

Talk It Up ROCHESTER

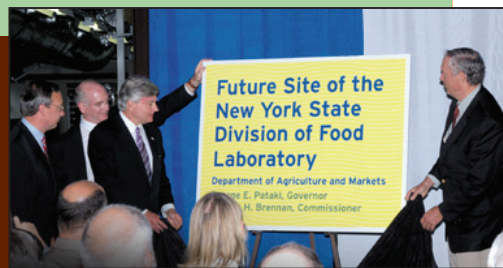


ROCHESTER, NY. RESOURCES FOR BUSINESS. REMARKABLE QUALITY OF LIFE.

Greater Rochester Enterprise

October 2006

Greater Rochester Region New Home for \$40 Million Food Lab



Senator Raymond Meier, Dr. Robert Seem, Senator Michael Nozzolio, and Governor George Pataki announce \$40 million in funding for the new State Food Lab in Geneva.

FOOD TECHNOLOGY IS A HOT GROWTH ARENA

The Greater Rochester Region continues to expand as a center of excellence for food-related technology. On Sept. 23, New York Gov. George Pataki announced \$40 million in state funding for the construction of a new state food laboratory during a visit to the Cornell Agriculture and Food Technology Park (CAFTP) in Geneva.

The food lab will replace an outdated facility at the Harriman State Office Campus in Albany and will be another component in a cluster of high-tech facilities at the CAFTP dedicated to agriculture, food, and bio-based enterprises. A new \$25 million, 60,000-square-foot U.S. Department of Agriculture (USDA) Center for Grape Genetics Research will commence construction in the park soon, and a \$5.9 million, 20,000-square-foot, multi-tenant Flex Technology incubator building has already been constructed. The new state food lab, which is scheduled for completion in 2009, will complement these other projects, which have received a mix of state, federal, and private funding.

"Bringing facilities like this to the Finger Lakes will mean good-paying, high-tech jobs," Pataki said. "Agriculture is not only a part of the past, but it must be a part of the future. The future of agriculture is something we can look forward to with optimism, and Cornell is helping lead the way in this endeavor with the Ag Tech Park and the great research being done at the [Geneva] experiment station."

The New York State Food Laboratory provides expert analytical testing for all food safety and

security programs in New York. The lab has expertise in food chemistry, food microbiology, and pesticide residue. In addition, the lab will support regulatory programs of the state Department of Agriculture and Markets in the areas of food safety, milk control, and horticulture.

"This is a great day for our region," said New York Sen. Michael Nozzolio (R-54th Dist.). "It is a continuation of the renaissance in the Finger Lakes, and I'm pleased that the governor has helped us along the way."

New Food and Beverage Innovation Center Open for Business

The Cornell Agriculture & Food Technology Park recently expanded its facilities with the construction of a new Food and Beverage Innovation Center. This 3,000-square-foot space will enable park tenants to take newly developed products from the laboratory into a commercial production environment. CherryPharm, Inc., maker of a cherry juice drink supplement developed in cooperation with Cornell University, is the first enterprise slated to use the Center.

According to Daniel Fessenden, executive director, Cornell Agriculture & Food Technology Park, moving new food and beverage products from the research laboratory to full-scale production is a critical process.

The Cornell Agriculture & Food Technology Park is a 72-acre campus that enables collaboration with world-class Cornell University faculty and the New York State Agricultural Experiment Station.

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NASA ANNOUNCES \$75M IN VENTURE FUNDS FOR STARTUPS



Dennis Stone, far left, manager of strategic outreach for the International Space Station Program, joins George French, Jr., second from left, chairman of Rocketplane Kistler, and Graham Burnette, far right, fund manager for Red Planet Capital, for a panel discussion titled "NASA: Building the Case for Commercial Space." Rich Bendis, second from right, moderated the discussion.

Rochester firms are encouraged to explore opportunities in outer space

space to multiple industries, such as space tourism, transportation and energy, among many others.

NASA officials, as well as representatives from NASA's venture-capital partner, Red Planet Capital of San Mateo, CA, were in Rochester last month for the annual conference of the National Association of Seed and Venture Funds (NASVF). The NASVF conference was co-hosted by Greater Rochester Enterprise (GRE), Rochester Institute of Technology, and the University of Rochester.

While at NASVF, NASA and Red Planet representatives talked about the venture-capital program and the opportunities for small and startup companies, including many in the Rochester Region.

Graham Burnette, a fund manager with Red Planet, said NASA is looking to invest in small and startup businesses for a number of reasons. First, space exploration requires cutting-edge technology. Second, investment by NASA can help companies leverage additional private-venture funding. And third, NASA recognizes that large aerospace companies are not the only source of innovation.

In fact, a June 2004 report stated, in part, that "many innovative technologies are developed annually by American business. Many of these breakthroughs occur in fields unrelated to space, yet potentially have direct application to many aspects of, and problems attendant to, space flight."

Burnette said NASA and Red Planet have eight areas of focus.

- Information Technology
- Communications
- Biomedical support
- Environmental systems
- Man-machine systems
- Smart manufacturing
- Energy
- Advanced materials

Numerous companies in the Rochester Region, including many optics shops, have tremendous expertise in these areas. GRE encourages these companies and others to visit RedPlanetCapital.com for more information.

The "Final Frontier" for exploration may soon become the "Final Frontier" for business development.

The National Aeronautics and Space Administration (NASA) just last month announced \$75 million in venture-capital funding for small and startup companies to assist the agency with its new-found mission—the commercialization of space.

Specifically, NASA is looking for companies that can help it supply and transport cargo and people to and from the International Space Station, as well as companies that are looking to open up

CGI COMMUNICATIONS' DOWNTOWN EXPANSION

CGI Communications Inc. is expanding upward. The world's number one creator and distributor of online promotional and advertising videos will now occupy both the eighth and ninth floors of 130 East Main Street in downtown's historic Granite Building.

CGI, buoyed by recent alliances with search engine powerhouse Google,™ the U.S.

Conference of Mayors, and more than a dozen statewide municipal leagues is on track to nearly double its revenues over 2006. Currently the company has 120 Rochester employees, and is hiring another 40 to 60 employees over the next four to six months. "As we grow nationally and internationally, we will need to add hundreds more employees,"

said Robert Bartosiewicz, CGI President and CEO.

In support of CGI's expansion, the City of Rochester's Economic Development Department is providing financial incentives towards working capital and lease improvements and has assisted CGI with a loan from the Main Street Assistance Program.

HF TECHNOLOGIES TO LEAVE CHINA, CREATE 76 JOBS IN ROCHESTER

HF Technologies, a manufacturer of components used primarily in business machines, is investing more than \$1 million to close its Beijing, China, operation and relocate to expanded facilities on Emerson Street in Rochester, creating 76 new jobs over the next five years.

"We had several alternatives for this investment, including finding another joint-venture partner in China," said David Fletcher, president of HF Technologies. "But, based on the tremendous workforce we have here and the incentives provided by New York State, Monroe County and the City of Rochester, the decision to expand in Rochester was easy."

The company is eligible for a \$30,000 grant and \$200,000 loan from the City of Rochester, as well as assistance through Monroe County's GreatRate program for the purchase of equipment. In addition, the company is also eligible to apply for a grant up to \$125,000 from Empire State Development, among other benefits.

ROCHESTER

Tell Us What You Think About *Talk It Up Rochester*

Please take a minute and fill out a brief online survey at www.surveymonkey.com/newsletter and provide us with feedback on this newsletter. We appreciate your input and support.

Rochester Region Earns “5-Star” Ranking for Business Opportunity

The Rochester Region has been named a “5-Star Business Opportunity Metro” by *Expansion Management* magazine’s annual “Mayor’s Challenge” competition. This ranking is based on numerous surveys conducted by the magazine’s research department throughout the year that compare communities based on a wide variety of characteristics important to corporate site selectors, including college-educated workforce, public education, healthcare costs, quality of life, taxes and government spending, logistics infrastructure, and overall reputation among site selectors.

According to the magazine, the “5-Star” designation represents the “gold standard” for cities. It is awarded to the top 20 percent of metro areas, and cities that earn this distinction can rightfully consider themselves to be “among the elite,” the magazine stated.

Getinge to invest \$5M in plant upgrades, retaining 265 jobs



From left to right—Jack Kinnicut of ESD, Monroe County Executive Maggie Brooks, Andrew Cserey, President and CEO of Getinge USA, Inc., County Legislator Jack Driscoll, Brad Tomaszewski, Director of Human Resources, Getinge Sourcing, LLC.

Sweden’s Getinge AB, a leading global provider of medical equipment and devices, announced this month that the company would invest \$5 million to upgrade its facility on East Henrietta Road in Henrietta, NY, retaining 265 jobs.

In addition to the upgrades, part of the company’s investment will also go toward the construction of a surgical and infection-control academy, which will draw customers from throughout the United States and Canada.

“We are very pleased to be announcing our major investments in our facilities here in Rochester,” said Getinge Sourcing President John Aymong and Getinge USA President and CEO Andrew Cserey. “We had considered making these investments elsewhere, but between the outstanding workforce here in Rochester and the incentives provided by New York State and Monroe

County, the decision became an easy one to make.”

Getinge AB has two divisions in Monroe County: Getinge Sourcing and Getinge USA. Getinge Sourcing manufactures hospital sterilization equipment and washing equipment for the life-science market. Getinge USA provides sales, marketing, and distribution for GETINGE Infection Control and MAQUET Surgical Workplace products, including advanced steam sterilizers, washers, surgical tables, lighting systems, and ceiling-service units.

The company is eligible for \$200,000 in incentives for facility improvements and equipment purchases through the County of Monroe Industrial Development Agency, as well as a \$550,000 capital grant from Empire State Development to offset costs for building renovations and machinery and equipment purchases.

A MESSAGE FROM THE PRESIDENT



In my role as interim president and CEO of Greater Rochester Enterprise (GRE), it has been my pleasure and privilege to collaborate with our many economic-development partners in our collective effort to make Rochester a world-class location for business development and growth.

When I assumed the position at GRE, I quickly realized that each of us in Rochester must play a role in growing our economy—by serving as ambassadors, matchmakers and rainmakers for the Rochester Region.

At GRE, these words guide our mission to deliver programs and services that are accretive to the business community, and ultimately help energize the Rochester regional economy.

As ambassadors, remember that each time you interact with a business colleague based in another city, it’s an opportunity to promote Rochester’s assets, including a well-educated workforce, innovative technology, and exceptional quality of life.

We are home to one of the most innovative and highly skilled workforces in the country. It’s no surprise that Rochester is consistently recognized as a community with one of the highest number of patents issued per worker.

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.

As matchmakers, strive to connect businesses with resources to help them thrive in the Rochester Region.

It’s a win-win scenario when you can direct your investment back into the local economy and energize the infrastructure that ultimately helps your own business succeed.

As rainmakers, we must all do our part to lead initiatives to increase the financial resources available for new businesses. The Rochester Angel Network (RAN) is an excellent example of how local business leaders are enhancing the resources available for emerging businesses in our region. This private local group of more than 25 accredited investors has already invested nearly \$2 million in early-stage startup companies.

The collective efforts of our economic-development partners grows stronger through the continued support of business leaders who find effective and creative ways to expand their operations in Rochester, purchase services from other local providers, and deliver exceptional products to the market that are built on the highly skilled and innovative workforce in this community.

Remember, we need all of you to serve as ambassadors, matchmakers and rainmakers and promote the virtues of doing business in Rochester. Our vision is for the Rochester Region to be the most collaborative community in the world, creating outstanding economic success. For more information on how you can help—or on how GRE can help you—please visit www.RochesterBiz.com.

Best regards,

Dennis M. Mullen

Interim President and CEO
Greater Rochester Enterprise

SPREADING THE WORD ABOUT **ROCHESTER, NY**

5 Stars!

Rochester is a 5-Star business opportunity metro. We're a premier place for companies to do business in America.

Source: Expansion Management, 2006

TalkItUpRochester!

RochesterBiz.com

Delicious Opportunity

More than 100 food and beverage manufacturers call Rochester home.

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

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



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