

Talk It Up ROCHESTER



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Greater Rochester Enterprise

April/May 2007

Small Business Council and Greater Rochester Enterprise to Host Economic Summit, Eyes on the Future

The Small Business Council of Rochester, an affiliate of the Rochester Business Alliance, and Greater Rochester Enterprise will host *Eyes on the Future*, a Greater Rochester Region economic summit, on Tuesday, June 12, at St. John Fisher College from 8:30 to 10:30 a.m.

Designed to promote economic development, job growth, and entrepreneurship in the nine-county

Greater Rochester Region, *Eyes on the Future*

EYES ON THE FUTURE

features a panel discussion moderated by Brian Taffe, host of the statewide cable news program, Capital Tonight. The goal of the event is for attendees to learn how economic development is everyone's responsibility and provide participants with information about what they can do to help promote economic growth.

Panelists scheduled to participate include Daniel Gundersen, Upstate Chair of the Empire State Development Corporation, and Ken Schoetz, Chief Operating Officer of the Upstate Development Corporation; directors of economic development agencies from several of the nation's

fastest growing regions: Carson City, Nevada, St. Lucie County, Florida and Charlotte, North Carolina; and national corporate site selectors from IBM Global Business Services and Wadley-Donovan Gutshaw Consulting.

Eyes on the Future is sponsored by AXA Advisors, Bonadio & Co., Citizens Bank, Employee Relations Associates, Inc., Empire State Development Corporation,

Eric Mower and Associates, Excellus, Johnson Controls, MWI, Inc., OS-Cubed,

Inc., Paradigm Environmental Services, Inc., Phillips Lytle, Relph Benefit Advisors, and St. John Fisher College.

Admission to *Eyes on the Future* is by pre-registration only and free as a value added benefit to members of the Small Business Council, Rochester Business Alliance, and Greater Rochester Enterprise. Cost is \$25 for non-members. To pre-register, or for more information, please visit www.eyesonthefuture.biz.

Eyes on the Future is just one in a series of special events planned throughout 2007 to celebrate the Small Business Council's 25th anniversary.

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Pactiv expanding in Canandaigua

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Monroe Manufacturing Rewards Program

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Merrill Lynch opening new facility

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Pactiv to Expand in Canandaigua, Add 220 New Jobs

Packaging company will invest \$73M for facility expansion

Pactiv Corp., a leading producer of name-brand consumer products and packaging for the food service and food packaging industries, recently announced that it will invest more than \$73 million to expand its manufacturing plant in Canandaigua, Ontario County, adding at least 220 new jobs.

Pactiv produces specialty-packaging products for the consumer and food service/food packaging markets. Its consumer products include Hefty® trash bags, slider food storage and freezer bags, disposable tableware, and disposable cookware. The company's food service/food packaging product line includes many kinds of plastic containers, clamshells, and trays; packer/processor packaging; "ovenable" paperboard; aluminum; molded fiber; and other products used by the supermarket, institutional, food service, and restaurant industries.

"I am extremely pleased that a major regional employer such as Pactiv chose to expand in Upstate New York, especially when it had out-of-state options for locating this new work," said Daniel Gundersen, Upstate Chair, Empire State Development Corp. "The company's decision to undertake its expansion in Canandaigua is a vote of confidence in Governor Spitzer's Renew New York agenda, which is designed to spark an economic resurgence Upstate. We look forward to working with Pactiv through this expansion and, hopefully, many more to come."

Bob D'Ottavio, Pactiv's Canandaigua plant manager, said: "We are grateful to Governor Spitzer and his economic development team in Rochester, along with Ontario County and Rochester Gas & Electric officials, for their tireless efforts to develop a

package of incentives that made it possible for Pactiv to undertake this expansion project in Canandaigua."

In consideration of its commitment to New York State and to offset a portion of the costs associated with the expansion, Pactiv Corp. is eligible to apply for a package of incentives that includes an \$850,000 capital grant from Empire State Development, a \$750,000 loan/grant from the New York State Office for Small Cities, a \$400,000 grant from the New York State Energy Research and Development Authority (NYSERDA), up to \$420,000 in grant assistance from RG&E, and sales tax abatements from the Ontario County Industrial Development Agency. The company is also eligible for training assistance from Ontario County and the Finger Lakes WIRED initiative.

Monroe Manufacturing Rewards Program



Monroe County Executive Maggie Brooks

Monroe County Executive Maggie Brooks announced the Monroe Manufacturing Rewards Program in her 2007 State of the County Address.

The Manufacturing Rewards Program provides an upfront bonus of \$1,000 to a small manufacturer purchasing \$25,000 to \$49,999 in equipment with cash or financing.

"Manufacturing remains an important and viable industry in our community. Our local manufacturing firms are among the best in the industry," Brooks said. "These companies not only provide high quality products and services, but also good paying jobs. We are proud to offer this new program to help small manufacturers purchase the equipment they need to stay competitive."

Brooks said the Monroe Manufacturing Rewards Program will help 200 small manufacturers in Monroe County expand their operations and create more jobs.

Qualifications include:

- Must be a manufacturer
- Must be purchasing manufacturing equipment of at least \$25,000 to \$49,999
- Must be located in Monroe County
- One Rewards Program per company

For more information, contact Judy Seil, Monroe County's Economic Development Manager, at 585-753-2020.

Merrill Lynch to Open New Facility



This July, Merrill Lynch will open a brand-new, 25,000-square-foot facility on Route 96 in Bushnell's Basin, where it will consolidate several offices and upwards of 80 employees here in the Rochester Region.

Chandler Root, Director, Central New York Complex, for Merrill Lynch, said the Bushnell's Basin project is

reflective of the growth that the financial management firm has experienced in recent years.

Five years ago, Merrill Lynch had 57 financial managers in this region. Today, the firm has 78 — a 36 percent increase.

Total employees in the firm's Central New York region — which stretches from Rochester to Utica to the Southern Tier — currently number 195. Of the 195 employees, 110 of them are based here in the Rochester area.

Merrill Lynch's increase in employees is related in part to the growth in the firm's bottom line. The firm currently oversees approximately \$16.5 billion in assets and liabilities in the Upstate New York market. More than half of these assets and liabilities

are with small-to-mid-sized businesses.

While some see the upstate economy lagging, with losses in manufacturing, Root said he and many others are seeing positive developments across Upstate New York, including the growth of nanotechnology in the Albany area to the growth of companies such as PAETEC in Rochester.

As such, Root and his colleagues at Merrill Lynch are "bullish" on the regional economy.

"What we're seeing is just a transformation," Root said. "I'm extremely impressed with what we've run across — the opportunities. There are a lot of things happening here."



ROCHESTER

Simon School Partners with GRE to Offer Scholarships

The Simon Graduate School of Business is again partnering with Greater Rochester Enterprise (GRE) to offer scholarships to 15 dynamic managers at small- to mid-size local firms and nonprofit organizations wishing to pursue an Executive M.B.A. degree.

The GRE Scholarships, available to applicants for the Simon School's Executive M.B.A. Program starting in September 2007, will provide 50 percent scholarships to qualified individuals who live and work in the greater Rochester area.

"We are pleased to again be involved in this partnership with a world-class institution like the Simon School," says Dennis Mullen, GRE president and C.E.O. "This mutually beneficial collaboration will help Rochester to foster and retain top M.B.A. talent in the local marketplace. It's particularly gratifying to be able to target applicants from smaller organizations that typically cannot fund an employee's education."

The Simon School at the University of Rochester has made changes to its Executive MBA program to allow more flexibility. Starting in September, for the incoming Class of 2009, changes will include an alternating week format (every other Friday/Saturday instead of every Friday), a 19-month completion option compared with the typical 22 months, the opportunity to take two electives, and the addition of a business plan course to spur entrepreneurship.

Simon School Dean Mark Zupan says that the collaboration will have an even greater positive impact on the Rochester business community. "This partnership is about people," says Zupan. "Economic development in Rochester and beyond depends on nurturing the creativity that flows from bright, committed individuals. These additional scholarships are a wise investment in the prosperity of our region."

Scholarship recipients must meet Simon School standard admissions criteria as well as GRE guidelines and requirements. The application deadline for fall 2007 admission is June 29, 2007. Recipients will be selected and notified in July 2007. For further information, visit www.simon.rochester.edu/emba; contact George Andrews, Simon School executive director of E.M.B.A. programs, at (585) 275-3439; or e-mail emba@simon.rochester.edu.

Golden Horseshoe BUSINESS CHALLENGE

Entrepreneurs from Rochester, Buffalo, and Ithaca, NY as well as Waterloo in Ontario, Canada, will have the chance to win \$100,000 as part of the first-ever Golden Horseshoe Business Challenge on May 31.

The competition, which is open to the public, will take place from 12 noon to 7 p.m. on Thursday, May 31, at Casa Larga Vineyards, 2287 Turk Hill Road, in Fairport. The cost to attend is \$35.

The first-place winner will receive \$100,000 in cash to help implement his/her winning business plan. Judges will include a select group of venture capitalists including Chris Schiavo of Battery Ventures and Bela Musits of High Peaks Venture Partners.

The event is presented by Greater Rochester Enterprise (GRE), High Tech Rochester (HTR), Rochester Institute of Technology (RIT), and the University of Rochester (UR). Special event sponsors include Mark S. Ain, CEO and Chairman of payroll firm Kronos Inc. and a prominent alumnus of the University of Rochester; William E. Simon, Graduate School of Business Administration; New York State Sen. Joseph E. Robach; and the Finger Lakes Partnership WIRED program. Regional sponsors include: Nazareth College and Nixon Peabody.

Visit RochesterBiz.com/goldenhorseshoe to register to attend the Golden Horseshoe Business Challenge and watch the finalists compete for a \$100,000 prize.

GRE ON THE ROAD

GRE business development directors are on the road meeting business leaders at key trade events for optics, alternative energy, biotech, and site selectors.

Recent show schedule:

- Corenet Global Summit in Denver, 4/29/07—5/2/07
- Bio International Convention in Boston, 5/6/07—5/9/07
- Building the Food Plants of Tomorrow in Dallas, 5/14/07—5/17/07
- Optifab in Rochester, 5/14/07—5/17/07

PRESIDENT'S MESSAGE



I love this time of year. There's an energy in the air as the weather turns warmer and everything looks green. For me — ever the salesman — it also means I can get out there and strike a deal or two on the golf course. That's my favorite part.

For the GRE team, this is the perfect time to advance our agenda for "Turning Green into Growth" for the Rochester Region.

Since our February joint press conference with U.S. Sen. Hillary Clinton, we've met with numerous organizations to discuss the "Green Dozen," a list of initiatives that local leaders drafted to guide the development of high-performance buildings in our community.

While I know that using green building techniques is the right thing to do for the environment, what is powerful to me is the ability this technology has to deliver energy and water-use cost savings to a company's bottom line.

At the national level, Senator Clinton is also promoting Rochester to the press as a model for sustainability. She specifically cites our efforts to develop incentives to motivate contractors, engineers, architects, and others to use green technology and energy-efficiency standards. These efforts further foster Rochester's role as a leader in alternative energy.

I continue to be bullish about our region's future potential in alternative energy, as well as many other industry sectors. The Rochester Region has the intellectual capital, entrepreneurial spirit, and pure desire to improve our local economy.

To that end, in May, we'll unveil a new print ad campaign in the Democrat and Chronicle that reinforces the various reasons we should all promote the Rochester Region.

Keep an eye out for these ads. You may learn something new that adds to the pride we all share about our region.

Dennis M. Mullen

The Green Dozen

1. Adopt LEED® for all public buildings, and develop public incentives for private green building development
2. Achieve LEED certification for Renaissance Square
3. Recycle and reuse construction waste
4. Convert Rochester's High Falls into a hydrogen production facility
5. Increase sustainable awareness and education
6. Improve and "green" public transportation
7. "Green" Rochester's schools and curricula
8. Establish a sustainability resource center
9. Establish a Rochester branch of the New York Upstate Chapter of the U.S. Green Building Council
10. Partner with the New York State Energy Research and Development Authority (NYSERDA)
11. Use renewable energy
12. Provide local training opportunities

SPREADING THE WORD ABOUT THE **ROCHESTER, NY REGION**

Crystal Clear Vision

The Rochester Region leaders in vision science are helping create sight-saving medicine.

TalkItUpRochester!

RochesterBiz.com

Smart Cookie

The Rochester Region is consistently recognized for its highly skilled and educated workforce.

TalkItUpRochester!

RochesterBiz.com

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.



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