

# Talk It Up ROCHESTER



ROCHESTER, NY. RESOURCES FOR BUSINESS. REMARKABLE QUALITY OF LIFE.

Greater Rochester Enterprise

July 2006

## Rochester Angel Network Provides Capital to Local Startups

You've heard the complaints that there isn't enough funding to support local startups. You've also heard the flip side — that there aren't enough good local deals in which to invest seed capital.

As venture capital groups have moved upstream to invest in more mature companies, the Rochester area — like other areas of the country — has faced a growing funding gap for seed and early-stage companies.

Recognizing the importance of fostering the emerging business sector of the Rochester-area economy, Greater Rochester Enterprise worked to initiate and promote the Rochester Angel Network (RAN).

RAN is a private group of more than 25 accredited investors with an interest in investing in seed and early-stage startup companies in Western New York. Since its inception in 2005, the Network's members have invested \$1.33 million in regional companies, including Lumetrics, New Scale Technologies and SmartPill Corp.

The Network is currently accepting applications from early-stage companies with highly scalable business models.

Companies of interest include those with:

- high-growth potential — tens of millions of dollars in revenue or more
- a national or international customer base
- a completed business plan
- a reasonable exit strategy within approximately four to seven years of investment, such as a merger/acquisition or initial public offering (IPO)



Interested emerging-business leaders must first complete a web application at [www.RochesterAngels.com](http://www.RochesterAngels.com). This investment process — outlined on the chart above — can take from three to five months to complete.

To stay current on the latest trends in angel investing, RAN is a member of the Angel Capital Association, a professional alliance of angel groups that share best practices, network, and help develop data about the field of angel investing.

Due to the early success of the Network, it now serves as a model for other Upstate New York communities seeking to set up angel groups.

Those interested in learning more about RAN are encouraged to visit the Network's website, [www.RochesterAngels.com](http://www.RochesterAngels.com).

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.....U.S. Senator Hillary Clinton hosted the recent *Alternative Energy in New York: Expo 2006*



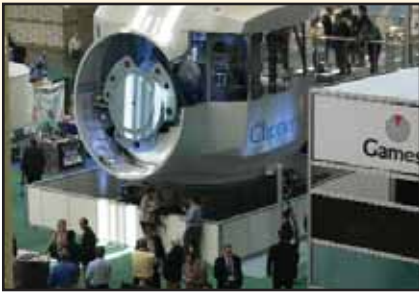
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INVESTOR SPOTLIGHT  
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# THE POWER BEHIND A WHOLE NEW LIFESTYLE FOR ROCHESTER



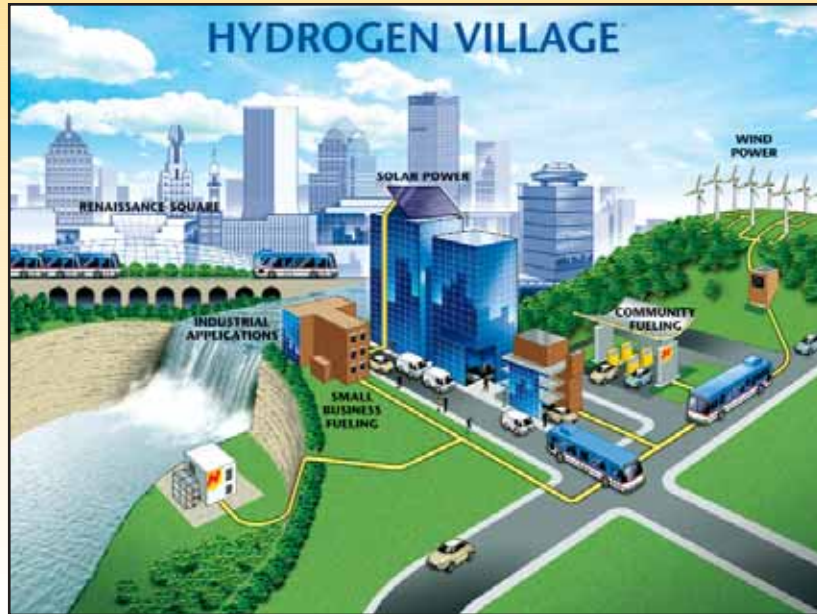
Ecovation was one of more than 35 companies to exhibit at the *Alternative Energy in New York: Expo 2006*.



GRE representatives attended the WINDPOWER 2006 conference last month in Pittsburgh, PA, to explore opportunities for the Rochester Region in the wind-energy industry. Our region could be an ideal location for wind-turbine manufacturers and suppliers, who are working hard to fulfill a multi-year backlog in orders.

## Rochester to host FUEL CELL 2007

GRE's recent efforts to promote Rochester's fuel-cell expertise have attracted national attention. Organizers of the FUEL CELL 2007 conference recently announced that the annual event will be held in Rochester, June 14-15, 2007. GRE successfully persuaded conference organizers to select Rochester over Philadelphia. This conference will attract more than 250 fuel-cell experts to our community for a two-day seminar focused on this emerging alternative energy sector.



GRE recently met with local government, business and community leaders to discuss the Rochester Region's opportunities in the alternative-energy industry and a vision for a potential Hydrogen Village.

As U.S. Senator Hillary Clinton stated at the recent *Alternative Energy in New York: Expo 2006*, the Rochester, NY Region is uniquely positioned to be a "national capital" in alternative energy.

Our region's assets are perfectly aligned — we have materials and precision-manufacturing expertise, a skilled workforce adept at managing complex electro-mechanical and chemical products, and university research and development already underway to find smarter energy solutions.

When it comes to alternative energy, Rochester has the assets to compete in four major subsectors: fuel cells, biofuels, solar power, and wind energy. Numerous local companies and university researchers are working on technologies to power your car, light your way, and heat your home without relying on traditional sources of energy.

To support this key industry, GRE has been actively meeting with government and business officials in private sessions as well as public forums.

- New Jobs for NY, in partnership with Greater Rochester Enterprise, High Tech Rochester and RENEW NY, co-sponsored the *Alternative Energy in New York: Expo 2006*, a showcase of New York State's cutting-edge technologies and resources. U.S. Senator Hillary Rodham Clinton was the keynote speaker at this event,

which included industry leaders from Shell Oil, General Electric, General Motors, and Delphi. Panel discussions focused on seed capital, supplier relationships, technology innovations, and future R&D trends. Additional meetings have taken place with Senator Clinton and her staff to discuss opportunities to promote Rochester's alternative energy strengths on a national level.

- GRE's business development team attended the WINDPOWER 2006 Conference and Exhibition in Pittsburgh, PA, June 4-7.

This show brought together the industry's leading wind-energy professionals from around the world. GRE met with eight companies, including Owens Corning and General Electric, which may result in new growth-potential initiatives for our region.

- GRE was invited to attend the Energy Efficiency Forum, co-sponsored by Johnson Controls (a GRE investor) and the U.S. Energy Association. This was an excellent forum for discussing the alternative-energy initiatives underway in our community.

By maximizing the alternative energy knowledge and expertise right here in our own community, we all can create energy independence — the power behind a whole new lifestyle for the Rochester Region.

# GRE Earns Economic Development Awards

Greater Rochester Enterprise was recently recognized by the New York State Economic Development Council for its marketing efforts.

GRE received a Best of Class Award — equivalent to first place — for its recently released brochure on the Rochester Region's food and beverage industry. The four-color brochure includes location-quotient statistics and information on leading local industry employers and research and development centers. The brochure is used in GRE's outreach efforts to help attract companies to the region.

GRE also received a Certificate of Excellence Award for its four-color advertisement promoting the Rochester Region's recent success in attracting pasta-maker Barilla America to Avon, Livingston County. The ad touts our regional assets, including shovel-ready sites, exceptional workforce, and proximity to key markets.

The brochure and ad were judged on their overall creativity and impact; copy and clarity; appropriateness of message; as well as presentation and design.



## INVESTOR SPOTLIGHT



### ROCHESTER GAS & ELECTRIC

This month's investor spotlight focuses on one of GRE's premier partners, Rochester Gas and Electric Corporation (RG&E). As one of GRE's founding members, RG&E brings a passion and commitment to economic development. "We have a long history of working to ensure that the businesses we serve remain competitive and continue to provide a solid foundation for the economies of the communities we serve," said Jim Laurito, RG&E's president and chief executive officer.

It is sometimes said that actions speak louder than words. This is clearly evident in RG&E's case. Here are some recent examples: The company agreed to provide up to \$1 million in cash grants to Gleason Works to assist Gleason with plant upgrades that will secure its significant presence in the Rochester area.

RG&E is also providing gas infrastructure assistance to Barilla America Inc. and was among the partners that helped the company select Avon, NY for a new manufacturing facility. RG&E has also made cash grant commitments of up to \$235,000 to Strong Museum to assist with electric infrastructure improvements for its business expansion.

In addition, RG&E is providing assistance to the Brooks Landing riverfront development, helped Sentry Group make the decision to relocate gun safe manufacturing to its local facility and assisted Hickey Freeman with facility improvements. Many other projects are in the pipeline.

"This is part of a commitment to spend \$65 million from economic development funds through 2008 to help business customers grow and create jobs," Laurito said.

RG&E is actively promoting the region in its new "Look Upstate New York" print campaign, recently acknowledged by the New York State Economic Development Council as "best of class" for economic development marketing.

## A MESSAGE FROM THE PRESIDENT



Rochesterians can be their own worst enemy. We complain about the weather; we say there's nothing to do; and we take it for granted that ours is one of the most innovative and highly skilled workforces in the country.

The transplants or returnees are the ones who tend to realize how great it is to be in Rochester. I can tell you that I've worked in many different communities around the country — Northern New Jersey, Seattle, Atlanta — and I prefer Rochester.

There is a high concentration of incredibly intelligent people here, creating technological solutions that will enhance our vision, improve the quality of the food we eat, and generate alternative energy power that can reduce our dependence on foreign oil and, in turn, improve our national security. These innovations contribute to Rochester's continued dominance as No. 1 in the nation in patents per worker — impressive for a community of our size.

Business leaders evaluating Rochester for potential expansion often are struck by the exceptional intellectual capital and work ethic that is ingrained in the fabric of this community. This type of thinking perpetuates Rochester's legacy of entrepreneurship, following in the footsteps of Kodak's George Eastman, Bausch & Lomb's John Jacob Bausch and Henry Lomb, Xerox's Chester Carlson and Joseph Wilson, and Paychex's Tom Golisano.

Like these great business leaders, we all need to be ambassadors for the Rochester Region. To support this focus, GRE has developed a plan to "Talk It Up Rochester," so that fellow residents can fully comprehend why they should be proud of their hometown and promote it to friends and colleagues in other parts of the country.

The innovations taking place here in Rochester, the quality of our workforce, as well as the way of life we enjoy here are assets we should all recognize and be proud to promote.

On the back page of this month's newsletter, you'll see two ads we created to help generate a positive buzz and instill a sense of pride in our local community. Our intent is to also use these ads for future business attraction efforts. We truly hope these thought-provoking statements motivate you to take action and be ambassadors for the Rochester Region.

Best regards,

Dennis M. Mullen  
Interim President and CEO  
Greater Rochester Enterprise

SPREADING THE WORD ABOUT **ROCHESTER, NY**

# Mother of Invention

Smart people creating smart innovations.  
Rochester has the highest number of patents issued per worker.

**TalkItUpRochester!**

RochesterBiz.com

# Cars That Cell

Rochester is leading the race to bring **fuel cell** technology and other alternative energies to the masses.

**TalkItUpRochester!**

RochesterBiz.com

**CONTACT US**

The Greater Rochester Enterprise team is here to help you grow your business in Rochester, NY. Call us at 585-530-6200 E-mail: [Info@RochesterBiz.com](mailto:Info@RochesterBiz.com)

RochesterBiz.com



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