

OSWEGO COUNTY ECONOMIC DEVELOPMENT NEWS BRIEFS

OPERATION OSWEGO COUNTY INC.-- AN ECONOMIC AND JOB DEVELOPMENT CORPORATION SERVING OSWEGO COUNTY, NY

New and Expanding Businesses Bring Jobs, Capital Investment to Oswego County



Sen. James Wright welcomes Sure-Lock Industries, LLC to Oswego. Also pictured, from left, are Arthur Brown, Sure-Lock co-owner and founder; L. Michael Treadwell, CECD, OOC executive director; and Oswego County Legislature Chairman Russ Johnson.

Sure-Lock Industries, LLC of Red Creek relocated its business to a 60,000 square foot building within the Oswego Warehousing compound on East Seneca Street in the city of Oswego. The company manufactures pre-finished hardwood flooring, custom hardwood finishing and specialized millwork for several distributors throughout the Northeast and to various commercial retailers.

"Our facility in Red Creek is no longer effective in meeting the manufacturing demands of our growing list of customers," said founder and co-owner Art Brown. "Based on our current contracts and continuing negotiations, our sales are expected to more than double by 2005."

The \$1.4 million project will receive financial assistance from the County of Oswego Industrial Development

Agency. Other partners who

will help finance the new manufacturer include the City of Oswego Community Development Office; a New York State Senate grant secured by Sen. James Wright, 48th District, Watertown; HSBC; Niagara Mohawk; and the Central New York Regional Planning and Development Board. The project will be located in the Oswego Empire Zone.

The new facility will be fully operational by the fall. The project is expected to create 16 jobs initially and eight additional jobs within the first year.

Krell Distributing, a Syracuse-based distributor of heating and air conditioning products and services, will open a branch store on East Cayuga Street in Oswego. In business since 1972, Krell carries a full line of equipment, supplies and parts and offers comprehensive system design

and layout service.

The branch will be staffed and managed by former employees of Seaway Supply which recently closed after 48 years in Oswego.

"We are totally committed to doing business in Oswego County," said Krell Distributing owner John Krell.

Lowe's began conducting job interviews for its 133,600 square foot home im-

provement store in Oswego which is slated to open in December. One hundred seventy-five jobs are expected to be created.

Birds Eye Foods broke ground for the construction of a new \$500,000 shop for its maintenance mechanics. The 5,400-square foot addition will replace the current shop constructed in 1917. The new addition will house 25 employees and has



Birds Eye Foods in Fulton broke ground on a new 5,400 square-foot addition. From left are Zach DeBadts, a representative from Senator Jim Wright's office; Ron Woodward, administrative assistant to the Fulton mayor; Helen Bevacqua, engineering and maintenance manager at Birds Eye; Fulton Mayor Daryl Hayden; Ken Pelchy of Welch Construction; Wyatt Nelson of Wyatt H. Nelson Architects; and L. Michael Treadwell of OOC.

space for a machine shop, welding area, stock room, electrical shop and supervisory offices.



Oswego County's Employee Talent Retention and Attraction Plan Underway

The Workforce Development Board of Oswego County (WDB) and Operation Oswego County (OOC), in conjunction with Next Generation Consulting (NGC) of Madison, Wis., recently convened four focus groups to identify strategies to attract and retain young, talented employees throughout Oswego County.

"With an increasingly competitive market for talented and educated professionals, Oswego County must define the unique regional characteristics that make it attractive to the next generation and position itself so that it will appeal to its target demographic," said Nancy Bellow, WDB director.

According to Next Generation, Oswego County will likely be affected by the following national labor trends in the coming years:

- The next generation of talent ("Generation X," born 1961-1981) is smaller in size than their "Baby Boomer" (born 1942-1960) predecessors;
- By 2006, two workers will leave the workforce for every one entering; (source: Bureau of Labor Statistics);
- By 2010, there will be a shortage of 10.3 million workers across all employment categories; (source: Bureau of Labor Statistics);
- Three out of four young professionals under the age of 28 place more importance on the quality of the community than the availability of jobs (source: Next Generation Consulting, February 2002);
- "Generation X" is the first generation to have deeply imbedded skills sets in technology, which makes them a highly desirable demographic to Oswego County employers; and
- The influx of minority talent is and

will continue to cause a marked change in the complexion and culture of the Oswego County region.

"For Oswego County to attract the next generation of knowledge workers and innovation economy entrepreneurs, it must place as much emphasis on its quality of life as its economic incentives," said Rebecca Ryan, president of Next Generation Consulting Inc.

Bellow explained that the focus groups gauged participants' ideas on what makes Oswego County competitive (referred to as "cool factors"), and were designed to mirror the diversity of Oswego County's population, geographical locations and workforce. The groups also represented those who are educated (post-high school training and/or degrees) and mid-careerists.

According to Next Generation, the seven indexes that are considered important to young professionals include:

- **Vitality:** commitment to environmental quality (green space) while tallying up the factors that lead to long-term personal and environmental health;
- **Earning:** young professionals want a deep bench of occupational options and opportunities for life long learning;
- **Learning:** education, continuing education, and re-education opportunities;
- **Social Capital:** a community's commitment to diversity and participation;
- **Cost of Lifestyle:** includes food and shelter and transportation to work;
- **After Hours:** "cool stuff" to do, because young talent want options for places to go and things to do; and
- **Around Town:** the physical connectedness of a community.



OOC Website Awarded "Best in Class" in New York

The New York State Economic Development Council (NYSED) honored Operation Oswego County's recently redesigned website www.oswegocounty.org with its prestigious "Best in Class" award.

The recognitions are awarded each year to economic development organizations throughout New York who produce printed materials and Internet media to promote economic development in their areas. Entries are determined by design and layout, clarity of message, quality, functionality and overall creativity and impact.

"We consider our website one of our most effective tools for bringing attention to Oswego County and the resources and assets that would offer value to a potential business customer," said L. Michael Treadwell, CECD, executive director of OOC, Oswego County's designated economic development agency.

The agency's website offers visitors a comprehensive listing of available commercial property, demographic information about Oswego County, downloadable publications, current news and information about OOC's economic development services, community links and a printable map. The website receives an average of more than 2,000 visits per month.

"We are proud that our website has reached the high standards of our economic development colleagues throughout New York State," Treadwell said.

Business Exporting Seminars to be Held in November

“Exporting Goods to Mexico” is the topic of two free seminars sponsored by SUNY Oswego’s Center for Business and Community Development and School of Business, the Oswego County Workforce Development Board, Operation Oswego County and Niagara Mohawk, a National Grid company.

The seminars are intended to help local businesses initiate or increase trade with Mexico and will feature Robert Trachtenberg of ExportNY, a program designed to help companies grow in the global marketplace. Trachtenberg will discuss the reasons companies should export, ways in which ExportNY can assist, marketing-related topics and government programs available.

Also featured will be a question and answer forum with businesses already exporting to Mexico.

The schedule is as follows:

Cayuga County— Wednesday, Nov. 10, 8:30 a.m. to noon, James Walsh Regional Economic Center, room 207, 197 Franklin Street in Auburn; and

Oswego County— Friday, Nov. 12, 8:30 a.m. to noon at The Captain’s Steak and Seafood Restaurant, 27 East First Street in Oswego.

SUNY Oswego’s School of Business received a grant from the U.S. Department of Education for funding of a program to expand the school’s international curriculum. The “Exporting Goods to Mexico” seminar is part of this initiative.

For more information about the seminars or to register, call the CBCD at 315-312-3492.

OPERATION OSWEGO COUNTY BUSINESS ASSISTANCE

Operation Oswego County offers an array of business assistance services to both new and expanding companies throughout Oswego County

The **Canal Commons** revitalization project in downtown Oswego involves the acquisition and renovation of 30,000 square feet for approximately 10 shops. Forty-five jobs will be created. Funding for the project will be provided by the County of Oswego IDA, City of Oswego Community Development Office and First Niagara Bank.

Village Pizzeria in the town of Hannibal will specialize in fresh homemade pizza dough and will feature wings, subs, salads, calzones and Stromboli. The owner is a graduate of the Micro-Enterprise

Training Program and received a Micro Enterprise loan through the IDA. The project will create five jobs.

Tierra Lanes Bowling Center in the town of Mexico will receive an IDA loan to assist with kitchen remodeling and renovations.

With assistance from OOC, **Lowe’s** home improvement store opened a temporary interviewing center in Oswego Plaza. The interview center will operate at this location until Nov. 1, and then will move to the new store location on state Route 104 east.

Micro-Enterprise Training Schedule Announced

Fulton Location:

Oswego Falls Business Center,
163 South First Street, Fulton.

Wednesdays, 1/12 - 2/23, 6 to 9 p.m.

To register, call 593-7166.

Oswego Location:

Operation Oswego County office,
44 West Bridge Street, Oswego.

Saturdays, 1/15 - 2/5, 9 a.m. to 2 p.m.

To register, call 343-3795.

Operation Oswego County:

Minetto Town Hall, 6 Community
Drive, Minetto.

Tuesdays, 2/8 - 3/22, 6 to 9 p.m.

To register, call 343-1545.

The Micro Enterprise Training Program is coordinated by SUNY Oswego’s Small Business Development Center, Operation Oswego County, the City of Fulton Community Development Agency and the City of Oswego Community Development Office to

provide guidance and support to people interested in starting or expanding a small business.

The program provides a 21-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. Classroom training is provided by SBDC instructors Bernadette Mroz, Larry Perras and John Halleron as well as area business professionals.

Class tuition is \$165. Scholarships are available through sponsoring agencies. Micro Enterprise graduates may apply for Micro-enterprise loans after course completion.

For more information about the Micro-Enterprise course outline or to download an application form, visit www.oswegocounty.org.





Operation Oswego County

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

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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.

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