

## PROGRESS IN 2009

JANUARY 1—MARCH 31, 2009

### PARTNERS

City of Rochester  
County of Monroe  
Empire State Development Corp.  
The Entrepreneurs Networks  
Finger Lakes Community College  
Finger Lakes Workforce Investment Board  
Genesee Community College  
Genesee/Finger Lakes Regional Planning Council  
Genesee, Livingston, Orleans and Wyoming Workforce Investment Board  
Greater Rochester Enterprise  
High Tech Rochester  
Infotonics Technology Center  
Monroe Community College  
Monroe County/Rochester Workforce Investment Board  
Rochester Area Colleges  
Rochester Area Community Foundation  
Rochester Angel Network  
Rochester Business Alliance  
Rochester Institute of Technology  
RochesterWorks, Inc.  
Technology Farm  
Trillium Group  
University of Rochester

### ONLINE RESOURCE FOR BUSINESSES AND ENTREPRENEURS NOW AVAILABLE

The Finger Lakes National Business Information Clearinghouse (BIC) Web site, [www.fingerlakes.natbic.org](http://www.fingerlakes.natbic.org), provides valuable information and connections to local resources. The site was launched in December 2008.

The BIC provides critical business information to help entrepreneurs throughout the Finger Lakes Region access capital, gain entry into new markets, and better manage operations and employees.

This initiative is sponsored by funding from the US Department of Labor and Western Union and there is no cost to use it. The BIC is a one stop online resource center and virtually puts resources, associations, incentives, and information from the nine county Finger Lakes region (Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming, and Yates) "under one roof!"

Whether individuals are starting a business, thinking about moving their business to this region, or are ready to grow and expand their business, BIC will point them in the right direction. All the information in the BIC is pre-screened, geographically-based, and continually updated. On-line training videos, podcasts, and other tools are also available. The BIC has the information individuals across our region need to start their business or take it to the next level!

Visit [www.fingerlakes.natbic.org](http://www.fingerlakes.natbic.org) today! For more information please contact Christina Bakewicz at [cbakewicz@rochesterworks.org](mailto:cbakewicz@rochesterworks.org) or 585-232-5232.



### SPOTLIGHT ON SUCCESS

John Johnson attended the Young Entrepreneurs Academy (YEA!) program at SUNY Geneseo in 2007-8. John, now a freshman at SUNY Geneseo, launched his business "Running Wild Paintball" last year, operating a paintball field, and the business opened to the public for its second season in April 2009. The venture has been so successful that he was featured in the nationally syndicated Biz Kids TV show, an educational TV series that teaches kids the importance of saving, budgeting, and giving back to the community. John's episode aired on February 20, 2009 during which he discussed the changes he made to his business in response to the economic climate. This year John was also selected to represent Time Warner Cable as a student ambassador at the SUNY Geneseo Investor Panel Presentation.

In the fall of 2009 YEA! will expand to nine high schools in all nine counties in the region. Project staff are currently recruiting students and expect to impact over 120 youth. A Wired supported high school site is currently operating at Victor Senior High School with 15 students.

**ECONOMIC DEVELOPMENT**

**REGIONAL CLUSTER AND COMPETENCY NETWORKS – GRE**

This project now focuses on convening inter-network discussions between 18 existing associations and tech networks through the Technology Council of Upstate New York (TCUNY). This “network of tech networks” represents over 1,000 companies from Syracuse, Buffalo, Ithaca and the Finger Lakes region.

During the 1st Quarter, TCUNY held three board meetings focused on:

- Promoting Upstate NY as a Top Tech region in the U.S.
- Implementing a Lead Referral and Buyer/Supplier Matchmaking program

TCUNY established a subteam to develop implementation plans to market the region as one of the top 10 tech regions in the country. An additional subteam was created to develop a buyer/supplier matchmaking system and has identified a web-hosted application to notify members of opportunities.

This quarter the International Business Council (IBC), which promotes international trade opportunities for manufacturing and service companies, hosted several events focusing on international payment options, multilingual marketing and exporting updates.

**Members of the Technology Council of Upstate New York (TCUNY) represent over 1,000 companies from Syracuse, Buffalo, Ithaca and the nine county Finger Lakes region**

**REGIONAL SKILLS ALLIANCES AND CAREER READINESS CREDENTIAL (CRC) – FLW, GLOW, RW**

Work continues to expand and roll out two Regional Skills Alliances in the Advanced Manufacturing and Health Care/Human Service industries across the three local Workforce Investment Board (WIBs) areas. A Regional Skills Alliances (RSA) is a consortium of business, educational institutions, workforce and other community partners that tackle common problems facing targeted industries in a region.

This quarter project staff began the process of expanding both RSAs in the Finger Lakes area, and rolling them out in the GLOW and Rochester/Monroe County areas. An additional 14 advanced manufacturing members were recruited this quarter, along with 7 health care/human services members.

Roll out of the WorkKeys Career Readiness Credential also continues across the region. Guardian Industries in Geneva, NY has agreed to begin using the CRC as part of their recruitment process.

**PREDICTIVE ANALYSIS FOR BUSINESS ATTRACTION – GRE**

Business attraction efforts continue despite the tough economy, and project staff continue work to identify new targets for attraction using targeted industry research, while also encouraging retention and expansion of existing companies in the region. Recent business attraction efforts have focused on promotion of “green” industries, including wind and solar energy.

The ZoomProspector GIS mapping tool is available at [www.rochesterbiz.com](http://www.rochesterbiz.com), and received over 7,000 views during the 1st Quarter.

**ENTREPRENEURSHIP**

**THE ENTREPRENEURS NETWORK—TEN**

TEN provides regional entrepreneurs with access to national experts and funding resources, offering hands-on programs that train, educate and foster connections critical for building new business ventures and improving the performance of established companies. TEN has served more than 115 executives from 90 companies spanning the nine-county region.

TEN's sixth class of 14 participants will continue through May.

The seventh TEN class, launching in May, is currently in the recruitment and application process. The seventh class will be shortened from the traditional six months to four months to provide more condensed training to participants.

Five out of eight semifinalists for the 2009 Rochester Regional Business Plan contest were TEN members or alumni.

## ENTREPRENEURSHIP—CONTINUED

### STRATEGIC GROWTH THROUGH IMMERSION PROGRAM—RIT



The second level of the Strategic Immersion program, Phase II: Managing Innovation and New Product Commercialization, was launched in March and will continue through May with 30 participants.

Project staff have also begun interviewing participants in previous classes for outcome and content analysis. Based on interviews with approximately 30 participants, 40% of companies have performed sustainable, quality investment and 90% of businesses have implemented the skills learned through the course in their operations.

The Strategic Immersion program is a 10 week executive level course designed to develop entrepreneurial activities and foster sustainable and profitable growth in small to medium sized businesses.

### EMERGING ENTREPRENEURS PROGRAM (FORMERLY THE ENTREPRENEURSHIP FAST TRACK)—GCC, MCC

This joint effort at Monroe and Genesee Community Colleges was designed to encourage entrepreneurship in the region, increasing entrepreneurial start-ups and economic growth through entrepreneurial training.

To date, GCC projects that 14 students will launch new, start-up businesses following program completion. Four (4) MCC students have established DBAs since the program launch in 2008.

MCC project staff hosted the program's first Small Business Spectacular:Entrepreneur Expo in April and are also participating in exploratory talks with partners to discuss creating a community resource guide for entrepreneurs.

Both colleges have begun recruitment and will launch courses in summer 2009. During program implementation, both colleges collaborated on the program application process and course curriculum, and continue to share best practices.

### THE YOUNG ENTREPRENEURS ACADEMY—YEA!

During the 1st Quarter YEA! launched its first Wired supported high school program site at Victor High School, and students have begun work with their business mentors to develop and refine their business plans. Students at SUNY Geneseo pitched their businesses to investors to compete for funding to begin their businesses.

YEA! is in the process of recruiting student participants for its September 2009 expansion into nine school districts across the Finger Lakes region. 126 students are expected to be impacted at the high school sites.

The Young Entrepreneurs Academy teaches students (aged 16-18) the process for establishing a business or social enterprise, helping them develop entrepreneurial skills and build ties throughout the community.

Four MCC Emerging Entrepreneur students have established DBAs and launched businesses since 2008. GCC projects that 14 students will launch new start-ups .

## INNOVATION

### TECHNOLOGY COMMERCIALIZATION— HTR, INFOTONICS, RIT, TECHNOLOGY FARM, U OF R

Five seminars and workshops designed to increase entrepreneurial knowledge were hosted at partner sites this quarter, attracting over 100 attendees. Through these training efforts , an additional 24 entrepreneurs and innovators were identified that will become part of the community's entrepreneurial infrastructure. Over 845 entrepreneurs and innovators have received training since the TC program began.

A significant number of new commercialization projects are expected to launch in the 2nd Quarter.

The Technology Commercialization project trains students, researchers, faculty with the skills required to launch new businesses and successfully commercialize new technologies. The project represents a unique level of collaboration between High Tech Rochester, University of Rochester, The Technology Farm, Infotonics Technology Center and Rochester Institute of Technology.

## INNOVATION—CONTINUED

### SBIR OUTREACH AND ACCESS—HTR

During this quarter Science Take-out, a woman-owned business that was awarded a phase-0 grant and received technical assistance from HTR to submit their first SBIR grant application, was awarded a Phase-I NIH grant totaling over \$110,000. Four other businesses also submitted applications for SBIR funding this quarter.

This project provides assistance and training to improve regional success in securing funding through the Small Business Innovation Research (SBIR) programs from the federal government, and advance the region's small business tech transfer efforts.

Since program inception six firms have received SBIR/STTR awards leading to almost \$1.6 million in federal dollars reaching the region.

## WORKFORCE DEVELOPMENT

### SCIENCE, TECHNOLOGY, ENGINEERING AND MATHEMATICS (STEM) CAMPS

In the 1st Quarter, Wired awarded \$176,000 to seven STEM camps to serve approximately 206 high school juniors and seniors from the region during summer 2009. STEM camps provide educational experiences for students, who participate in hands-on activities and learn real world applications of STEM concepts.

Scholarships will be provided for youth at the following locations:

- Cornell Cooperative Extension of Ontario County, 4-H Camp Bristol Hills for 24 students
- Cornell Cooperative Extension of Wayne County, 4-H

Camp Wyomoco Dairy Institute for 75 students

- Finger Lakes Institute - Hobart & William Smith Colleges, Kids College for 11 students
- Infotonics Summer Science Camp for 36 students
- Rochester Institute of Technology, National Institute for the Deaf Explore Your Future for 25 students
- Finger Lakes Council, Boy Scouts of America Sci-Tek Quest for 20 students
- Monroe Community College Pre-Collegiate STEM Career Track for 15 students

### INCREASING EMERGING WORKER SKILLS PROGRAMS

For 2009 five Increasing Emerging Worker Skills programs were awarded funding to provide services for 280 youth. These programs provide youth ages 16-21 with the skills and competencies necessary for success in high-growth industries, and encourage them to complete high school and pursue technical training.

Programs selected for funding are:

- The Academy for Career Development, Start Here for a High Tech Career—30 youth
- Finger Lakes Workforce Investment Board, Start Here for a High Tech Career—30 youth
- Genesee Community College, Pathways to Careers in Bio-tech, Life Sciences and Health Care—120 youth
- Rochester Educational Opportunity Center, Introduction to Health Careers—30 youth
- Urban League of Rochester, Summer Technical Institute and Tech Clubs—70 youth

During the upcoming quarter the Academy for Career Development will extend their program to include a 6-week academic component within the OCFS Industry School to provide students with improved enrichment and literacy skills and help reduce recidivism rates for the at-risk youth population.

During the 1st Quarter the Urban League recruited 20 students for

their spring Technology Club, beginning the week of April 20, with a focus on Information Technology and Engineering. During the first year the program enrolled 82 students and awarded 57 students with laptops for completing the program.



*LeShay Smith, an 11<sup>th</sup> grader from the Urban League's program*

The REOC is in the process of recruiting for two upcoming summer sessions. Of the original 30 student participants, 28 successfully completed the program and 21 have successfully passed the NYS Certified Nursing Assistant (CNA) examination.

GCC's Pathways to Careers fall program will continue operating through June 2009. The 2009 fall program will expand to five additional schools in Warsaw, Caledonia-Mumford, Dansville, Warsaw and Lyndonsville.

The Finger Lakes WIB will operate their Start Here for a High Tech Career program in summer 2008.

**WORKFORCE DEVELOPMENT—CONTINUED**

**EDUCATOR INTERNSHIP—FINGER LAKES WIB**

Project staff are in the midst of recruitment activities for the 2009 Educator Internship program session to be held August 3-6, 2009. Educator applications were accepted through May 1, and staff are also recruiting regional business participation.

This summer, up to 30 educators will participate in the four-day professional development and industry immersion experience, visiting businesses in targeted industries and developing Power-Point presentations to share with students. Participants in the 2009 session will design a survey or questionnaire to measure the impact of presentations on their students.

**REGIONAL APPRENTICESHIP SYSTEM—FLCC, GCC, MCC**

GCC staff are in the process of engaging participation from a local health care business where their second cohort could be launched in summer 2009. MCC's 16 students are continuing their participation in the Optics program. MCC's program aligns with the recently released National Skills Standards for Precision Optics Technicians. FLCC will hire an Outreach Coordinator using leveraged funds from the National Science Foundation to assist with outreach to businesses; four individuals are currently enrolled in the Biomanufacturing program. The Apprenticeship programs create a structured career pathway for training within targeted industries in the region.

**WORKFORCE EXCELLENCE REGIONAL CENTER (WERC) - FLCC, GCC, MCC**

During the 1st Quarter 2009, the WERC initiative continued efforts to finalize a list of rollout ready, non-credit courses currently offered at FLCC, MCC and GCC. A training grant application for WERC scholarship funding is being distributed to regional partners and associations to serve unemployed and underemployed workers in the region.

Project staff also began work to conduct a skills inventory to deter-

mine the needs of regional employers.

The goal of the WERC initiative is to create a cooperative, centralized infrastructure providing regional workers and students with innovative access to training and education services available at Monroe, Genesee and Finger Lakes Community Colleges, thereby better meeting the needs of regional businesses.

**SCHOLARSHIP FUND—GLOW, FLW, RW**

60 companies were awarded funding to train 935 employees this quarter. Since the program launch in September 2006, Finger Lakes Wired has allocated over \$4.1 million for 240 unique businesses to increase the skills of 6,500 workers, with \$6.7 million in matching funds provided by business.

Number of Individuals trained by industry in the 1st Quarter of 2009:

Advanced Manufacturing	301
Business Services	87
Alternative Energy	0
Engineering/IT	182
Healthcare/Bio Tech	251
Optics/Imaging	47
Food & Agriculture	67
Total	935

Since the program launch in September 2006, Finger Lakes Wired has allocated over \$4.1 million for 240 unique businesses to increase the skills of over 6,500 workers, with \$6.7 million in matching funds provided by business.

Eligible businesses can apply for up to \$25,000 in funding to upgrade the skills of their workers to meet the demands of the Alternative Energy, Biotech & Life Sciences, Food & Agriculture, Optics & Imaging, Advanced Manufacturing, Information Technology, Engineering, Business Services and Health Care sectors. Businesses provide matching funds for training that leads to the acquisition of transferable skills and/or industry recognized credentials.

## ABOUT WIRED

Finger Lakes Wired is a partnership of 23 economic development, educational, workforce development, and business organizations from the nine-county Finger Lakes region surrounding Rochester, NY. Finger Lakes Wired is one of several regions funded by the U.S. Department of Labor WIRED (Workforce Innovation in Regional Economic Development) Initiative to support economic development and transform regional economies.

This collaborative effort is led by its partner organizations, who have met regularly since May 2006, to support a strategic approach to regional economic development. They have adopted a mission and vision, and have agreed to guiding principles, a strategic direction, and actions in support of this effort.

### Mission

Increase the region's capacity to support talent development for sustained economic growth.

### Strategic Direction

- Energize the region's entrepreneurial economy;
- Catalyze regional innovation and convert orphan or under-utilized technology into vibrant business ventures;
- Educate and empower workers to successfully compete in the changing global economy;
- Build a collaborative regional education, workforce and economic development system.

### Strategic Outcomes – Completion of WIRED

- Increase private sector job growth relative to national average.
- Increase average wages relative to national average.
- Increase retention of 20 to 34 year old workers in region.
- Adoption of a regional identity resulting in collaborative networking and communication in support of regional economic strategies.

## DID YOU KNOW...?

- Two out of five finalists for the 2009 Rochester Regional Business Plan contest are TEN members or alumni.
- The Scholarship program trained approximately 2,400 regional incumbent workers in 2007. In 2008, over 3,100 workers benefitted from the program.
- The recidivism rate for the 30 at-risk youth (ages 16-21) participating in the Academy for Career Development's Start Here for a High Tech Career program is 37%, significantly lower than the average 70-80% rate for area youth.
- 486 youth are expected to benefit from participation in the Increasing Emerging Worker Skills and STEM camp programs in 2009. Over 420 youth attended these programs in 2008.
- The Tech Commercialization project outcomes in the 3rd Quarter 2008 were equivalent to the combined outcomes of the 1st and 2nd Quarters of 2008.
- Over 561 youth viewed presentations on regional careers and workplace expectations prepared during the 2008 Educator Internship program, and an additional 562 are expected to view them through June 2009.
- Rochester was cited as a tech "hot spot" in a June 2008 *Business Review (Albany)* article.
- An Emerging Entrepreneurs participant partnered with local government and Small Business Development Center reps to discuss opening a business support center in Wayne County.

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*"The Finger Lakes region is a premier place in which to innovate, investing in entrepreneurial operations, educating workers and empowering them to be agile, adaptable and aligned with global opportunities."*

