

# Outlook

Quarter 3, 2007

Operation Oswego County Inc., An Economic and Job Development Corporation Serving Oswego County, NY

## OOC Recognized for Achievements in Marketing

Operation Oswego County was recently recognized with five marketing awards for The Northeastern Economic Developers Association's (NEDA) 2007 literature and promotions award competition.

The recognitions are awarded each year to economic development organizations throughout the northeastern United States who produce printed and web-based materials to promote economic development in their areas.

For its print advertisement titled, "The Logistics-Friendly County," OOC received the prestigious rank of "superior." The nationally-distributed advertisement was created in conjunction with Steve Chirello Advertising to highlight Oswego County's transportation accessibility.

OOC's "2007 Oswego County Industrial Directory," electronic newsletter and regional print advertisement campaign were all recognized with awards of "excellent."

The industrial directory is a resource guide to manufacturing, warehousing, distribution and specialized industrial services in Oswego County.

OOC's electronic newsletter,

"OOC E-News," was developed in 2006 as a monthly supplement to its printed newsletter, "Economic Development Outlook," which is produced on a quarterly basis. The intent was to deliver a quick, easy-to-read synopsis of new and ongoing projects directly to the e-mail boxes of OOC's key stakeholders which would also contain clickable links to OOC's website for more information.

OOC's regional advertising campaign features testimonial about its specialized services and financial assistance from plant managers and business owners in Oswego County. The ad is placed throughout the Central New York area.

For its 2006 Annual Report, OOC was recognized with an award of "merit."

OOC has won several awards in past years for the effectiveness of its promotional materials from NEDA and other regional and national professional development organizations. Entries are judged by a panel of experienced economic development and marketing professionals and are determined based on design and layout, clarity of message, quality, functionality and overall creativity and impact.



## Riccelli Acquires Former Crysteel Plant

Riccelli Enterprises acquired the 58-acre former Crysteel property, which closed last February. The property houses a 130,000 square foot building with office, industrial and warehouse space.

The company will use the location as a transportation center to handle trucking and warehousing for its clients in the adjacent Riverview Business Park and in the North Country.

With 450 full time employees and over 350 radio dispatched, GPS tracked vehicles, Riccelli is one of the largest independent transportation companies and the largest hauler of bulk commodities and waste transfer in the North East.

Riccelli has offices in Syracuse, Rochester, Geneva, Watertown and Methuen, Mass.

The company expects to employ 33 at its town of Volney operation within a year.

## OOC Business Assistance:

*Operation Oswego County offers an array of business services to both new and expanding companies throughout the county.*

**Bosco & Geers**, in the city of Oswego, expanded its food market from 2,500 sf to 4,500 sf. Additions were made to the meat, deli and bakery areas. The project created 10 jobs and received funding assistance from the IDA, an SBA 504 loan through OOC, HSBC, and Oswego CDO;

**Kodiak, LLC** began construction of a 11,598 sf building for the expansion of Kinney Drugs in Fulton. The \$2.5 million project will create 34 jobs. Funding assistance was provided by the IDA and Fulton Savings Bank;

**Joe's Corner Market** expanded its deli operations at its grocery/convenience store in the Town of Palermo. Sales for the store have increased over 85 percent since opening in 2004. Funding for the project was provided by the IDA and HSBC Bank;

**Oley's East** acquired a 2,304 sf convenience store/gas station in the Town of Scriba. The project created six jobs and received funding from the IDA, an SBA 504 loan through OOC and Pathfinder Bank; and

**My Digital Discount** expanded to add three

*Continued on pg. 3*

## Achievement Awards Presented at OOC's Annual Meeting

Four business organizations, a successful entrepreneur and a public official were honored for significant contributions to economic development and job creation in Oswego County at Operation Oswego County's 55th annual meeting.

The Ally Award for 2007 was presented to the partnership of **Entergy Nuclear and the Oswego County Public Utility Service (OCPUS)**, recognizing it as an "ally" organization in the economic development process in Oswego County. Together, OCPUS and Entergy played a crucial role in facilitating the "Power for Progress" low-cost electrical energy program for new and expanding businesses which helped to foster economic development and job creation in Oswego County.

The Business Excellence Award for 2007 was presented to **Eagle Beverage Company** for maintaining a successful distribution company in the town of Oswego for the past 28 years, for distributing a full line of major beverage brands including Anheuser-Busch, Labatt, and Snapple to Oswego, Jefferson and Lewis counties, and for achieving more than \$20 million in annual sales.

The 2007 Jobs Award, recognizing significant capital investment as well as job creation and retention, was presented to **Felix Schoeller Technical Papers** for the expansion of its specialty paper production capacity at its plant in the town of Richland which led to the creation of 125 manufacturing

jobs and two million in annual payroll.



Pictured receiving the 2007 Jobs Award are, from left, Paul Williams and Richard Paterson-Jones, CEOs of FSTP. Also pictured are, from left, L. Michael Treadwell, OOC executive director and George Joyce, OOC board president.

**Douglas Caster** was the recipient of OOC's inaugural Dee Heckethorn Entrepreneur Award. Caster was recognized for his exceptional efforts, risks and initiatives he has taken to help restore economic activity to Fulton through his role in the planning and implementation of the Canal Corridor initiative, and for his leadership role in the planned redevelopment of the former Goldberg's building into upscale condominiums.

**William Barclay**, New York State Assemblyman, 124<sup>th</sup> District, was honored with the 2007 Martin Rose Economic Developer Merit Award for his commitment to the economic development process by helping to facilitate the attraction and retention of businesses in Oswego County. He was also recognized for his representation on the Assembly Task Force on Small Business in New York State.

## 2008 Micro-Enterprise Training Program Classes Scheduled

Another series of Micro-Enterprise Program small business training classes is scheduled to begin in 2008.

The program provides a 24-hour small-business training program that covers such topics as how to write a business plan, how to obtain financing, accounting and tax issues, business insurance, legalities, marketing, and other basic business start-up issues.

The schedule is as follows:

**Feb. 9-March 8:** 118 Rich Hall, SUNY Oswego, Saturdays only, 8 a.m. to 1 p.m.

**April 2- May 21:** Hastings Town Hall, 1134 Route 11, Central Square, Wednesdays only, 6-9 p.m.

**June 16-21:** Oswego Falls Business Center, 163 South First Street, Fulton, Monday-Friday, 6-9:30 p.m. Saturday, 8 a.m.-2:30 p.m.

**Sept. 20, 27, Oct. 4, 11, 18:**

SUNY Oswego Phoenix Education Center, Oswego County Industrial Park (off of exit 14 on 481), Phoenix, Saturdays only, 8 a.m. to 1 p.m.

The program is coordinated by the City of Fulton Community Development Agency, City of Oswego Community Development Office, SUNY Oswego Office of Business and Community Relations and Operation Oswego County.

Tuition for the program is \$200 and includes all materials.

Scholarships are available for households within low to moderate income guidelines as established by U.S. Department of Housing and Urban Development.

For more information, or to register for a class, call 312-3492.

## New Members Elected to OOC Board

The Operation Oswego County board of directors elected Barbara Bateman, regional executive of Alliance Bank, Jonathan Daniels, director of the Port of Oswego Authority and Vincent Lobdell, president of HealthWay in Pulaski, to its board.

Re-elected to another three-year term were Nancy Bellow, SUNY Oswego Office for Business and Community Relations; Bonnie Bostian, Entergy Nuclear; Thomas Greco, Fulton Savings Bank; Alan Horna, Oswego Wire; George Joyce, Laser Transit;

Edward Mervine, Pathfinder Bank; Michael Pollock, Fulton Savings Bank; Michael Quenville, Pathfinder Bank; and David Vickery, Vickery Insurance.

---

*Continued from pg. 2*

additional e-commerce businesses and is leasing 1,400 square feet of space at the Oswego County Business Expansion Center in Oswego.



## River House Restaurant Opens in Pulaski



River House Restaurant is a new 3,500-square-foot, 124-seat facility located in the heart of Pulaski's historical district.

The restaurant was constructed on the site of the former Log Cabin and Randall House restaurants, both of which burned down. In addition to the restaurant, the facility features a full-service bar and an extensive parking lot.

The restaurant created 32 jobs and received funding assistance from the County of Oswego IDA, a Small Business Administration 504 loan through OOC, New York Business Development Corporation and Community Bank.

"River House is a beautiful facility that honors the historical character of the property as well as the Pulaski area, while offering its patrons a casual, comfortable atmosphere to enjoy its diverse menu selections," said L. Michael Treadwell, executive director of OOC.

For more information about River House Restaurant, call 509-4281.



**Operation Oswego County**  
*An Economic and Job Development Corporation  
Serving Oswego County, NY*

44 West Bridge Street  
Oswego, NY 13126  
Phone: (315) 343-1545  
Fax: (315) 343-1546  
E-mail: ooc@oswegocounty.org  
www.oswegocounty.org

Bulk Rate  
U.S. POSTAGE  
**PAID**  
Permit No. 470  
Oswego, NY

This newsletter is partially funded by Operation Oswego County Foundation, Inc. and our economic development supporters.

**Operation Oswego County** is a unique organization working to enhance and protect the business and industrial climate of Oswego County and its diverse communities.

To achieve that goal, we provide comprehensive assistance to both local businesses and industry seeking to locate in our county.

To our business clients, OOC means opportunities for expansion, relocation, better business climate, and even for survival that may not otherwise be possible.

To the people of Oswego County, OOC means new job opportunities, broader real property tax bases, and a better economic future for all.

Since our inception, we have helped deliver \$2.4 billion in investments and over 15,000 new and retained jobs to Oswego County.

**OOC BOARD OF DIRECTORS**

- George Joyce, President
- Nancy Bellow, Vice President
- Michael J. Pollock, Treasurer
- Alan Horna, Secretary
- Barbara Bateman
- Bonnie Bostian
- Jonathan Daniels
- Ronald Darrow
- Kerry Dorsey
- William Galloway
- Edward Gilson
- Thomas Greco
- Paul Kurtzman
- Vincent Lobdell
- Andrea McCabe
- Edward Mervine
- Thomas Meucci
- Louis Pettinelli
- Bruce Phelps
- Michael Quenville
- Joseph Russo
- Carol Rutledge
- Joseph Solazzo
- Corte Spencer
- Lloyd "Buddy" Stemple
- Millard Sullivan
- Steven Thomas
- Gary Toth
- David Turner
- David Vickery

**EX-OFFICIO DIRECTORS**

- Russ Johnson, *Chairman, Oswego County Legislature*
- Philip Church, *Oswego County Administrator*
- Carolyn Rush, *Chair, County of Oswego IDA*
- Daniel Chalifoux, *Chair, Oswego County Economic Development and Planning Committee*
- Deborah Stanley, *President, SUNY Oswego*

*Legal Counsel:* Doren Norfleet

**STAFF**

- L. Michael Treadwell, *CEcD, Executive Director*
- David Dano, *Business Finance Director*
- Shannon Mantaro, *Marketing & Operations Director*
- Austin Wheelock, *Economic Development Specialist*
- Teresa Woolson, *Administrative Coordinator*
- Karen Perwitz, *Administrative Secretary*