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Syracuse and Central Upstate are at the heart of New York’s Creative Core – 12 counties where great business opportunities and a fantastic quality of life converge.

Our Core assets: 35 colleges with 130,000 students feeding a workforce that’s 20% more educated than the national average; a global leader in green environmental and energy systems, biosciences, financial services and advanced manufacturing; surrounded by the Finger Lakes, the Adirondacks and the Thousand Islands – a playground for your mind, body and soul.

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WORD OF MOUTH

SNOW WHAT: BRING IT ON

Syracuse won the 2007 Golden Snowball — awarded by New York State to the city where the most snow falls — for the fifth straight year. Total snowfall for 2006–07 came in at 140.2 inches, a bit above the city’s average of 111.9 inches.

Jeff Wright, the city’s commissioner of public works, knows snow. A 32-year Department of Public Works employee, he spent the first ten years on the job driving a snowplow. He hires nearly 130 workers who go through 50 tons of road salt to clear the roads each winter.

“We do a tremendous job moving snow, so people can move,” Wright says. He remembers just one snow emergency in the city, in the late seventies, and a snowburst that closed businesses early on one day in 1992. Syracuse’s Hancock International Airport has only closed once for snow in the last 14 years, according to Anthony Mancuso, commissioner of aviation. The airport can remove up to seven inches of snow per hour on the main runway. “We pride ourselves here on being able to remove a lot of snow,” Mancuso says.

To most Syracusans, white stuff means more ways to play. Oneida Lake, the Finger Lakes, and Lake Ontario offer ice-fishing. Nearby mountains boast world-class skiing and snowboarding; snowshoe and snowmobile trails abound.

Bob Geraci, Onondaga County’s parks commissioner, loves the exhilaration of cross-country skiing and the “breathtaking” beauty of a horse-drawn sleigh ride in Highland Forest. “Picture a Currier and Ives winter scene,” he says. “That’s what you can experience in Syracuse.”

— Michele A. Reed

SALTY SPUDS

Syracuse’s culinary claim to fame is the salt potato. These baby spuds are boiled in brine and dunked in melted butter. Tradition has it that early Irish immigrants, toiling in the salt works, brought potatoes for lunch and cooked them in the vats used to make the Salt City’s most famous product. Now they are a staple at family picnics, clam bakes, and the New York State Fair.

Find the tender, succulent orbs in most central New York supermarkets. — MAR
The numbers from the U.S. Census Bureau astonished Ruth Johnson Colvin. In 1961, census figures reported that 11,000 adults in Syracuse could not read. “I thought, ‘How could this be?’” Colvin remembers. “Like many people, I assumed that illiteracy was a problem in the Third World, not in my own backyard. Something had to be done.”

Colvin has dedicated her life ever since to ending adult illiteracy. Initially a community movement, Colvin’s work evolved into a national non-profit organization, Literacy Volunteers of America. That organization later merged with another Syracuse-based literacy operation, Laubach Literacy International, to become ProLiteracy Worldwide, the world’s largest nongovernmental literacy organization.

Colvin has traveled the world to spread her message of literacy for all. In 1993, she was inducted into the National Women’s Hall of Fame as a woman who exemplifies “the power of one individual to change the world for the better.” In 2006, on her 90th birthday, she received the Presidential Medal of Freedom from George W. Bush.

“The recognition is nice,” Colvin says, “but it’s important to understand that it has taken many people to make all of this happen — my husband, Bob, the students, and the teachers and other volunteers. They are the ones who should be admired.” — Jeffrey A. Charbonneau

SCHOLARSHIP IN ACTION
CHANGING OUR WORLD

Syracuse University is a place where talent, desire, and opportunity thrive—a university with a proven track record of accomplishment. Today, the challenges of society align more than ever with our strengths. We draw inspiration from our past as we advance our vision of Scholarship in Action—an entrepreneurial mind-set driven by the belief that discovery and learning have no physical or intellectual boundaries; that the complexities of the world are best understood by building bridges between academic disciplines and creating strong connections to “communities of experts” in the public and private arenas to gain the broadest worldview; that a diverse population of faculty and students heightens intellectual discourse; and that the skillful blending of theory and practice empowers students to find meaningful applications for their learning, preparing them to be leaders of the 21st century.

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LEGACY OF CRAFTSMANSHIP

The Arts and Crafts and Mission furniture styles, born at the turn of the century and now regaining popularity, trace their roots to the Syracuse area and the Stickley brothers. Gustav Stickley began making his characteristic oak furniture in 1900 in Eastwood, a Syracuse suburb. He also published The Craftsman, a national magazine dedicated to the ideals of the Arts and Crafts Movement — a trend toward quality materials, fine craftsmanship, and simple, clean design in both home and furniture design. His Mission style was inspired by the architectural lines of missions he had seen in the Southwest.

In 1904, Gustav’s brothers Leopold and George, also in the furniture business, incorporated the L. and J.G. Stickley Company. Later, as Gustav faced bankruptcy, they acquired his brother’s line. In 1916 Leopold inaugurated his Cherry Valley Collection, using solid cherry found in the nearby Adirondacks.

By the early 1970s, the company was on the verge of closing when Alfred and Aminy Audi bought it. Today L. and J.G. Stickley employs more than 1,300 in Manlius, New York, and operates The Stickley Museum in the original factory in Fayetteville. Visit stickley.com and stickleymuseum.com.

INVENTED IN SYRACUSE

Often, necessity was indeed the muse of these familiar gadgets, all created in the Salt City.

Moveable dentist’s chair 1840, M.W. Hanchett
Traffic light 1924, Huntington Crouse and Jesse Hinds
Drive-in banking 1949, Merchants National Bank and Trust
Serrated bread knife 1919, Joseph Burns
Shoe store foot-measuring device (right) 1930s, Charles Brannock
Air-cooled automobile engine 1901, John Wilkinson

National Grid’s famous art deco Upstate New York headquarters in downtown Syracuse, NY.
When great minds don’t think alike...

At University Hospital, we encourage second opinions. And third, fourth and fifth opinions. Because when medical experts pool their perspectives, medicine moves forward.

There is nothing simple about spina bifida, the spinal disorder that’s considered one of the most complex medical conditions compatible with life. At SUNY Upstate’s University Hospital, patients with spina bifida are entrusted to an elite team of medical experts from a variety of specialties. Each expert evaluates the patient, then the team meets to share opinions, explore options and – with pivotal patient and family input – reach consensus on treatment. This interdisciplinary dialogue makes the academic difference in health care.

Nine-year-old Romeo (at right) of Fort Drum has thrived – and even started walking – thanks to his team of neurodevelopmental pediatricians, orthopedic surgeons, researchers, therapists and specialized nurses at University Hospital’s Center for Neurodevelopmental Pediatrics.

Before his family transferred to Fort Drum, the Army searched for the comprehensive resources required to treat spina bifida. At University Hospital in Syracuse, they found an extraordinary level of expertise – and collaboration.

“From our first visit,” reports Romeo’s mother, “they took us under their wings and made all the wheels turn. Ordinarily we’d be at home in Michigan waiting for my husband to return from Iraq, but Romeo’s making so much progress we’re staying right here.”

This multidisciplinary approach to medicine – which is also benefiting lung, breast, thyroid and brain cancer patients – is the signature of SUNY Upstate Medical University, Central New York’s only academic medical center.

On Romeo’s Team at Upstate:

Dr. Danielle Katz
Assistant Professor of Orthopedic Surgery
• BS: Yale University
• MD: SUNY Upstate
• Fellowship: Boston Children’s Hospital

Dr. Gregory Liptak
Professor of Pediatrics
Chief, Neurodevelopmental Pediatrics
• BS: Univ. of Connecticut
• MD: Duke University
• MPH: UNC Chapel Hill
• Robert Wood Johnson Clinical Scholar

Dr. Nienke Dosa
Assistant Professor of Pediatrics
• BA: Yale University
• MD: SUNY Upstate
• MPH: University of Rochester
• Fellowship: University of Rochester

Giant Steps
Born with spina bifida, Romeo had long been plotting his break from the wheelchair. Last year – thanks to his multidisciplinary team at University Hospital – he finally had orthopedic surgery to release tendons tightened by spina bifida. Three months later, Romeo walked through the halls of his Watertown, NY, elementary school – to the deafening applause of his schoolmates.

THE NATIVE & THE NEWCOMER

NATIVE: Gloria Lamanna
Heritage Area coordinator,
City of Syracuse, lifelong resident

What about your native city means the most to you?
Syracuse played a major role in local history and in the history of New York State. Knowing something about the past of the region where you live provides greater understanding and appreciation of your community today.

I don’t believe that life is a spectator sport. I go to the cultural festivals, I sing in a community chorus, I usher at local arts theaters.

Your family is Italian. You must have some favorite bakeries.
There is a wonderful Italian bakery, Di Lauro’s, on the north side of the city on East Division Street, which has the most incredible bread. When I was little, we had pasta dinners every Sunday and always stopped at Di Lauro’s for the bread. Another wonderful bread bakery is Columbus Baking Company on Pearl Street. You could get fresh bread there on Christmas Day.

Where would you send people to play?
I spend a lot of time walking at Onondaga Lake Park in Liverpool, where the paths run along the lakeshore. I also like walking in Burnet Park, which has a nice golf course and also Rosamond Gifford Zoo. But my favorite is Johnson Park in Liverpool, which has concerts by local bands.

Other favorites?
Growing up in an Italian family, you came to appreciate fresh food of all kinds, especially vegetables. Our grandparents grew corn in their backyards! So I really like the farmer’s market every Tuesday downtown; it’s great to be working in an urban area and be able to walk to a market in the city to get fresh produce and flowers. — Interview by Jeffrey A. Charboneau

NEWCOMER: Greg Wallis
Contract Manager, Syracuse Research Corporation; moved from Washington, D.C., in October 2005

‘You can participate in amateur arts, entertainment, sports, and recreation.’ — Gloria Lamanna

What, besides work, attracted you to the Syracuse area?
My wife, Amy, and I wanted a smaller city, the region had a lot of natural resources, the cost of living was excellent, there were lots of quality amenities, there was Syracuse University sports — overall, just a lot for a couple to do.

What have you enjoyed the most since relocating here?
We are big fans of wine, and there are so many wineries in the Finger Lakes region. You can reach the closest ones in about 40 minutes, and dozens within an hour and a half. We also joined a local wine club with about 100 members. The single best day we’ve spent in central New York was when friends rented a limo and took us on an all-day Finger Lakes wine tour. It was unforgettable.

What has surprised you about the people you’ve met?
There’s a real sense of community. People have parties and barbecues all the time, and getting there takes minutes. People seem less career obsessed. They care and work for their careers, but it’s not always the first, second, or third thing you talk about. — JAC

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315-443-4445

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Syracuse CoE partners research and develop biofuels, improved wind and solar technologies, and efficient buildings. Our vision is sustainable, home-produced energy.

Indoor Environmental Quality
Syracuse CoE partners work with building owners, designers, and manufacturers to develop advanced ventilation, filtration, and personal microenvironment systems. Our vision is improved human health and performance.

Water Resources
Syracuse CoE partners investigate ways to promote healthy watersheds and ecosystems, by developing robotic water monitors and contaminant sensors. Our vision is clean lakes, rivers, and streams.

“Our vision is simply audacious.”
Edward A. Bogucz, Executive Director,
Syracuse Center of Excellence
One of the more distinctive bumps along the city’s skyline is the puffy white roof of the Syracuse University Carrier Dome, the only domed stadium of its kind in the northeast United States or on any college campus in the country. Built in 1980, the 50,000-seat dome gives a huge home-team advantage to the school’s basketball, football, and lacrosse teams and plays host to major concerts and community events—a will of which have attracted millions of visitors over the years to the central New York area. —Jeffrey A. Charboneau
Whether it’s developing retail space or Class-A office environments, COR Development has you covered.
“Spirit of Light,” a 28-foot stainless steel sculpture, stands guard over the entrance to the former Niagara Mohawk headquarters, now National Grid, on Erie Boulevard (opposite page).

Other architectural jewels around Syracuse include the Larned Building in the downtown business district (top). Developers renovated its facade and converted the interior into a much-needed parking garage. Citizens began restoration of the Landmark Theatre (far left), originally Loew’s State Theatre, in the late 1970s. The Gridley Building (near left) is the original 1867 home of the Onondaga Savings Bank on Clinton Square.
WHERE TO EAT

Hot, Hotter, Hottest

John Stage

Bikers-turned-barbecue pit master John Stage used to serve pulled pork at motorcycle shows across the country. Now he owns and operates Dinosaur Bar-B-Q, feeding hungry crowds in Manhattan, Rochester, and Syracuse.

The Syracuse restaurant, which opened in 1988, was Stage’s first stab at bringing the Southern staple to New York. Syracusans responded favorably — the restaurant serves hot pork and spicy wings to nearly 1,000 customers every day.

“Good is good,” says Stage. “It doesn’t matter what region the food comes from. If it’s done right, people are going to like it. People in New York weren’t used to Southern-style barbecue, but they caught on.”

Menu highlights include ribs, barbecue sandwiches, and a variety of pulled smoked meats, but dining at Dinosaur’s isn’t your average restaurant experience. The bathroom walls are covered in graffiti, a practice encouraged by management. “Good things were put on that wall, and it kind of grew from there,” explains Stage. The restaurant also operates a “no camping” policy because of its popularity and small location. “We just like to keep things moving,” he says.

Come for the food, but also for the live music, which can be heard six nights a week in Syracuse.

“We start out as a lunch place, turn into a neighborhood bar, then transform into a blues club,” says Stage. “The restaurant goes through a lot of incarnations in the course of a day.” — Martha-Page Ransdell

TASTE OF FRANCE

L’Adour

Named for a prominent river in France’s Pyrenees mountains, L’Adour’s authentic entrees are served with style and elegance, from the flaky, sweet crepes with orange butter and hazelnut spread to the decadent ravioli filled with goat cheese and pesto. The award-winning wine list partners nicely with the paintings of the French countryside, including Champagne, on the walls. 110 Montgomery St., 315-475-7653, interhostal.com/~ladour

ARTS CAFE: MEXICAN STYLE

Alto Cinco

Bold cobalt blue walls are only the beginning. This modish Mexican restaurant and bar in the city’s Westcott neighborhood has a fun and lively atmosphere reflected in its dishes. The fiery Inferno Burrito is a favorite, as are the crispy, creamy enchiladas. It hosts a “late night” each night until 2 a.m. that caters to Westcott’s diverse arts scene. 526 Westcott St., 315-422-6399, alto-cinco.com

THE OLD COUNTRY

Asti

The Tumino family has been making Italian dishes since coming here from Italy more than 40 years ago, when they established a pizzeria. In 2001, the family opened a café where the pizzeria stood. Favorites include Cristina’s homemade lasagna smothered in Asti’s house-made sauce and Rosario’s Melanzana Ripieno, eggplant stuffed with prosciutto and ricotta. 411 N. Salina St., 315-478-1039, asticaffe.com

HISTORIC APEAL

Coleman’s Authentic Irish Pub

Originally opened in 1933 after the repeal of Prohibition, the pub quickly became a popular college hangout. In the late 70s, it developed into a first-class restaurant with a grand staircase and stained-glass windows. Adults can enjoy the pub’s oak bar, and children can delight in the “leprechaun door,” a mini replica of the original door meant to entertain the littlest imaginations. 100 S. Lowell Ave., 315-476-1933, colmanirishpub.com

Get in line: Dinosaur Bar-B-Q serves authentic fare to the masses

© 2007 James Scherzi

By day, Dinosaur Bar-B-Q is a popular lunch spot; by night, it transforms into a happening blues club.
Hofmann’s Hot Haus

Hofmann’s has been making franks and coneys for more than 100 years. It’s grown to three locations in the area, but the original Hot Haus still serves up the local favorites. Start with a double coney, and end with a chocolate chip cookie from another local favorite, Harrison Bakery. The community-driven restaurant also hosts a summer car club in its parking lot.

401 Northern Lights Plaza, 315-454-4271, hofmannhothaus.com

Thai Done Right

Lemon Grass has been serving savory Pacific Rim Thai food for more than 17 years, winning multiple awards along the way, including a Best of Award of Excellence from Wine Spectator magazine seven years in a row. Try the Tamarind Duck, a popular version of the restaurant’s Long Island Duck entree. 238 W. Jefferson St., 315-475-1111, lemongrass-238bistro.com

Comfort Food

Pastabilities

Located in the growing district of Armory Square, Pastabilities’ laid-back sophistication has made it a local favorite for more than 20 years. Its homemade pasta, soups, salads, and desserts are authentic and classic. Try a specialty, the baked spinach and feta manicotti with house tomato sauce. The made-from-scratch bread here is so popular, the restaurant had to open a separate bakery across the street to sell it. 311 S. Franklin St., 315-474-1153, pastabilities.com

Pizza pie

Twin Trees

For more than 50 years, Twin Trees has been making some of central New York’s most popular and award-winning pizza. Try a velvety cheese pizza topped with fresh tomato slices for a refreshingly different spin on an original favorite. Or, order the Italian platter for two to taste a variety. Arriving with a half carafe of wine, it’s the perfect way to unwind and indulge. 1100 Avery Ave., 315-468-0622, syracuse.com/sites/twintrees

—Compiled by Courtney Bowman

St. Joseph’s patients and their loved ones always tell us how special our nurses are. And they’re not alone. The American Nurses Credentialing Center has once again awarded St. Joseph’s Magnet recognition for nursing excellence. Magnet status is widely considered to be the gold standard in nursing care, and we’re proud to have achieved it for another four years. More importantly, we’re proud of the dedication, professionalism and compassion that St. Joseph’s nurses bring to our patients each and every day.
Syracuse’s proximity to the Erie Canal helped the city prosper, positioning Syracuse as a transportation hub and luring warehouses and businesses to open along the canal.

The Syracuse Weighlock Building was used to weigh cargo-carrying boats and collect tolls from canal travelers. The Greek Revival building dates back to 1850 and is the last remaining weighlock in the US.

The last boat traveled down the canal in 1922; dirt and blacktop soon filled the former waterway. The Erie Canal Museum (eriecanalmuseum.org) opened in the former weighlock building in 1962 to offer visitors a glimpse of life on the canal. Exhibits include a full-size replica of a canal boat, a postcard arcade depicting scenes of life in 19th- and 20th-century Syracuse, and a replica of a canal-side tavern where travelers stopped for drinks and food. — Martha-Page Ransdell
Sleep On It

Tech-savvy luxury hotels are a mainstay in Syracuse, combining business and pleasure. The city also offers quiet bed and breakfasts and inns designed to take you far from the call of the office.

Giddings Garden Bed and Breakfast
Built in 1810, this Federal-style home recently reopened as a charming bed and breakfast, two miles from downtown. Guest rooms feature fireplaces, marble baths, and four-poster beds, but the original Douglas fir flooring still remains, proving some things don’t need updating. Sitting on one acre with fish ponds, landscaped gardens, and park benches, this whimsical hideaway is ready to renew the spirit of even the most frazzled guests.

290 W. Seneca Turnpike, 315-492-6389, giddingsgarden.com

Craftsman Inn
At the turn of the century, the American Arts and Crafts Movement flourished in upstate New York. The simple, clean designs of the period inspired the Craftsman Inn. Stickley Furniture, a company that grew out of the movement, makes the furniture in all the rooms. Enjoy drinks and dinner at the Craftsman House restaurant, then get back to business—a large desk and access to copy and fax services are included in all rooms. A conference center and banquet facility is also available on site.

7300 E. Genesee St., Fayetteville, 315-637-8000, craftsmaninn.com

Genesee Grand Hotel
With pillow-top mattresses, personal concierge service, and valet parking, it’s easy to be pampered here. Business travelers, consider the posh Conference Suite. With an adjacent boardroom featuring a conference table for eight, you can easily bring the office to you. The Grande Suite is another treasure, complete with living room, fully equipped kitchen, and luxurious bedroom. Watch the sun rise while enjoying creamy brioche French toast from 1060, the hotel’s onsite restaurant.

1060 E. Genesee St., Geneseegrande.com

Hawthorn Suites
Formerly the Jefferson Clinton Hotel, built in 1927, this downtown building was vacant for 12 years until a renovation and reopening in 2001. The original architecture and marble-paneled lobby have been carefully restored. Romantic fireplaces and soothing J-
cuzzi tubs pamper and rejuvenate, while plush mattresses and down comforters make for a great night’s sleep. 416 S. Clinton St., 315-425-0500, hawthorn.com

MoonStruck Manor
 Located in Syracuse’s Westside neighborhood, just minutes from Syracuse University and Armory Square, this inn offers the quaint mainstays of a quality bed and breakfast: four-poster beds, hot gourmet breakfasts, and a cozy herb garden. Each guest room is decorated differently, from the French toile in the Ruby Room to the sweet, Victorian-inspired Rose Room. Guests who enjoy the whimsical decor will be drawn to the gift shop, full of similar items for home and garden. 5009 W. Genesee St., 315-488-1224, moonstruckmanor.com

Parkview Hotel
 When the workday is over, Parkview offers ways to unwind: rooms feature custom fabrics, flat-screen TVs, and high-speed Internet access. Take advantage of the hotel’s 24-hour fitness center, on-call massage therapist, and yoga instructor. Begin or end your day with gourmet coffee or your favorite wine in Stefon’s Place. 735 E. Genesee St., 315-701-2600, theparkviewhotel.com — Compiled by Courtney Bowman

The Craftsman Inn in Fayetteville features locally made Stickley furniture.

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The Craftsman Inn in Fayetteville features locally made Stickley furniture.

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unlimited shopping—from a mega-mall to farmers’ markets.

29 museums—from Monet to marionettes.
Fertile Ground for New Growth

The city, business community, and academic institutions are working together to help entrepreneurs and innovators take root and grow here.

by Virginia Citrano
the indoor air-quality laboratory in the Center of Excellence.

But multiply CollabWorx’s 15 jobs by dozens of similar companies, factor in some fast growth, and you get a sense of how dynamic Syracuse’s economy is becoming.

Supporting the upstarts

“The central upstate region’s strengths in higher education, environmental and energy systems, biosciences, digital and electronic devices, and financial services are a natural fit for the needs of business around the world,” says Irwin Davis, president and CEO of the Metropolitan Development Association of Syracuse and Central New York. “As a result, we’re experiencing strong business expansion and witnessing the emergence of exciting new firms that are drawing national attention. The result is record capital investment, strong job growth, and unemployment well below the national average.”

Many are home grown, often born of research at one of the area colleges and universities. Propulsive Wing grew out of Joseph Kummer’s doctoral thesis at Syracuse University. The company makes what Kummer calls an AAUV — an autonomous aerial utility vehicle. Like SUVs, from which it borrows a moniker, Propulsive Wing’s device can carry a fairly substantial load for its size. But there’s one critical difference: It doesn’t need a driver on board. Kummer thinks his unmanned de-

“Our message resonates because it’s honest....We’re saying you have the freedom to be creative here, and have a quality of life that mixes urban living and country life. People see it and can believe it.”

— Rob Simpson, assistant to the president, Metropolitan Development Association of Syracuse and Central New York
vice could be of use to the military or to firefighters.

Economic development authorities in the Syracuse area aren’t content to let entrepreneurs like Kummer spin their propellers alone. Thanks to the Central New York Technology Development Organization, Kummer was matched with Allred and Associates, a local company with expertise in carbon fiber technology. It didn’t hurt that its founder, J.B. Allred, is an aviation enthusiast with a pilot’s license. Allred and Associates employs more than 30, and has plans for many more on the drawing board. And yes, they will all be in the Syracuse area.

J.B. Allred likens what is happening in Syracuse to the demise of an old-growth forest. “When the big companies go away,” he says, “they leave behind the seeds of entrepreneurs.” Luckily, the area has lots of willing gardeners, like Syracuse University’s Whitman School of Management and its Program in Entrepreneurship and Emerging Enterprises. The school delivers a rigorous education and a business plan competition for students, but it also asks them to test their skills working with local entrepreneurs in an incubator in one of the city’s more disadvantaged neighborhoods. Results so far are encouraging. “We can’t believe we have 30 businesses in the South Side incubator already,” says Nancy Cantor, Syracuse University chancellor.

CONCERTED EFFORTS

Nasir Ali, vice president of new venture development at the Greater Syracuse Chamber of Commerce, says the changes in Syracuse have happened slowly but steadily over the last five years. “There was a significant recognition on the part of the business community that our future economy would be very different from the past,” he says, “and we had to take steps toward that new business community.”

Two key points of agreement

> CONNECTING TOWN AND GOWN

The distance between the heart of Syracuse University’s campus and downtown Syracuse isn’t all that great — about two miles. Every day, it gets a little bit shorter, thanks to a university chancellor and a mayor who share similar goals for the city they serve.

In the three years since Nancy Cantor took over as chancellor, Syracuse University has pumped millions of dollars into a closer relationship with the city. It bought an old furniture warehouse and turned it into a showplace for the university’s School of Architecture. It created a shuttle between the main campus and downtown with stops at some of the city’s cultural landmarks: in time, the route, dubbed the Connective Corridor, will be paired with a bike path and walkway. Working with local groups, the university set up a technology center and a business incubator for some of the city’s most disadvantaged residents so that they can contribute to its redevelopment.

Collaborating with the city isn’t “just us coming off the Hill,” Cantor says, referring to the university’s campus looking over the city. “It’s very interdisciplinary, and very reciprocal with groups from the city and the region. It helps our students become better scholars and professionals and helps our professors face real-world challenges.”

Cantor’s approach to redevelopment squares neatly with that of Syracuse mayor Matthew Driscoll, who is serving his second term.

“As we embark on projects, we have to make sure that we are providing opportunity and that it is inclusive,” Driscoll says. That means efforts such as trying to do more business with women- and minority-owned companies.

Driscoll and Cantor also share a vision of a city that’s more in tune with the environment. He’s championing energy efficiency, directing the renovation of the city’s school buildings and City Hall, and working to upgrade the delivery of urban education as a whole. She has made improving the urban ecosystem a top priority, not only in the university’s work on environmental systems and energy but also in its studies of policy, justice, and technology.

“Nancy has been a blessing,” Driscoll says. “She is providing leadership in ways that haven’t been done before.”

Cantor says much the same of the city’s leadership. “The mayor has been fabulous and willing to put a lot of staff time into the Connective Corridor and push for state support.” — VC

Syracuse University
Chancellor Nancy Cantor

Mayor Matthew Driscoll

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Since its founding in 1998, COr Development, based in the Syracuse suburb of Fayetteville, has specialized in high-end development projects, including commercial and industrial office space, retail shopping centers, professional complexes, municipal facilities, and more.

Regional thinking helps. The 12 counties of central upstate New York have put their heads together to create a regional branding initiative, dubbed Creative Core, that positions the area as a region full of talent and capital, infused with creative energy and people working together.

“Our message resonates because it’s honest. We’re not out there claiming we’re the tech capital of the world or that we have the best quality of life,” says Rob Simpson, assistant to the president of the Metropolitan Development Association. “We’re saying you have the freedom to be creative here, and have a quality of life that mixes urban living and country life. People see it and can believe it.”

To many minds, keeping bright young people in the area also means transforming downtown Syracuse into a 24/7 community. To date, the city has scored 21 residential redevelopments, with 214 housing units completed and another 500 on the way. A grocery store, C.L. Evers, has moved downtown into an historic building.

The biggest gains have been made in tightening the relationship between the education and business communities. The Chamber of Commerce points to programs like Academy IP, a company now based at the Technology Garden.

URBAN RENEWAL: COR TACKLES MAPLE HEIGHTS

Since its founding in 1998, COR Development, based in the Syracuse suburb of Fayetteville has specialized in high-end development projects, including commercial and industrial office space, retail shopping centers, professional complexes, municipal facilities, and more.

“We’ve been very successful in this area of the market,” says Steve Aiello, COR’s president. “But we’ve always been interested in other types of development opportunities. When the state put out an RFP [request for proposal] for a new low-income housing project on Syracuse’s east side, we saw it as a great opportunity to get involved in urban revitalization while supporting the city.”

The 1970s housing project consisted of three high-rises packed with 180 apartments on 6.5 acres of sloping land. “Working with our building partners, Housing Visions, our plan is to bring down the high-rises and rebuild the neighborhood with 50 state-of-the-art townhouses,” Aiello says. "Renamed Maple Heights, the area will be less-dense residential, ‘like the neighborhood it was years ago.’ The project will be completed by fall 2008."

Most of COR Development’s team are Syracuse natives. Aiello grew up on the city’s North Side. “We’ve gotten a lot from this city,” he says. “It feels good to be giving back.”

TOP 10 SYRACUSE EMPLOYERS

1. State University of New York Upstate Medical University
2. Syracuse University
3. National Grid
4. Wegmans Food Markets
5. Oneida Nation and Oneida Nation Enterprises
6. Penn Traffic Company
7. Magna International
8. St. Joseph’s Hospital Health Center
9. Verizon Communications
10. Lockheed Martin Corporation

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When your plane touches down safely today, remember this: Somebody in Syracuse probably helped make it possible. The central New York region is home to a collection of businesses that make systems to keep you safe in the air and on the ground. The systems watch for threats against U.S. soldiers abroad and to the quality of our drinking water at home. Companies here include Sensis, which makes air-traffic control and air defense systems, and SRCTec, which makes a counter-mortar radar and a device for jamming radio-controlled explosives. Lockheed Martin also runs a facility in the area making undersea radar.

Sensis started 22 years ago with five employees from a former General Electric radar operation in Syracuse. Jud Gostin, its CEO, says that if he tried to move the business now, he’d face a mass revolt. “I’d lose half my technical talent,” he says. That talent has helped the company grow to 570 employees with more than $100 million in annual sales. Where is he finding it? Among other places, at Syracuse University, where Gostin sits on the board of advisers for its College of Engineering.

SrCTec was spun out of a company founded by the university 50 years ago. SrCTec president, native Syracusan Mary Ann Tyszko, credits the area’s engineering heritage, its strong manufacturing base, and its educational resources. “You can further your education and be in touch with leading-edge research here,” says Tyszko, who did graduate work at SU.

Another local firm, Anaren, develops radar technology for space and defense purposes. But it also employs the basic technology of radar — RF signals and their high-frequency counterpart, microwave signals — in developing components for cell-phone towers and for consumer electronics such as handsets.

So a city known for its snow is actually on to some fairly hot radar technology. As Sensis’s Gostin says, “the systems-engineering capabilities, the problem-solving capabilities — there is no place that does that better than Syracuse.” — VC
Having the foresight to “go green” pays off for businesses and the community.

Emerald City

by Virginia Citrano

This wind power farm in Fennor, east of Syracuse, supplies energy to city residents who request the Community Energy product through National Grid.
Even in the dead of winter, Syracuse is a pretty green place. Its baronial city hall, built more than 100 years ago, now gets all its power from renewable energy, not fossil fuels. Traffic signals at 154 intersections use energy-stingy LED lights. The city is renovating each of its 37 K-12 public schools to meet the U.S. Green Building Council’s LEED (Leadership in Energy and Environmental Design) certification, improving indoor air quality and lessening the schools’ dependence on fossil fuels while updating the infrastructure. The city’s Centro public transportation system includes more than 125 clean-air buses.

You might expect such environmental consciousness in a city that is home to the Syracuse Center of Excellence in Environmental and Energy Systems and the State University of New York College of Environmental Science and Forestry. The center is a collaborative effort by more than 70 companies, research and economic development organizations, and colleges and universities to create new jobs for the city and region — Mayor Matthew Driscoll calls them “green-collar” jobs — in renewable energy, improving indoor environments, and assuring water quality. The innovations of many of its partners will be showcased in a new headquarters building being built.

At the College of Environmental Science and Forestry, which educates 1,500 undergrads and 600 graduate students, leaders participate in Campus Commitment to Climate Neutrality, a program focused on creating a zero-carbon footprint by 2015. “If you are going to teach green, you have to be green,” says Neil Murphy, the college’s president.

Teaching green is particularly apt at a school with majors ranging from aquatic and fisheries science to bioprocess engineering, environmental biologv, and wood products engineering. The college’s Department of Paper and Bioprocess Engineering is developing technology to produce cellulosic ethanol, bioplastics, and renewable chemicals from woody biomass produced by fast-growing shrub willow.

“Most of the world’s platform chemicals are petro-carbon-based. We want to use carbon derived from cellulose instead to produce biofuels, bioplastics, platform chemicals, and new composites materials with a cellulosic base.”

In 2004, the school’s work in detect-

GRAND PLANS

Looming large over the southeast corner of Syracuse’s Onondaga Lake is a seven-story, 1.5 million square-foot shopping and entertainment complex. Developer Robert Congel and his Pyramid Companies built Carousel Center on land once dotted by rusting oil storage tanks on seemingly irreclaimable land known to locals as Oil City.

Opened in 1990, Carousel Center is Syracuse’s top tourist attraction, drawing more than 17 million annual visitors. But that number could be just a drop in the bucket. Pyramid Companies has proposed expanding the complex to create Destiny USA, a “retail city” by the lake that will include additional shopping, dining, hotel accommodations, an indoor aquarium, water park, stadium, performing arts center, golf courses, indoor park, artificial lake, and more. Nearby would sit a technology park for companies whose work focuses on renewable energy.

The entire complex would be “green” — deriving its power completely from renewable energy sources.

“Five years ago, we made a commitment to operate a world-class consumer destination as a living laboratory, free of fossil fuels,” says Congel, founder and chairman of Destiny USA. “Today, I am proud that we are building the first phase on a brownfield site with renewable energy sources, and we look forward to attracting millions of visitors to our facilities.”

CEO Mike Lorenz sees Destiny USA generating significant new business in the state.

“We anticipate creating jobs across upstate New York as we look to purchase many of the needs and requirements of the project from New York State-based companies,” he has said. “That sense of creating an entrepreneurial environment and attracting new companies into the region, into New York State, is one of the aspects of Destiny that we feel most proud of.”

JAC

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ing chemicals in water found its way into a new company, Source Sentinel LLC. The company was created in partnership with East Syracuse-based Sensis Corp., a maker of air traffic and defense systems, and O’Brien and Gere, an engineering firm that has worked on air and water quality projects and environmental remediation for 60 years. Together, they have created systems to monitor natural and man-made threats to water supplies.

Even businesses outside the normal “green” categories are taking on an emerald hue in Syracuse. The massive Destiny USA, a shopping mall, hotel, and entertainment complex (see “Grand Plans,” page 184), is being built by biodiesel-powered construction equipment and will operate without fossil fuels when it opens. Early this year, the Syracuse Industrial Development Agency sold $322 million in bonds to fund the complex and its associated projects.

Going green certainly doesn’t come cheap. The city has invested more than $3 million to improve energy efficiency in government operations. The first phase of its school renovation project will total a maximum of $225 million. But the payoffs are expected to be equally large, and not just from lower energy costs. According to a national study, students in schools that have received the LEED certification see a 20 percent jump in their standardized test scores.

“If you are going to teach green, you have to be green.”
—Neil Murphy, president of SUNY College of Environmental Science and Forestry

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Top-Ten City

When Peggy Kiriakakis’ husband, Jim, was offered a job with a corporation in East Syracuse, the couple knew it was too important a career opportunity to pass up, even though it meant relocating from suburban Toronto, Ontario.

“While Jim was visiting his new office, I drove around checking out the area,” Peggy Kiriakakis says. “Central New York seemed quite nice. It got even better when we began house shopping and saw how much more home we could get for the money than in Toronto. This gave us so many options for where we could live, the schools we wanted for our kids, and how far my husband would have to commute.”

Kiriakakis estimates that their home in Canada would have cost at least $150,000 less had they bought it in the Syracuse area. “Housing prices are great here,” she says. “Plus you have so many choices — city, suburban, and country — within a close area. We had the opportunity to look at homes in our price range in all different settings.”

The Kiriakakis’ experience is no surprise to Mark Re, vice president and general manager of the central New York division of Gallinger/RealtyUSA and central region vice president of the state’s Association of Realtors.

“Home buyers are amazed at how much they can get for their money. Nationally, the median price for a house is $222,000. In central New York, it’s $125,000. Plus, there’s real stability in the local housing market. Central New York has seen seven straight years of home appreciation.”

Echoing Re’s observations is *Fortune* magazine’s Investor’s Guide 2007, which ranked Syracuse among the ten best places to own real estate. The guide reported that of the top 100 real estate markets in the U.S., more than a third were expected to experience price declines in 2008. Syracuse housing, meanwhile, which ranked fifth in Fortune’s top ten, was predicted to see a 3.6 percent increase next year.

Reasonably priced housing isn’t the only selling point for Syracuse, Re adds. “Buyers want to know about hospitals, schools, recreation — all the ingredients for overall quality of life,” he says. “And across the board, the...
Greater Syracuse area shines.”

Just ask the experts. Parenting magazine names Syracuse among its top ten best small cities for raising children, based on its assessment of affordable housing, healthy economy, low crime rate, clean environment, and good schools. Places Rated Almanac listed Syracuse in its top 10 percent of best places to live. And Newark magazine included eight of central New York’s cities and suburban high schools in its special report, “America’s Top Public High Schools.”

“Syracuse is one of the great cities of New York,” says New York Senator Hillary Rodham Clinton, who visits and vacations in central New York with her husband, former president Bill Clinton. “Syracuse has everything that everyone — from families to students to emerging entrepreneurs — could want in a city. With its high quality of life and low cost of living, Syracuse is an ideal destination — for a holiday or for life.”

Fernando Ortiz, director of community development for the City of Syracuse, believes there is never just one detail that makes a particular place appealing, but a blend of many. “This area, this city — with its cost of living, architecture, natural assets, its location in a beautiful part of the country — also has a very strong tradition of community, of which we are quite proud,” Ortiz says.

Ortiz points to the area of Syracuse known as Tipperary Hill, settled by Irish immigrants brought to Syracuse in the 19th century to build the Erie Canal. “People of many nationalities live in and around Tipp Hill today,” Ortiz says, “but there is still a strong Irish presence reflected in the population, the pubs and restaurants, even in a famous stop that, when it was first installed, Irish residents kept breaking until the city agreed to hang it upside down so the green light was on top.”

The inverted stoplight controls traffic on Tipperary Hill to this day.

Similar communities, like the African American residents in the south and east, a Little Italy of shops and restaurants on the city’s north side, and a strong Polish presence in the west — represented by Polish restaurants, a Polish American Citizens Club, and the Polish Home community center — also enhance the area.

Today, new immigrant populations continue to change the face and feel of Syracuse. “Our fastest growing community is Latino, which is transforming the city’s near west side,” Ortiz says. “We also have a growing South Asian community, and many Middle Eastern families are making Syracuse their home. These new residents share their culture with the rest of the city through their food, music, language, and traditions, which adds even more to the quality of life.”

The influence of cultures and nationalities on the Syracuse landscape is visible in the many small neighborhoods throughout the area. AAA keeps showering diamonds on our resort. And Condé Nast Johansens named The Lodge at Turning Stone as its “Most Excellent Resort” in the USA and Canada. But our greatest accolades come from touring pros, visitors like you, and golf magazines who’ve bestowed more than 25 awards on our three championship courses. Reward yourself with an 18-diamond vacation at Turning Stone.

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Honoring ethnicities: (clockwise from top) the upside-down traffic light in Irish Tipperary Hill, St. John the Baptist Ukrainian church, and diners in Little Italy.

Capture The Brilliance Of Turning Stone
restaurants serving a varied cuisine. Traditional Italian, Chinese, Irish, and American restaurants still dominate the Syracuse dining experience, but Thai, Indian, Middle Eastern, Caribbean, and other cuisines are emerging.

“Dining out in Central New York is special,” says Yolanda Wright, restaurant critic for the daily Syracuse Post-Standard. “It can be sophisticated and high-end, or traditional and home-made, yet both are equally good. [You can] dine within the city, or you have the suburban restaurants where you can sit by a lake or have a sea of daffodils blooming outside your window.”

For longtime residents, the superior quality of life in central New York is no secret — it’s what has kept many living here for generations. The Kiriakakis family is just beginning to appreciate these benefits, and they look forward to exploring the region for years to come.

CIVIL SERVICE

In 2004, a critical mass of central New York’s young, creative talent gathered to form 40 Below, dedicated to enticing more young professionals to the area.

“One of our greatest successes is in placing more than 115 young residents on boards of directors of area organizations and institutions,” says Robert Simpson, a 40 Below founder and board member. “This is helping empower the younger generation to play a larger role in the community by having a seat at the decision-making table.”

The group also created Adapt CNY, a not-for-profit organization working with the city on a $5.5 million project to redevelop an abandoned 53,000-square-foot building downtown to create residential units and retail space. Adapt CNY’s goal is “to get more people living and working downtown by capitalizing on this and other abandoned properties, making the properties useful again, and enhancing the overall quality of the City of Syracuse,” Simpson says.

“40 Below is a catalyst for action and a partner in community development. It connects and empowers people to be part of active, progressive change,” he says. — JAC

THE VIEW FROM
ONONDAGA COMMUNITY COLLEGE

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Syracuse Post-Standard, May 14, 2007

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during a flight home from a business trip, Van Robinson, councilor at large for the Syracuse Common Council, struck up a conversation about his hometown with a fellow passenger. “I bragged about how I could leave my driveway and within 15 minutes be at a trout stream, in less than 30 minutes be on a river fishing for salmon, and in less than an hour be in the mountains,” Robinson recalls. “My seatmate turned to me with this amazed look and asked, ‘Where exactly do you live? Alaska?’”

In reality, Robinson’s home for the past 39 years has been Syracuse, the geographic center of New York state. “I could tell by the man’s reply that in his city, after a half-hour of driving, he’s still in the city.”

The ease of getting to the great outdoors, quality cultural events, and first-rate spectator sports is one of Syracuse’s best features. Say you’ve just finished lunch with friends in Armory Square, the city’s trendy downtown area of brick and brownstones. You’re in the mood for a little fresh air and exercise. A seven-minute car ride takes you to the pebbled shores of Onondaga Lake Park for an afternoon of...

Playing in the Syracuse area means enjoying lakes and rivers, mountains and farms, arts and culture, and spectator sports—all within an easy drive.

Close to Home, But Worlds Away

By Jeffrey A. Charboneau

Canoeing the Erie Canal near Syracuse
walking, jogging, rollerblading, or just lazing on the grass in the afternoon sun.

Or perhaps you’ve spent the day wandering among classic cars or luxury watercraft at one of the many shows presented at the New York State Fairgrounds, just west of the city. Up for a beer and a ballgame? A ten-minute drive east brings you to the 11,000-seat Alliance Bank Stadium, where you can kick back and watch a home game of the Syracuse Chiefs, the triple-A affiliate of the Toronto Blue Jays. Or maybe you’re just leaving Syracuse Stage after enjoying a matinee and you want to stretch your legs with a bit of shopping. You head to Syracuse’s seven-story (and expanding) Carousel Center mega-mall for a buying trip guaranteed to challenge the most durable walking shoes. And it’s only a five-minute car trip away.

“You get the best of many worlds when you live in a mid-sized city like Syracuse,” Robinson says. “The arts, sports, fine dining, outdoor activities — whatever you enjoy doing the most, it’s here.”

On any given day, depending on the season, the area offers stage shows, concerts, swimming, boating, fishing, skiing, camping, horseback riding, apple picking, antiquing, wine touring, biking, hiking, motor racing, and much more — close enough to make it home in time for dinner. The region includes more than 50 state, county, and city parks, more than 40 golf courses, and a zoo.

It is also a major center of higher education. This concentration of colleges and universities provides residents with endless opportunities to take classes and earn degrees. Central New Yorkers can attend campus lectures to hear from some of the world’s greatest minds, cheer on college teams of national renown, and enjoy music, dance, theatrical performances, and exhibits by students, faculty, and visiting artists.

Cultural events are hardly limited to campus. “We have an amazing range of arts and culture all through the community,” says Cathy Wolff, director of Syracuse Opera and past president of the Arts and Culture Leadership Alliance (ACLA) of Central New York.

Interest in the arts is so strong, in fact, that a recent ACLA study revealed that paid attendance at arts events in the region exceeded all paid attendance...
for events at Syracuse University’s Carrier Dome, the area’s largest sports complex. “We have a lot of arts outreach here as well, which ensures that the entire community is involved,” Wolff says. “We bring the arts into the schools, to senior centers, to community events — wherever audience interest lies.”

Central New York is home to more than 23 live theater companies, each producing up to ten shows per year. Syracuse boasts its own professional symphony orchestra, opera company, and ballet, along with numerous galleries and museums — including the Everson Museum of Art, designed by famed architect I.M. Pei.

The story of the Landmark Theatre illustrates residents’ support of the arts. The grand venue began life in 1928 as Loew’s State Theatre, showing stage acts and moving pictures. It had fallen on hard times by the 1970s, when a group of citizens organized to have the building listed on the National Register of Historic Places and raised funds for its restoration. Fundraising and restoring continue today as the Landmark hosts the city’s symphony and other performances. Syracuse is also home to the New York State Fair, which attracts nearly one million visitors each year. Along with traditional rides, games, and horticultural and livestock exhibits, the fair brings in headliners such as Lynyrd Skynyrd, Carrie Underwood, Counting Crows, and Kenny Chesney.

For the past four years, the city has hosted the Syracuse International Film Festival, an event that has led to plans for at least six major motion pictures to be filmed in the area during the next two years. “This is a truly intellectual and creative community.”

Top Flight Resort

Turning Stone Resort and Casino, a half hour’s drive east of Syracuse, is the fifth-largest tourist attraction in New York State, drawing more than 4.5 million visitors each year. Guest accommodations include The Lodge, a AAA four-diamond hotel that was named the 2007 “Most Excellent Resort” in the United States and Canada by Condé Nast Johansens. The resort offers a range of high-end to casual dining with such restaurants as Wildflowers, Forest Grill, Pino Bianco, Seasons Harvest, and more. After trying their hand at poker, blackjack, and other gaming, guests can relax at Skaná, where soothing treatments and modern amenities combine with American Indian cultural themes.

The resort’s five golf courses include Atunyote Golf Club, which hosts the inaugural, four-round PGA Tour Turning Stone Resort Championship this month with close to 150 players competing for $6 million in prize money. — JAC
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Students sometimes think they need to go to a large university to do research. Le Moyne’s small size gave me the opportunity to work with faculty in a very personal, one-on-one research environment.”

Michael Feely ’05
2004-05 Goldwater Scholarship Recipient

SEENING ORANGE

Well before the Carrier Dome’s distinctive white ceiling was raised, Syracuse University had established itself as a force in college athletics. Its alumni roster includes football stars such as Jim Brown, Ernie Davis, Floyd Little, Larry Csonka, and Donovan McNabb. Basketball legends include Dave Bing, and Carmelo Anthony. Lacrosse greats Paul and Gary Gait and the Powell brothers also wore orange.

Syracuse alumni cast a big shadow in sports broadcasting, counting Bob Costas, Mike Tirico, Marv Albert, Len Berman, and Sean McDonough among others.

For more than 30 years, upstate native Jim Boeheim (right) has led the Syracuse men’s basketball team. With three NCAA championships and more than 700 wins, Boeheim — also a Syracuse alumnus — personifies the strength of SU athletics. But he likes to keep the focus on the athletes and what they bring to area fans. “I want people to walk away appreciating the talent of these kids.” — JAC

says Owen Shapiro, professor of film at Syracuse University and co-founder and artistic director of the film festival. “The quality of the Syracuse arts scene is as good as anything you’ll find anywhere in the world for a city this size.”

What’s more, Shapiro notes, is that people are friendly here. He tells the story of a filmmaker visiting from Hungary for the film festival. “One afternoon he decided to take a stroll downtown. As he was walking, a stranger approached him, told him how much he admired the filmmaker’s work, and invited him for a cup of coffee and a conversation about film.”

Shapiro says the Hungarian was astonished by how friendly and knowledgeable the passerby was. “For him, it was a complete surprise,” Shapiro says. “For me, that’s just Syracuse.”

For the Syracuse arts scene...

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