

Outlook

September/October 2005

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

Operation Oswego County Wins Top Marketing Awards

Operation Oswego County (OOC) was recently recognized with four awards for the Northeastern Economic Developers Association's 2005 literature and promotions award competition.

OOC's print advertisement for the "Power for Progress" low-cost electrical energy program for new and expanding businesses in Oswego County was awarded NEDA's top honor of "superior/best in category" in the single print ad category. The ad was created by OOC and Steve Chirello Advertising to attract new

"superior" was OOC's website www.oswegocounty.org. The website offers visitors a comprehensive listing of available commercial property, demographic information, downloadable publications, current news and a printable map.

For its brochure titled "Here, Turnover is a Good Thing," and its newsletter titled, "Economic Development Outlook," OOC was recognized with awards of merit. The brochure was designed by Steve Chirello Advertising to showcase OOC's two small business incubator facilities located in Phoenix and Oswego. The newsletter was designed by Steve Chirello Advertising and OOC.

Entries are judged by a panel of economic development and marketing professionals and are determined based on design and layout, clarity of message, quality, functionality and overall

creativity and impact. OOC has won several awards for its promotional materials from NEDA and other regional and national professional development organizations.



business and create jobs using low-cost power produced by Entergy Nuclear Northeast at the James A. FitzPatrick Nuclear Power Plant in Scriba.

Also honored with an award of



OOC Sponsors Oswego County Job Fair

Operation Oswego County, in partnership with SUNY Oswego's Small Business Development Center, was a sponsor and booth participant for the Oswego County Job and Career Fair held in September at the Elks Lodge in the city of Oswego.

According to Dot-Publishing, organizers of the job fair, more than 200 people attended the event which was held from 11 a.m. to 6 p.m.

"We were proud to once again sponsor this event which offers those people looking for a job or career change an opportunity to network with potential employers, seek retraining and career advice, and learn about educational opportunities, all under one roof," said L. Michael Treadwell, CECD, executive director of OOC.

In addition to OOC, the event was also sponsored by Career Connection. Admission was free.

SUNY Extension Site to Host Spring WNET Meetings

SUNY Oswego’s Institute for Professional and Organizational Development, located in the Oswego County Industrial Park in Phoenix, will host the spring training sessions for the Women’s Network for Entrepreneurial Training (WNET). Aunt Mary’s Italian Cookies and Catering, will provide breakfast at each meeting.

WNET is part of a nationwide roundtable for women business owners, sponsored by the U.S. Small Business Administration (SBA). Through networking, presentations and information sharing, WNET provides professional development and personal growth for women business owners.

WNET is coordinated locally by Operation Oswego County, with assistance from BeautiControl, Jody Frawley

Advertising and Promotion, Oliver B. Paine Greenhouses, Oswego Community Development Office, SUNY Oswego’s Center for Business and Community Development and the SBA.

Programs run from 8 to 9:30 a.m. The registration fee of \$10 for members or \$12 for non-members per meeting covers breakfast and program. Annual member dues are \$10 per year.

2006 spring meeting dates are as follows:

- Jan. 5
- Feb. 2
- March 2
- April 6
- May 4
- June 1

Meeting presenters will be announced in December. For more information, call 343-1545 or visit www.oswegocounty.org.

Oswego Hospital’s New Surgical Center Unveiled

Oswego Hospital’s new state-of-the-art surgical center was recently christened with a black tie reception, community open house and ribbon cutting ceremony.

“By the end of 2006, we will have completed a \$34 million renewal project that provides our physicians, staff and community with access to surgical technology that is among the finest in Central New York,” said Corte Spencer, administrator and CEO at Oswego Hospital.

“Our continued efforts to provide premier healthcare facilities and services – for the good of this community – remains foremost in our development and strategic planning initiatives,” he added.

Since 1993, Oswego Health, Inc. has invested over \$60 million toward the expansion of a regional health care system including the construction of the Manor at Seneca Hill, Springside at Seneca Hill and Health Services Centers in Oswego, Parish and Seneca Hill.

The new Surgical Center, which features seven operating rooms, four major procedure rooms and 3 minor procedure rooms, is the first important milestone of the hospital’s \$34 million project. A new maternity department and intensive care/critical care unit will be completed by the end of 2006, as the final phases of the renewal effort.

Mary Ellen Yager, RN, Clinical



Lower Falls Development, LLC is renovating the 102-year-old, three-story Brickhouse Building in Fulton to include professional offices, retail stores and apartments. The project will receive funding assistance from the Fulton Community Development Agency, the Community Preservation Corporation and the County of Oswego Industrial Development Agency.



Continued on pg. 3

Young Professional Group Officially Announced

More than 100 young professionals gathered at the Oswego Armory for a kick-off event announcing the formation of “YP (young professional) Voice,” a new young professional and entrepreneur networking and community enrichment organization.

The group was formed to guide the growth and evolution of Oswego County by organizing professional, social and community involvement within Oswego’s young professional community.

The group will offer its members professional development and peer-to-peer networking opportunities, as well as social and cultural events, and community development and service initiatives.

The event was open to young professionals and entrepreneurs ages 23 to 43 and featured a jazz quartet, exhibits by local artists and businesses, and remarks by motivational speaker Julius D. Edwards, president and CEO of The Uniq & DiverSolutions Group.

Operation Oswego County was proud to sponsor the event along with the Workforce Development Board of Oswego County, Oswego County National Bank, Novelis, Pathfinder Bank, City of Oswego Community Development, Laser Transit, Ltd., Mitchell Printing and Mailing and Steve Chirello Advertising.

For more information, visit www.yppvoiceofoswego.org.



Huhtamaki Warehouse Optimization Project Underway—Huhtamaki is in the process of relocating and expanding the docking currently located on Division Street, to the wall of the warehouse which adjoins the former scrap yard property owned by Oswego County IDA and leased to Huhtamaki. This property will be utilized to expand shipping capabilities by providing more dock space and trailer staging areas. It will also alleviate congestion on Division Street due to the physical constraints of the existing dock location.

Continued from pg. 2

Manager of Surgical Services at Oswego Hospital, describes how the advances in technology at the center will provide a myriad of conveniences and efficiencies for both the patients and medical staff.

“We believe that one of the biggest benefits the new surgical suite provides is the improvement of patient flow,” said Yager. She added that the new surgical suite has its own entrance and registration area so that patients will now register and be prepared for their procedure in a concentrated area. The patients will also enjoy more privacy and the process will be

much more efficient for staff.

For the comfort of patients’ family and friends, new waiting rooms have been included in the vicinity of the surgical and intensive care units. Additionally, a consultation room is located adjacent to the waiting room in the surgical unit, so that the attending physician can discuss the details of the procedure with patients’ loved ones in privacy.

The new facility will also enhance the ambulatory procedures available through the hospital. Advances in technology have led to an increase in outpatient surgery and same day procedures.



Entrance to Oswego Hospital’s new surgical center.



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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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