy fed by multiple industries.

Over the last year, the Rochester, NY Region has realized significant economic development wins from a variety of different companies, including:

- LiDestri Foods creating a state-of-the-art Innovation Center at Eastman Business Park
- Kraft capitalizing on local capacity and workforce productivity to add a new product line and 50 local jobs
- Pictometry expanding into new markets, adding 100 jobs
- Adecco investing \$1M to create a Recruiting Center of Excellence, adding 140 jobs
- CGI Communications expanding, adding 150 new jobs
- Zotos International investing \$5M in a local facility, adding 50 new jobs

Many of these companies chose to expand in the Rochester Region because of the caliber of our workforce as well as our proximity to large markets without major expense. This, combined with the intelligent, entrepreneurial and innovative spirit pervasive throughout our community, reinforces why Rochester is where smart people live and smart businesses grow.

Best regards,

A handwritten signature in black ink that reads "Mark S. Peterson".

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 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.

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, 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 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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