



**GREATER
BINGHAMTON**
CHAMBER OF COMMERCE

Year In Review

22

23

CHAIRMAN'S MESSAGE
THE BOARD
THE SPONSORS
YEAR IN REVIEW
HIGHLIGHTS
OUR TEAM

CHAIRMAN'S MESSAGE



Chairman: Jon J. Sarra

Welcome to the 2023 Annual Dinner!

Over the last year, I have come to learn that while the way we live and work in a post-COVID era is anything but “normal,” there are

several fundamental and important roles that the Chamber will continue to play in the Greater Binghamton community.

Networking is one of the most prominent ways we support our members. Creating opportunities for gathering and engagement is a critical role of the Chamber, and I am thrilled to see that several of our signature events and programs have realized the attendance they did prior to COVID. Why is this important? Because I truly believe that the traditional face-to-face interaction with each other is necessary to grow our businesses and promote vibrancy. Celebrating and learning together is how we support our workforce and our community. New programs like our Community Building Series and Diversity Dialogues demonstrate how the Chamber continues to be responsive to the needs of our ever-changing economy. We also launched the Visit Binghamton Film Office and the new Office of Placemaking Initiatives, led by Louis Newman and Jim Reyen respectively. The Office of Placemaking will serve to promote public spaces for gathering, civic participation, and to celebrate the quality of life we want to preserve. Look for more initiatives out of these offices this year.

Advocacy is another vital resource that the Chamber provides. The political landscape is changing, and new regulations and laws are making it especially difficult for small businesses to respond. Through our partnership with Upstate United and others, the Chamber was successful in stopping the “Excessive 7,” or seven proposed bills that would have added significant costs to businesses in our area. We stood with our state delegation to fight

for common sense policies on minimum wage, unemployment insurance relief and harmful anti-trust legislation. We also brought our government leaders to our members through our signature advocacy events like our Meet the Candidates and Legislative Breakfast. The Chamber is committed to being the voice of business and working on behalf of our members.

Right now, our community's number one challenge is the retention and attraction of talent at all skill levels. We need to address all the touch points that impact talent retention and attraction, including job quality and skills training, as well as the quality of our housing, neighborhoods, transportation, and access to childcare. The Chamber will continue to offer programming through GBEOP, as well as Women's Conference, DEI, and Young Professional programming. We want to make Greater Binghamton a premier choice for people; to do that we need a collaborative approach.

Lastly, we have shown through the Leadership Alliance – a partnership with The Agency under the direction of Stacey Duncan – that we are strongest when we work together. The Leadership Alliance is proud to lead a truly engaging community and drive economic development through the creation of an Economic Development Blueprint. Working together, we plan to carve out a path to economic prosperity for Greater Binghamton.

As I enter my final year as Chairman, I want to thank our members for their support. You are the lifeblood of the organization. I want to thank my fellow Board members for their leadership and our incredible and passionate staff. I encourage you to stay engaged with the Chamber and look forward to seeing you in the year ahead.

Jon J. Sarra, Chairman

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Jon J. Sarra

Chairman-Elect:

Kevin Blake

President:

Stacey Duncan

Secretary:

Jessica Renner

Treasurer:

Rob Matthews

Immediate Past**Chairman:**

Tyrone Muse

Ex-Officio:

Sheila Doyle

SPONSORS

The following sponsors supported the Chamber's goal of bringing in a broad array of business programming and networking opportunities. On behalf of our nearly 800 members, we gratefully acknowledge their support.



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YEAR IN REVIEW

2022-2023 CHAMBER HIGHLIGHTS

This year, the Greater Binghamton Chamber demonstrated continued success as a vehicle for engagement, a convener for key community and business issues, and a leader in business advocacy in the region.



765
Total # of
Members



With 10 or Less
Employees



With 100 or More
Employees

93

Total # of New
Members



88%

Member
Retention Rate



41,715
Full time employees
7,814
Part time employees



49,529
Total # of People
Employed by Members



100+

Committee Meetings



4,671

Event Attendees



YEAR IN REVIEW

In 2022, the Greater Binghamton Chamber's new programming accomplishments included: *more opportunities to connect with elected officials* in a casual setting; the introduction of a *new community-building series focusing on the state of our municipalities and key industries*; *an enhanced women's conference and DEI programming*; and the *launch of a structured YP Mentor Program*.

Advocacy

Upstate United – The Chamber continued to work closely with Upstate United to effectively advocate our legislative priorities on behalf of our members.

Advocacy Priorities – The Chamber advocated for the implementation of affordable and responsible energy policy, unemployment insurance relief, and opposed efforts to index minimum wage to inflation. In 2022, through the Chamber's advocacy efforts we were able to block the "Excessive 7" – seven dangerous bills that would have raised business costs significantly, created unnecessary reporting requirements, and subjected employers to frivolous lawsuits. Preventing these policy items from passing will remain a top priority for the Chamber in 2023.

Legislative Breakfast – The Chamber hosted its 5th annual Legislative Breakfast featuring Michael Hastings from the Cybersecurity and Infrastructure Security Agency (CISA), a federal agency under the Department of Homeland Security who presented to approximately 100 business leaders and elected officials.

Meet the Candidates Night – The Chamber teamed up with Jim Ehmke of News Channel 34 to offer New York State Senate and Assembly candidates the opportunity to participate in a public forum to share their positions on business issues.



Meet the Congressional Candidates –

With so many changes to our election district maps on the state and federal levels, the Chamber hosted an exclusive breakfast for members to meet the NY-19 Congressional Candidates, Marc Molinaro and Josh Riley, on September 29.

Business Leaders Survey – Prior to the annual Economic Forecast and Building BC Awards, the Chamber released a survey to our business community to gather data to help the Chamber identify yearly trends and to reflect on what's happening in our business marketplace. Results showed that nearly 40% of respondents anticipated adding employees to their company in 2023 and 43% believed revenues for business would increase in 2023.

Economic Forecast and Building BC Awards

– The Chamber was excited to host our 2023 Economic Forecast and Building BC Awards with over 170 community members in attendance. Peter Kneis, Group Vice President of Commercial Planning and Analytics at M&T Bank joined the Chamber for the second year in a row to provide a presentation on the Greater Binghamton area's 2023 economic outlook.

Annual Labor & Employment Law Update

– The Greater Binghamton Chamber of Commerce hosted its 34th annual Labor and Employment Law Update with attorneys from Hinman, Howard, & Kattell, LLP. Topics included Paid Family Leave, the whistleblower statute, worker's compensation, and changes to employee benefits.

YEAR IN REVIEW

Legislative Agenda Rollout/Advocacy

Day – The Chamber held its annual Legislative Agenda Rollout/Advocacy Day. Stacey Duncan, President and CEO of the Chamber, and Justin Wilcox, Executive Director of Upstate United, presented on the Chamber's and UU's 2023 legislative priorities. Following the presentations, business leaders and our local and state representatives had the opportunity to talk about business issues in small roundtables.

Community Building Series

– The Chamber hosted the first of three Community Building Series events that focused on the State of Our Infrastructure, with nearly 80 members of the community in attendance. The next events will dive into the State of Our Downtowns and the State of Our Manufacturing in Broome County.



Connections, Community & Celebration

2022 Women's Conference – The 2022 Conference grew in attendance from 2021 with Kathryn Wylde, CEO, Partnership for NYC, Keynoting; Veronica McFall, Author, opening the event, a dozen breakout sessions including a dedicated "Self-Care" track of sessions; and twenty women-owned businesses and organizations spotlighted in the Exposition throughout the day.

Job and Career Fairs – As hiring challenges continue for local employers, the Chamber continued the commitment to bringing employers face to face with job seekers via two Job and Career Fairs held in September and December. These events attracted 100 employers and 250 job seekers.

Wine Tasting – The Annual Wine Tasting attracted close to 300 attendees and a wide variety of New York State Wineries; Craft Brews; Cider; and Distributors as well as many local restaurants and caterers offering delicious samplings of their food.

Ribbon Cuttings – It was a busy year for Ribbon Cuttings as nearly two dozen Chamber members celebrated grand openings, anniversaries, and renovations.

Talent Initiatives

YP Mentorship – In 2022, the YP Mentorship Program connected ten Young Professionals with established professionals. YPs attended various professional growth sessions and met one-on-one with their mentors to reach their goals.

HYPE Awards – Our 4th annual HYPE Awards honored 24 young professional finalists for going above and beyond in their industry and the community. We shared their stories through a social media campaign, reaching a total of 75,031 people.

YP Summit – We celebrated six years of the YP Summit with the theme of "Moving Mountains". Intentional networking sessions, empowering keynote speakers, and session speakers helped provide multiple growth opportunities for 100+ young professionals.

Experience BING – We continued our Experience BING program in partnership with UHS to connect 45+ potential job candidates to the community. Customized tours provided either coffee and a chat, a driving tour, or meeting with local community leaders to learn more about the diverse community that will be their new home.

YEAR IN REVIEW



Diversity, Equity & Inclusion Conference

– In September 2021, the Chamber hosted the inaugural DEI Conference. For 2022, the conference equipped nearly 150 attendees with the tools to take action and make an impact in transforming their workplace and community.

Diversity Dialogues – This brand-new series of six 1-hour sessions of facilitated discussions helped over 200 business professionals in the beginning stages of their DEI journey by focusing on a variety of DEI-related topics.

DEI Cohort – In March 2022 we received applications for our first DEI Cohort. 12 individuals came from a variety of industries to begin implementing DEI Initiatives in their workplace. Uiversity staff facilitated 2-hour discussions and provided assignments to support this class.

DEI Book Club – This facilitated book club series assisted nearly 50 business professionals with DEI-related topics. Books included titles like: *The Other Wes Moore: One Name, Two Fates* by Wes Moore; *We Are Not Like Them* by Christine Pride and Jo Piazza; *We Can't Talk About That at Work!* by Mary-Frances Winters; and *This Chair Rocks* by Ashton Applewhite.

M&T Bank Scholarship for Minority-Owned Businesses – In support of providing a voice for the minority-owned businesses in our area, we continued our partnership with M&T Bank who underwrote the cost of Chamber membership for ten new members in 2022 that qualify as a minority or black-owned business in Broome County. After their first year of Chamber membership, M&T Bank will cover 50% of their second year of Chamber membership.

Arrows Committee – Launched in Fall 2022, the Chamber established this committee to help Minority, Women and/or Veteran owned businesses by providing business consultation, financial literacy and support, as well as advocacy and opportunities for networking.

HIGHLIGHTS



GBEOP

GBEOP is the Chamber's 501c3 nonprofit organization that focuses on community leadership and education-workforce initiatives that help build a future talent pipeline for our local businesses.

GBEOP program highlights for 2022-23:

BLI – Twenty individuals graduated from the Broome Leadership Institute class of 2023 on March 23, and the program celebrated 36 years. In addition, the BLI Class of 2023 completed a service project through A Room to Heal. They created a calming sensory space for a young girl who has Autism and is legally blind.

BLI Alumni Association

- The alumni association awarded \$800 in scholarships to one incoming BLI class member.
- The BLI Alumni Association sponsored Speed Networking for a Cause on March 16. Twenty local non-profits networked with 25 business professionals about volunteer and board opportunities.
- The 2022 BLI Alumni Kids CAN build was able to present CHOW with \$30,650.
- Jamie Jacobs (BLI '97) and Amy Winans ('15), posthumously, were recognized with the 2022 Annual BLI Alumni of Distinction Awards.



Youth Career Programs:

- Hosted SPARK a career exploration event for 8th graders. Over 1900 students attended and 115 different careers had interactive activities!
- Ninety-three students who represented nine school districts participated in the Launch Pad 2022 at SUNY Broome on May 24th. Twenty-six judges participated, evaluating business plans and student presentations to determine five category winners and three overall winners.
- Partnered with Junior Achievement to bring JA Inspire, a virtual career exploration fair, to our area, including 635 local students and 7 schools.
- Coordinated Junior Achievement programs in 15 classes in three school districts, taught by 10 different business volunteers. JA classes were taught to grades 2 and 4 at Chenango Forks Elementary. Johnson City middle school had JA programs in grade 7. Maine Endwell had JA programs in their 7th and 8th grade classrooms.
- BOCES New Visions completed the JA company program. They developed and managed a startup called VenturePrize with \$2,500 in operating capital, and after three months, they earned a gross profit of \$7,617.02 and a net income of \$5,917.42. Three different business leaders provided mentoring to the students.

Workforce Development Programs

- An outside facilitator guided the GBEOP board through six intensive strategic planning sessions to write a 5-year plan for the organization focused on program growth, sustainability, DEI, and building awareness in the community.
- GBEOP partnered with SUNY Broome to provide a 6-week management training for our Chamber businesses. Twenty individuals participated from 12 different companies.

HIGHLIGHTS



Visit Binghamton

Visit Binghamton is the official destination marketing organization for Broome County. Our mission is to bring regional, national, and international business and leisure visitors to Greater Binghamton for the economic benefit of the County, the community, and our tourism partners.

The Visit Binghamton team had another busy year! Our ***Upstate Eats Trail***, which is a collaboration between us and Visit Buffalo Niagara, Visit Rochester, and Visit Syracuse had professional photography and video captured of our various partners. The videos were used to create a marketing campaign and to support our social media posts. We launched the ***Southern Tier Beverage Trail*** in partnership with the Cornell Cooperative Extension of Broome County. The trail includes craft beverage partners in Broome, Chenango, and Tioga counties. Visit Binghamton staff were able to show off our incredible cultural facilities to Danielle Benjamin, who runs Wandercuse, a travel blog that features hidden gems of Upstate New York. She stayed at Binghamton Jellystone Park, explored Animal Adventure Park, the Conservation for Illumination Lantern Festival at Ross Park Zoo, and many of our amazing restaurants – including all three Beer Tree locations in one day! Visit Binghamton launched a new website dedicated to an inclusive tourism experience called ***Accessible Bing***. The site guides visitors of different abilities to all of Binghamton and surrounding communities' accessible amenities, including restaurants, breweries, attractions, and accommodations.



In 2022 we hosted ***135 events which drew 48,100 visitors generating \$26.7 million in economic impact.*** In 2022 our golf package numbers remained strong. Golf rounds and room night numbers were up ***10% over our 2021 numbers.*** Our marketing efforts were important for driving business. ***That package generated 2,169 hotel room nights and 6,411 rounds of golf booked resulting in a direct economic impact of \$730,740.00.***

Here is a list of some of our ***larger groups that met in Broome County in 2022:*** Homerun Softball tournaments (3,250 total over 8 weekends), STOP DWI Tournament of Champions softball (3,000 people), BAGSAI Softball tournaments (2,600 total over 9 weekends), Destination Imagination NYS Tournament (2,000 people), NY

HIGHLIGHTS

Cup Gymnastics (1,000 people), NYS Association of Agricultural Fair Managers (800 people), NYS Public HS Athletic Assoc. Baseball (800 people), NYS Art Teachers (510 people), and The Great Race (500 people).



Our website, [VisitBinghamton.org](https://visitbinghamton.org), continues to produce strong results and visibility. We ended 2022 with 285,330 page views – a 21% increase over 2021.

In 2022, social media marketing remained a staple for marketing and communication. We reached approximately 500,000 people with our Facebook and Instagram pages. Both accounts also gained about 800 new followers each, which reflects a 25% increase from 2021.

Visit Binghamton created three more videos in 2022 to add to our growing library of content. We were able to capture Roberson Museum and Science Center, the Tri-Cities Opera, and the renovation of the Sears Department store into Factory by Beer Tree. We did a major social media campaign using these videos on Facebook, Instagram and Twitter.

Visit Binghamton Film Office

The Visit Binghamton Film Office is a new initiative under the Visit Binghamton & Greater Binghamton Chamber of Commerce umbrella. Our Mission is to support filmmakers and production while shooting on-location in Broome County. We are dedicated to driving economic growth in the region by providing resources and assistance with locations, permits, permission, crew members, and industry vendors.

Thanks to the generous support of our Broome County elected officials, Visit Binghamton Film Office has entered a strategic partnership with Visit Syracuse Film to create a more enticing presence to secure new projects. Our goal over the next two years is to attract the attention of film & television industry professionals and encourage them to consider shooting their next project in Broome County resulting in a 10% year-over-year growth annually.



visitbinghamton.org/articles/bing-stories/beer-tree;
visitbinghamton.org/articles/bing-stories/roberson; and
visitbinghamton.org/articles/bing-stories/tri-cities

HIGHLIGHTS



We updated our dynamic landing page located on the Visit Binghamton website, along with a back-end database of industry contacts and locations that will work in tandem with the site. The webpage will function as a hub for local industry professionals as well as a resource for location scouts, filmmakers, producers, and production companies.

Louis Newman joined the team as our local representative, and has established working relationships with elected officials and local resources for the film industry. In February 2023, a feature film called *Stationed at Home* filmed in Binghamton. Officials from Broome County, Johnson City and Binghamton provided outstanding support throughout the process. The three-week production left hundreds of thousands of dollars in Broome County.

We created a professional “pitch deck” to support our marketing efforts and share the variety of locations and backdrops that our beautiful community offers. Through our collaboration with Visit Syracuse, we landed an advertisement in the October edition of *Variety Magazine*. This also included an invite to an industry-packed networking event in New York City that Louis attended. Additionally, Louis and Eric

Vinal of Visit Syracuse Film went to Los Angeles during AFCI Week in March 2023 – meeting with film and television producers and commissioners from other cities.

We continue to work closely with The New York State Governor’s Office of Motion Picture & Television Development (MPTV) and ESD and have been officially recognized as the first Regional Film Office representing the Southern Tier Counties: Broome, Chemung, Chenango, Delaware, Schuyler, Steuben, Tioga, Tompkins County. Learn more at: esd.ny.gov/regional-film-offices.

Governor Hochul included an extension of the NYS tax credit for film, which is vital for upstate NY to remain competitive with downstate activity. New York’s film tax incentive program is one of the best in the nation and offers film, television, and commercial production and post-production tax credits for qualified expenditures in New York State and an additional bump on projects shot upstate. Our goal is to use the tax breaks offered by the state as well as our natural resources to entice more film/television projects to the area which will create new jobs and revenue sources that will positively impact the community and tourism industry.

HIGHLIGHTS

Office of Placemaking Initiatives

What exactly is placemaking? Placemaking is a process centered around community engagement designed to shape public space utilizing the goals, ideas, and assets of the people who use it. As placemaking expert Kady Yellow puts it, placemaking is about building communities for people, not for buildings and cars, focusing on improving the quality of life and pride in place for all residents.

The Greater Binghamton Chamber of Commerce recently established a new Placemaking Office, led by Director Jim Reyen. The office was launched in October 2022 and successfully hosted a community workshop and its first “pop-up” event before the year’s end. Stay tuned for more exciting events and ways to get involved in placemaking initiatives.



**LEADERSHIP
ALLIANCE**

THE AGENCY
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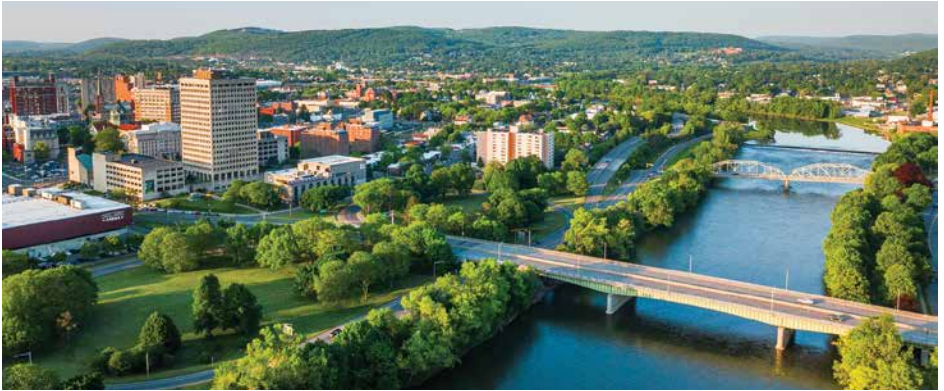
Leadership Alliance

The Leadership Alliance represents the unprecedented collaboration of all the organizations that support Greater Binghamton business. In 2019, the Greater Binghamton Chamber of Commerce entered into a strategic partnership with The Agency under the direction of Stacey Duncan. This unique combination of economic development, business support and community promotion provides all the tools necessary to thrive. When the group was initially formed, a strong focus was placed on ensuring the economic health and resiliency of our business community during the height of the COVID-19 pandemic. The pandemic illuminated the need for comprehensive community development as economic development, reminding community leaders of the critical gaps in our socioeconomic infrastructure and how the pandemic exacerbated many of these issues.

The Leadership Alliance is proud to lead the business community in truly engaging with our role in local development through the development and execution



HIGHLIGHTS



of an Economic Development Blueprint. By bringing together business, community and municipal leaders, the Leadership Alliance hopes to carve out a path to economic prosperity for Greater Binghamton by focusing on the creation of (1) Vibrant Neighborhoods, (2) Talent & Leadership Development and (3) Placemaking.

Upstate Accolades

2022 Upstate Power 100 – Stacey Duncan landed on City & State's 2022 Economic Development Power 100, a list that recognizes individuals driving economic growth across New York State. Duncan has successfully championed hundreds of millions in new investment since taking on her new roles at The Agency and the larger Leadership Alliance in 2019. Additionally, Duncan was also recognized with several other Upstate NY Chamber Leaders on City & State's 2022 Upstate Power 100 List. Duncan and the regional Chamber executives were recognized for their commitment to spurring job creation and the innovative, exciting business development driving upstate's economic engine. The Power 100 Lists recognize 100 industry leaders in government, media, and business for their contributions to the economic growth of their communities and New York State as a whole. Learn more at: cityandstateny.com/power-lists/2022/12/2022-upstate-power-100/380937/



City & State Above & Beyond Award –

Leadership Alliance CEO, Stacey Duncan, was recognized by City & State NY as one of 50 women improving NYS through leadership in their industry.

40 Under Forty Award – Morgan White, Talent Initiatives & Special Projects Manager at the Greater Binghamton Chamber, was recognized as one of 40 individuals under the age of 40 to win an award for the CNY Business Journal's 40 Under Forty Awards on November 20. This was the 25th year of this prestigious award program and individuals from across CNY were selected based on their business accomplishments and civic leadership.

To learn more about the Leadership Alliance and our work, visit leadershipalliancebinghamton.com

MEET THE TEAM



Stacey Duncan
President
& CEO



Sue Kuhn
Director of Finance
& Administration



Patrick Doyle
Membership Sales
& Development
Manager



Debby Evans
Director of
Signature Events



Mina Hoblitz
Government
Relations & Public
Policy Manager



Meg Rossie
Administrative
Support Specialist



Rose Olsen
Talent &
Education
Director



Morgan White
Talent Initiatives
& Special Projects
Manager



Amy Williamson
Marketing &
Communications
Manager



Jim Reyen
Director of
Placemaking
Initiatives



Judi Hess
Director,
Visit Binghamton



Gina Calasi
Convention Sales
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Louis Newman
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