

A BUSINESS AND ECONOMIC FORECAST.

An eye for home fashion

Spelling out service

Five reasons to come and shop for furniture and accessories at the Ashley Furniture Homestore:

A

(Atmosphere)
Come in to Ashley Furniture Homestore & enjoy the creative atmosphere that allows you to bring it home.

S

(Style)
If it's Thomas who wants a rustic living room or Jane who wants a contemporary bedroom, Ashley Furniture Homestore can create that certain style for that certain somebody. Ashley offers a variety of styles from traditional to contemporary, to country and rustic.

H

(Home)
When you walk into our showroom you will feel at home.

L

(Liveliness)
Liveliness is creativity, originality & vision, this is Ashley Furniture Homestore.

E

(Economical)
From accessories to furniture, you will find our merchandise affordable.

Y

(Year after Year)
We are the number one furniture brand in the world!

Ashley employee brings experience to accessorizing

By Jennifer Wing

Melissa Nograsek has made it her business to help others attain the perfect setting in which to live and work.

"People are looking for a quick and inexpensive way to update their environment," Nograsek said. "They also want a room where, when friends and family enter, they say 'Wow!'"

Nograsek, who works at Ashley Furniture Homestore, worked at another furniture retailer and found she had a talent for accessorizing the home.

With a bachelor of fine arts in surface pattern design from Syracuse University, she has the degree to back up the eye, which is put to good use as visual merchandiser/accessory buyer for Ashley.

"I came to Ashley because I wanted more opportunity and more of a challenge," Nograsek said. "And Ashley has an abundance of accessories in its lines, with low pricing and a variety of products. Also, our sales associates like to establish relationships with the customer without undue pressure, which makes the shopping experience a pleasure all around. It's a friendly, warm environment."

"I work with 75 different vendors everything from lamps, florals and top of bed areas to vases, candlesticks and picture frames," Nograsek said. "I enjoy it because I'm constantly busy with floor moves and keeping up with the market styles."

Nograsek has also started her own side business, where she goes to a person's home and helps them to update their look cheaply and quickly.

"I've been fortunate to work with great people," she said. "It's rewarding to work with people on how to freshen up



Melissa Nograsek adjusts a display at Ashley Furniture Homestore.

their look all on their own. When appropriate, I suggest products that are here at Ashley, but also make other suggestions."

Nograsek's co-workers appreciate her efforts in making their jobs easier.

"Customers who had purchased some furniture were looking for lamps," Janet Windhausen, Ashley sales consultant said.

Windhausen called No-

grasek, who brought a catalog of lamps to the customers.

"Melissa knew instantly which lamps would go best," Windhausen said. "The customer fell in love with them and bought them. I just thought, 'Thank you Melissa.'"

For more information call Ashley Furniture Homestore at 315-214-7500 or visit the showroom at 154 Northern Lights Plaza in Mattydale, next to the Christmas Tree Shoppe.



JENNIFER WING



CHUCK WAINWRIGHT

Some of the wood to be used at Stickley in Manlius.

Stickley: A business built from wood, with roots in the community

By Tami S. Zimmerman

Alfred Audi, a highly-respected Manlius-based businessman, passed away in the fall of 2007. He is credited for bringing Stickley Furniture back to life after he purchased the unstable business in 1974.

A little history

Leopold Stickley and his brother John George started manufacturing furniture in Fayetteville in 1900, commencing a legacy of L. and J.G. Stickley. Years down the road,



CHUCK WAINWRIGHT

One of Stickley's employees.

the plant would move to Manlius after a fire in the 1980s destroyed the factory that now houses the Fayetteville Free Library and Stickley Museum.

The relationship between the Stickley and Audi families go as far back as the early 20th Century. Stickley's major retailer in the New York Metropolitan area was Audi's father, E. J. Audi, who began his own furniture business in 1928. E.J. Audi supported Stickley for years and established a solid working relationship with Leopold and John George that ran the course of their lifetime. By the 1970s, Alfred Audi was well acquainted with the Stickley business and the quality craftsmanship it produced. When Alfred bought the business, he continued with the same philosophy and devotion as his predecessors.

Stickley, Audi and Co. now has more than 1,600 employees, distinctive furniture lines and three state-of-the-art factories, one in Manlius, one in North Carolina and another in Vietnam.

Alfred's widow Aminy and their son Edward run Stickley today. They are determined to continue Alfred's tremendous vision for the company.

Expanding globally

In 2005, Stickley opened a 187,000-square-foot factory in Vietnam.

"[It] will provide an opportunity for Stickley to offer a more diversified product line and to open new markets globally," said Edward Audi in a press release at the time of the opening.

The plant, which manufactures the full collection of Antiquities by Stickley, is located in the Binh Duong Province. Many Vietnamese immigrants employed by Stickley at its Manlius plant took turns returning to their native country for short intervals to train the new Vietnamese workers. They were also able to reconnect with their families while there.

“People are looking for a quick and inexpensive way to update their environment. They also want a room where, when friends and family enter, they say ‘Wow!’”
- Melissa Nograsek

INSIDE EXCELLENCE:

COVANTA'S ENERGY-FROM-WASTE PROCESS POWERS 25,000 HOMES IN ONONDAGA COUNTY WHILE VIRTUALLY ELIMINATING BYPRODUCTS. SEE PAGE 2.



SUNY MORRISVILLE IS LEADING THE STATE-WIDE CHARGE TO "GO GREEN" WITH ITS SUSTAINABILITY EFFORTS AND RESEARCH AND EDUCATION IN ALTERNATIVE ENERGY. SEE PAGE 2.



GYPSUM EXPRESS LTD.'S MOTTO IS 'OUR DRIVERS MAKE THE DIFFERENCE.' SEE PAGE 2.



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BLUEROCK ENERGY 4

Covanta Energy provides homes with energy; converts waste

By Georgia Keene

Do you ever wonder where your garbage goes? Covanta Energy holds all the answers.

Many would be happy to know their trash is a part of Covanta's Energy-from-Waste process, which powers 25,000 homes in Onondaga County. Doing environmentally-friendly work, Covanta runs the Onondaga County Resource Recovery Facility and helps convert local waste into enough energy to power 25,000 homes in the county.

Every day, garbage trucks fill the refuse pit at Covanta Energy with about 990 tons of garbage. From the control room, operators use a crane to feed this garbage into large boilers. This process goes on 24 hours a day, 7 days a week. Waste is then reversed through the boilers until it is completely combusted. The steam formed from this process generates electricity to power 25,000 homes around Onondaga County. This process alone eliminates 90% of the garbage's mass. The remaining 10% consists of scrap metal, which Covanta recycles, and ash.

Covanta Onondaga Business Manager Kathleen Carroll says many people do not understand the energy-from-waste process and how it provides clean, renewable

energy. She explained that using sophisticated technology, Covanta combusts municipal waste into energy and recycles scrap metals in the process. The clean technology being used at the facility ensures that it meets high environmental standards set by the U.S. Environmental Protection Agency.

Carroll said that when the facility opened in 1995, many people thought the facility's operations would compete with recycling. Those fears proved unfounded and the county has seen its recycling rate increase significantly since then.

Not only does Covanta Energy do its part to help the environment, but its community involvement is impressive as well. Covanta emphasizes community outreach education, giving tours to students from various schools and universities. On Earth Day, Covanta employees participate in cleanups with Syracuse and Jamesville-DeWitt schools. They are also a major sponsor and volunteer of the Envirothon, put on by the County Water and Soil Conservation Group. The Envirothon is a competition of high school students pertaining to environmental issues.

The facility is recognized by several organizations, such as Rotary Clubs, the Manufacturers' Association and Syracuse Cham-

ber Councils. Last year, Covanta Energy Onondaga received the North American Solid Waste Association's countrywide silver award. A few years ago, they received the gold award. In 2007, Covanta Energy received the Volunteer Protection Program Star designation from OSHA. Covanta worked voluntarily with OSHA to become certified as a result of employees' commitment to safety. Two of the elements of the VPP recognition include employee safety and health training and hazard prevention and control. This status was achieved solely through worker initiation, and is an indicator of the 46 employees' commitment to a safe and environmentally sound workplace.

Covanta Energy at the Onondaga County Resource Recovery Facility is located at 5801 Rock Cut Road in Jamesville. If you have questions or would like to arrange a tour, please call 498-4111.



GEORGIA KEENE

Covanta Energy's business manager Kathy Carroll and maintenance mechanic Val Dinicola stand in the control room overlooking the refuse holding pit. Dinicola operates the crane, which moves all of Onondaga County's garbage into a feed chute.

SUNY Morrisville investigates green alternatives

Morrisville State College is leading the statewide charge to "go green" with its sustainability efforts and research and education in alternative energy.

"As part of a statewide sustainability strategy, it is important for the next generation of leaders to have access to educational and research programs related to sustainable agriculture and energy technologies," Dr. Ray Cross, Morrisville State College president, said. "Morrisville State College, by leveraging its historical strengths in both agriculture and technology, is well-suited for this challenge."

The college has alternative energy sources located on-campus, including a wind turbine and methane digester.

In addition to using power generated by the turbine to reduce energy costs at the college's dairy complex, Morrisville's 10kw wind turbine is used as a real-world laboratory for students in agricultural science, agricultural engineering and renewable

resources degree programs.

Manure from the college's 350 milking cows is anaerobically digested and used as an energy source in a 55 kw methane digester. The digester also provides an important research and teaching tool for Morrisville State College faculty and students, Cornell University faculty and students, and working farmers in New York state.

Morrisville State College is also spearheading several off-campus efforts.

The New York Center for Liquid Biofuels (NYCLB) at Morrisville State College was established in 2007 to conduct research in the use of biofuels. The Center received funding from New York state to begin research and development, with the ultimate intention of creating a statewide biodiesel infrastructure—creating fuel used in New York from feedstock grown in New York.

Morrisville State College faculty and students, industry professionals



Morrisville State College has alternative energy sources located on-campus, including a wind turbine and methane digester.

and business leaders will collaborate and conduct groundbreaking research on biodiesel use.

Research will be conducted at two main sites: Empire AgriFuel, a planned 5 MGPY feedstock crushing and biodiesel production facility in Cortlandville, N.Y., and at the NYCLB Locomotive Biodiesel Research Laboratory in Binghamton, N.Y.

In addition to alternative energies, the college is developing several

conservation initiatives aimed at decreasing waste, using waste products and decreasing energy costs.

In an effort to reduce the amount of Styrofoam used and discarded on campus, the college is now packaging its take-out meals in biodegradable Greenware and paper products, and phasing out the use of Styrofoam.

Several hybrid vehicles have been purchased for the college's fleet, and will be used both for on-campus deliveries and off-campus travel.

Gypsum Express seeking professional drivers

Kelly O'Donnell

Truck driving is no longer a job where you can look however you want. Gypsum Express LTD. in Baldwinsville wants drivers that will take pride in their appearance and work.

"We want professional drivers," said Gypsum Express LTD. Recruiter Bob Lingyak. "Our customers don't want to see shaggy looking guys delivering their products."

Gypsum Express LTD. was started in Baldwinsville as a break-

off of Gypsum Wholesaler in 1985 by John Wite. Wite had Gypsum Wholesaler since 1976, but needed trucks to move his products, mainly sheetrock, to more customers. He then started Gypsum Express LTD. to deal with the demand. Today there are branches of Gypsum Express LTD. in six locations around the United States with a seventh about to be opened.

"This can be a career now," said Lingyak. "Mr. Wite knows what it is like to be a truck driver and tries to make it as easy as possible for our guys."



Gypsum Express LTD's motto is "Our Drivers Make the Difference."

Lingyak said that there are a number of technology upgrades that the trucks now have to make things more efficient for the drivers. There are Global Positioning Systems in all of the cabs that will even tell drivers where the cheaper diesel fuel is, according to Lingyak.

"Our motto is 'Our Drivers Make the Difference,'" said Lingyak. "That is why we work hard to be on a first name basis with all of our drivers and we try to make sure that their families are also appreciated."

Gypsum employs 436 drivers and 582 total employees, according to Lingyak. There are different levels of drivers as well and room to move up within the company. There are the van, flatbed, and tandem or double trucks as well as local, regional and national distinctions, according to Lingyak. Drivers who are dedicated and work hard can make a good living said Lingyak.

"This is one of the last pro-

fessions where you can make a good living and not have a college degree," said Lingyak. "Somebody needs to drive trucks and guys can make a lot of money doing it."

One thing that potential truck drivers need to know is that Gypsum Express LTD. does not hire inexperienced drivers. Drivers must have at least one-year experience to be considered for a job said Lingyak. This is also not a job for everyone because drivers are often away from their homes five days a week, according to Lingyak.

If you think that you want to work for Gypsum Express LTD., here is a little tip. Don't wear sneakers to your interview or you won't make it to the road test.

"The first thing I look for is if the driver is professional and that includes his preparation for the interview," said Lingyak.

If you are interested in Gypsum Express LTD., you can contact Bob Lingyak at 315-638-2201, extension 124.

EXCELLENCE

A BUSINESS AND ECONOMIC FORECAST.

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If you ask students and faculty what they like best about SUNY Cortland, the most common answer will be the energy and vibrancy of its campus.

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part of your Cortland education.

You'll be challenged to achieve your potential in the classroom and provided with the academic support, quality housing, internships, recreational sports opportunities, career services or counseling needed in your own pursuit of excellence.

Whether your interests are in teaching, performing arts, psychology, speech pathology or any of the more than 60 majors, your Cortland professors are going to be at the top of their game. They have to be. They teach teachers. No college or university in New York or the Northeastern United States has more graduates receiving teacher certification. SUNY Cortland is the largest and among the most successful in preparing our students, with more

than 99 percent annually passing state teaching certification exams.

As you discuss SUNY Cortland with others, you will undoubtedly hear about its well-known intercollegiate athletics program. Only five NCAA Division III colleges and universities out of more than 430 in the country are as nationally successful each year as SUNY Cortland.

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At SUNY Cortland you'll be challenged to achieve your potential in the classroom and provided with the support needed in your own pursuit of excellence.

Conservation is key: Hiscock and Barclay offers tips on saving energy

By Sarah Hall

Carlos Gavilondo wants you to think more about energy.

Gavilondo, of counsel at Hiscock and Barclay, has spent most of his career thinking about energy efficiency and its effects on the environment. The Tulane University Law School graduate, who also has an engineering degree from the school, spent 11 years with National Grid, most recently as general counsel for Niagara Mohawk. He also spent five years as an electrical engineer before law school, following up his education with a year and a half in private practice in Arizona doing environmental work. Gavilondo is now a full-time student at the State University of New York College of Environmental Science and Forestry, where he is pursuing a graduate degree in environmental policy.

In other words, he knows what he's talking about.

Gavilondo is contributing his expertise to the ongoing debate about the state of energy today. He said it's not surprising that the energy crisis keeps making headlines.

"Everything is affected by our energy decisions, and you see so much in the press about energy - climate change, cost increases, our international policy," Gavilondo said. "People are feeling the pinch at the pump and in their monthly utility bills. There's a lot of discussion about renewable energy and alternative energy sources, and that's appropriate. But that's only part of the equation."

Instead of concentrating exclusively on renewable or alternative energy sources, Gavilondo said, we should be focusing more of our efforts on conservation and using less energy on a daily basis.

"For so long, energy has been so cheap and so accessible that we never worried about taking steps to conserve," Gavilondo said. "We thought it would always be there

and always be cheap, but we're finding that's not the case."

Gavilondo said that part of the problem is our reliance on relatively inexpensive electrical energy, which he said is the result of a very inefficient process.

"Only about one-third of the fossil fuel energy used by power plants makes it to your home as electricity," he said. "This is due to losses that occur in burning fossil fuel to make electricity and then transmitting that electricity over long distances - and that's not even counting the energy it takes to extract the coal or natural gas from the ground, or to ship those fuels."

In addition, how we use electricity in our homes once it's there is also very important. High efficiency products and appliances can dramatically reduce electric use. "A standard 60-kilowatt light bulb is very inefficient at using electric energy to produce useful light - most of the energy is wasted as heat. An equivalent compact fluorescent light uses about one quarter of the electricity of a standard bulb."

In addition to saving energy in the home, such efficiency improvements have a multiplier effect. "For every unit of electric energy you save in your house, you're saving three units of energy at the fuel end," Gavilondo said.

Along with saving consumers money, the payoff carries over into the environment. In New York State, about 50 percent of electric energy use comes from traditional sources - coal, oil and natural gas. On average, this produces about 80 pounds of carbon dioxide per 100 kilowatt hours (kWh) of electricity.

"For every kilowatt hour you save, you keep almost a pound of carbon dioxide out of the atmosphere," Gavilondo said.

It's important to recognize that we do have alternative sources of fuel in New York State, including

hydropower and nuclear power, as well as an increasing number of new renewable resources, such as wind and biomass. And the state is undertaking efforts to further reduce our carbon footprint. In April of last year, Gov. Eliot Spitzer unveiled a new initiative to lower the state's electric usage to 15 percent less than what was projected by 2015 - a program the state calls 15 by 15.

"That would bring electric usage in 2015 to less than today's levels," Gavilondo said.

The state is considering several changes to existing energy efficiency programs in order to achieve the 15 by 15 goals, including new building codes and appliance codes and expanding access to more en-

ergy-efficient products like compact fluorescent light bulbs, which use only 25 percent of the energy of a traditional light bulb.

The state is also considering if it should modify the way energy efficiency programs are provided, which today are delivered primarily by the New York State Energy Research and Development Agency (NYSERDA).

"NYSERDA has done a good job with the programs it administers. But, many people aren't familiar with NYSEERDA," Gavilondo said. "On the other hand, utility companies have monthly contact with their customers and may be able to reach them more effectively than NYSEERDA can."

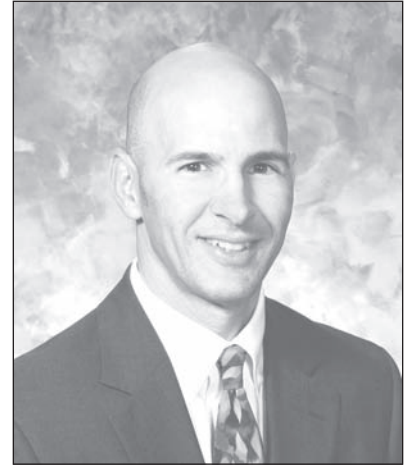
As a result, the state is considering a proposal to have the utilities administer some of the programs currently run by NYSEERDA.

"It's something that might reduce entry barriers and increase participation and conservation among consumers," Gavilondo said.

And increasing participation and conservation is key, Gavilondo said.

"It's important for people to realize that conservation has a cumulative effect," Gavilondo said. "It may seem like a small thing, but the gains increase as you go back in the chain."

That applies outside the home, as well, in everything from driving



Carlos Gavilondo

less to buying locally produced products at the grocery store.

"These seem like such small things, but it's an accumulation of positive actions," he said. "If everyone did a little bit, it could have a huge benefit."

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SUNY Cortland

BlueRock Energy continues to grow

Local energy company growing across New York State and beyond

BlueRock Energy, Inc., headquartered in Syracuse, NY, continues to grow with expansion across New York State, offering one-stop shopping for natural gas and electricity to small businesses. They have expanded their sales team, adding personnel in Rochester, Buffalo and Albany, and a sales manager in Syracuse.

Since July 2006, BlueRock Energy has been striving to be the premier provider of electricity products for the commercial market in upstate New York. "We're a new company, but we're not a newcomer," Vice President, Angelo Chambrone said. "Our management team is made up of energy industry veterans with over 70 years of combined experience. We've all come from successful energy companies. Our goal is simple, and

simple is a theme we like to use: provide consistent savings to customers on their energy bill and make it an easy process," Chambrone said.

As an Energy Services Company (ESCO) licensed by the New York State Public Service Commission, BlueRock Energy presents small and medium sized businesses with an alternative option in a deregulated energy market. "We pride ourselves on serving everybody. We do not have minimum volume requirements and welcome all business customers. The small and medium market has largely been underserved. We relish serving small businesses," Chambrone said.

"We have simple pro-customer agreements. There's no cost to sign up. There are no credit checks or



Committed to the Central New York area, BlueRock has exciting plans for future growth.

deposits. Our charges appear on their regular utility bill," said Chambrone. Just how is BlueRock Energy able to provide these savings? First, customers receive incentive credits, simply for switching providers. Second, businesses will also see an immediate sales tax reduction. "When you switch to an ESCO and you're a taxable entity, you no longer pay sales tax on the delivery portion of your bill," Chambrone said. Finally, BlueRock Energy provides savings through expert portfolio management and low

overhead costs. "Our solution is a variable rate managed portfolio program. It's a mutual fund style managed energy product. Our managed portfolio program leverages buying power by pooling customers and combines expert analysis and energy purchasing strategies to produce the lowest possible energy cost. The price changes every month and that's where our expert portfolio management comes in to save our customers money," says Chambrone. A fixed rate program is also available.

As a small privately held company, BlueRock Energy emphasizes cus-

tomers satisfaction and operational ethics, earning endorsements from groups such as the New York State Restaurant Association, the New York State Automobile Dealers Association and the New York State Hotel and Tourism Association.

"Customer service is a primary focus. We strive to educate our customers on energy markets and other factors that affect energy cost. Our objective is long term customer satisfaction. That is the foundation of a value-added relationship between supplier and customer," stated Chambrone.

BlueRock Energy's future expansion plans include new electricity rate plans, offering natural gas products (currently available in certain upstate New York markets only) in more service areas, and a further market expansion into the New England and Mid-Atlantic states. In addition to serving the small to mid-sized commercial market, BlueRock Energy offers plans for large, industrial manufacturers and institutional customers. For more information call 315-701-1549, or visit www.bluerockenergy.com.

Accelerate your education

OCC offers new program for adult students

By: Kerry McAvoy

Starting this year part-time students at Onondaga Community College may be able to fast track their learning. In fall 2008 a new program will be introduced for the business department. It will allow for faster graduation for adults who are currently employed and desire to further their education.

The Accelerated Business Program will allow non-traditional students the opportunity to obtain an A.S. in business in two years by participating in a cohort, or cluster group. Onondaga will create the course schedules, register the students for classes, and order all the books. Tuition and fees are frozen for the duration of the two-year program, so there will not be an increase in the cost of attendance as long as they stay in the program.

For the typical part-time student, it would take about five years to graduate. Many students take a semester off, or take fewer classes, stretching the time to seven years. The Accelerated Business Program would give part-time learners the chance to obtain their degree in half that time.

The program is designed specifically for students who are currently employed. Director of Extended Learning Shannon Patrie said that this program would make it easier for families since it will be a two-

year commitment, and with classes always being held on Tuesdays and Thursdays students will always know what their schedules will be. Vice President of Corporate and Extended Learning James Sunser said it will take away some anxiety since they will know that the classes they need will be available for them and the time constraints with purchasing books will be gone.

Sunser said that the target audience for this degree is working adults. He said that 35 to 40 percent of students at Onondaga are non-traditional students. These scholars often have to juggle work and family demands with course schedules.

Through this accelerated degree program, Onondaga is eliminating much of the stress associated with returning to college.

The first class will accommodate 22 students who will take all their classes together during their 24-month journey. Patrie said that this would greatly benefit students because they will have a shared experience with the people in their classes. They can get help from classmates and will certainly create business connections with their fellow students.

Sessions are held every Tuesday and Thursday from 6 to 10 p.m. They run continually throughout the year. Students will take three classes over a ten-week period.



In fall of 2008 a new business department program will allow for faster graduation for adults who are currently employed and desire to further their education.

Short breaks will be scheduled in between sessions.

Classes in liberal arts will be a part of the learning. Classes in accounting, business law, and statistics will also be a part of the curriculum. Onondaga will choose the electives in advance for the students so they can continue on track.

Admission into the Accelerated Degree Program is selective. To apply, students must provide a resume, letters of recommendation and must score in the college level on required placement tests. The cost for the entire two-year program is approximately \$10,000 and includes tuition, fees and textbooks. The application process will begin in mid-March and end July

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