



# TODAY: Cortland County

TODAY: Cortland County is the Business Development Corporation's newsletter promoting industry and business growth in Cortland County.

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*"She turned to the sunlight  
And shook her yellow head,  
And whispered to her neighbor:  
'Winter is dead.'"*

A.A. Milne  
*When We Were Very Young*

**W**ith spring just around the corner, our thoughts turn to warmth, sunshine, and one of the leading indicators of the change in season: maple syrup. No region produces a finer product, and after a long winter, there are few more welcome sights than a freshly tapped tree – a perfect selection for our cover.

On the business and community front, this issue will explore the success and growth of Pyrotek, which relocated to the former

Monarch Machine Tool facility in Cortlandville four years ago; a profile of downtown Cortland's new grocery store featuring healthful and locally grown products; news and notes from our downtown districts; a piece on Lime Hollow Nature Center and all of the great programs and projects underway there, and much more.

Thanks for taking a look!

*The BDC is Cortland County's principal economic development organization working for economic and community growth. Together, their programs, projects, and services aim to support existing businesses while promoting other job-creating opportunities across the county.*



Garry L. VanGorder  
Executive Director/CEO

**B**arring any stubborn winter weather patterns that carry through early spring, I will predict that the cold and snow will have eased its grip on us by the time this newsletter is published.

And of course that will be a good thing.

But as I write this, gazing at four-foot drifts and a sea of white just outside the office window, I can't help but think that winters like this are, generally speaking, also a good thing.

It does take a bit of work to think that way, especially considering all of the hassles that come with bitter cold, slick roads and plugged driveways, but consider that:

- Cortland County's economy, like many other central upstate New York economies, depends upon cold, snowy winters to reach its full potential. We are home to three ski resorts, together employing hundreds of people and generating sales tax and other residual revenue that would be absent without loads of the white stuff;
- Those resorts attract not just their everyday customers, but many others for skiing and related snow sport events. February's Firemen's Association of the State of New York (FASNY) games are a good example, when hundreds of people visited Greek Peak to participate, watch, and enjoy the activities. Regional ski and snow-boarding events also draw their share to the county;
- We are also home to a fantastic snow machine trail system, with more than 150 miles of groomed routes maintained by no less than five local clubs and providing access to all those fun places riders love to visit and spend their weekend money. Nice trails and long winters are also conducive to sled sales, related equipment sales, gasoline sales, and more; and

*Our economy, like other central upstate economies, depends upon snowy winters to reach its full potential.*

- We all need winter tools and winter services, from snow blowers, snow tires, shovels, roof rakes, firewood, and fireplaces to snow plowing and furnace repair. Whether we like it or not, and whether we think of it or not, all of these drive the local economy in a positive way.

And so as we long for the warm days of spring, let's give winter its due: we're lucky to have it.

# 40

Gallons of sap  
to make 1 gallon  
of maple syrup

# 500

Members of the  
NYS Maple Producers  
Association

# 500,500

Gallons of syrup produced  
in New York State last year



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## Cortlandville Propane Storage Facility

The Cortlandville planning board in February approved of a conditional permit for the development of a \$4 million propane distribution center in Polkville. The board's action followed a technical review by its engineering firm Clough Harbor and a resultant determination that the project would have no impact on the environment. The town board was expected to consider approval of an aquifer protection permit for the project by the end of March.

Work began to secure necessary permits for the project in Cortlandville last year after Preble town leaders and special interest groups opposed its original location there. The IDA has secured a \$210,000 state DOT rail grant to facilitate rail line modifications in support of the development.

## New Restaurant in Homer

Randy Lewis, proprietor of Linani's Catering, has opened a new restaurant in Homer. The Sherman House Restaurant at 11 N. Main Street, is located in the historic Briggs Hall, bringing casual dining to the Homer and greater Cortland County community. The restaurant had a soft opening in January and is now open 11:00 a.m. to 2:00 p.m. Tuesday through Saturday for lunch and 5:00 p.m. to 9:00 p.m. Thursday, Friday, and Saturday for dinner.

## New Wing Shop in Cortland

Jumpin' Jax House of Wings opened at 46 Main Street in February. Operating from the space formerly occupied by the Hot Tamale restaurant, Jumpin' Jax is a family-run operation lead by Jackie Langendoerfer. And it's not just about wings: the restaurant also offers gluten-free and vegetarian selec-

tions and will be adding other menu items as the year progresses. Jumpin' Jax is open Thursday through Saturday, 11:00 a.m. to 4:00 a.m., and Sunday through Wednesday, 11:00 a.m. through 3:00 a.m. Free delivery is available.

## KIK Acquires Marietta Corp.

Marietta Holding Corporation, with a major facilities operating from Huntington Street and Central Avenue in the city of Cortland, has been acquired by KIK International LLC, headquartered in Toronto, Ontario, Canada.

KIK is one of North America's largest contract and private label manufacturers of consumer, institutional and industrial products with combined sales of approximately \$1.8 billion. Company officials have informed local leaders that they are thrilled with the acquisition and that they plan no major changes for the Cortland operations, which employ more than 700 people.

## Upstate Revitalization Fund

Planning is underway for Central New York's participation in an economic development competition that will have seven upstate regions vie for one of three \$500 million awards this year.

Announced in January and included in Governor Cuomo's budget proposal, the competition would run concurrently with the Regional Economic Development Council process, now in its fifth year.

Submissions would be due by this spring, but the competition may be subject to budget negotiations with some legislators questioning the selection of just three big winners in a region where there is widespread need.

BDC director Garry VanGorder is a member of the CNY Regional Council.



**Cold, snowy upstate New York winters can be a challenge, but with that challenge comes the reward of an added boost to the local economy. Ski slopes and snow machine trails attract winter sports enthusiasts from near and far. Case in point: weekend visitors Alan Nicola, left, and Dean Grob of New Jersey, who enjoy the trails and ski area pubs and eateries as they explore the area on their snowmobiles.**



## Pyrotek – Quietly Revolutionizing the Molten Metals Industry

1956 was an eventful year. It was the year Elvis Presley recorded *Hound Dog* and *Don't Be Cruel* and first appeared on *The Ed Sullivan Show*; Abigail Van Buren's *Dear Abby* column debuted in newspapers; the seventh Winter Olympic games opened in Cortina d'Ampezzo, Italy; President Dwight D. Eisenhower announced he would seek a second term; and the Dow Jones Industrial Average closed above 500 for the first time.

In quieter news, 1956 was also the year that a talented engineer named Dale Swanson founded Fibrous Glass Products, a company that adapted fiberglass fabric technology to produce a filter to capture impurities in molten aluminum.

Swanson's filtration system grew to become the global standard for the industry. Today, that company – which changed its name to Pyrotek in the 1970s as it expanded its products and services – is a recognized world-leader in equipment, consumables and consulting related to the refining, melting, processing and casting of molten aluminum. Pyrotek, which is still privately owned, supplies aluminum, foundry, glass, zinc, steel, noise control and hearth customers with performance improving technical products, integrated processing systems and consulting services worldwide.

**Pyrotek**®  
Improving Performance



Pyrotek, which was formerly located in Canastota, first attempted to relocate to Cortland in 2004 when it identified the Monarch Machine Tool Company in Cortlandville as well-suited to its growing operations. A deal to buy the facility fell through, but it was only a few years later that an investment banker called about making another offer. This time, aided in part by incentives through the BDC and the IDA, the sale was successful. The company's growth has been consistent since the move, with the workforce now having tripled to more than 135 people.

Allan Roy is CEO and Chairman of the Board of Pyrotek Inc., where he has worked for more than 45 years. (Dale Swanson continued as a driving force within the company until his death in 2003.) Roy is known



*Pyrotek is a recognized world-leader in equipment, consumables and consulting related to the refining, melting, processing and casting of molten metals. The company has called Cortland County home since 2010.*

internationally for his vision in defining Pyrotek's position as a global leader in aluminum refining technology.

Roy has leveraged his extensive industry expertise, with an eye for targeting acquisitions of businesses to enhance the company's strengths within the industry. From its humble beginnings, Pyrotek now has offices in over 30 countries with more than 2,500 employees, operating globally wherever aluminum is produced and processed.

Pyrotek is also active in the molten steel and glass industries, and has diversified into specialty manufacturing, including noise control construction materials and hearth products.

The company's team of product specialists and scientists help it refine existing products and create new materials to meet changing customer needs. This effort is supported by strategic alliances with suppliers and backed by ISO Quality Assurance Standards in all of Pyrotek's major facilities.

Since the company's inception, Pyrotek has worked to offer its customers a diversified selection of materials. The company's dynamic product range and customized in-plant engineering services are aimed at helping customers continually achieve higher quality standards and improve their operating efficiencies at lower total costs.

***“Pyrotek’s team of product specialists and scientists help the company refine existing products and create new materials to meet changing customer needs.”***

## PYROTEK FACTS

Pyrotek's mission is to provide innovative solutions to customer needs utilizing its global resources. Pyrotek is committed to:

- **Customer satisfaction**
- **Integrity**
- **Reliability, quality and service**
- **Environmental awareness**
- **Employee development**
- **Profitable growth**
- **Partnerships with customers and suppliers**

Pyrotek is a privately owned, international organization specializing in the development, manufacture and sale of high-temperature materials for industrial applications.

Pyrotek currently operates from more than 60 locations in over 30 countries.

## Revolving Loan Fund Program

The goal of the BDC is to retain and create quality employment opportunities in Cortland County. One of the ways we accomplish this is to make low-cost loans available to new and existing local businesses through our Revolving Loan Fund Program.

Eligible borrowers include those engaged in business for profit and conducting, or proposing to conduct, business in Cortland County. Retail businesses that can demonstrate a substantial amount of sales originating from outside of Cortland County will also be considered.

Eligible applicants include sole proprietorships, partnerships, corporations and limited liability companies. Examples of eligible activities include business acquisitions; manufacturing; acquisition, construction, renovation, leasing or development of real property; purchase or lease of equipment; pollution control and abatement; transportation services; agricultural production; convention centers or recreational facilities; startup operating costs and/or working capital; feasibility studies; and reasonable professional fees related to eligible projects.

A minimum of 10% owner equity is required for all loans. The maximum loan allowable is \$100,000; the minimum is \$10,000. The interest rate for all loans is 6% fixed.

If needed, the BDC will coordinate with other participating lenders to obtain the best collateral position possible. If the borrower is a business entity, the BDC will require the personal guarantee of all owners of the entity and will require a mortgage to secure all loans related to the improvement of real property.

For further information on the Revolving Loan Fund Program, contact IDA CFO Karen Niday at 607-756-5005 or karen@cortlandbusiness.com.

## New Coffee Shop Aided by BDC Grant

The Cortland County Business Development Corporation board of directors has approved a \$5,000 Downtown Business Assistance Program grant to facilitate the opening of BRU 64, a unique, upscale coffeehouse and lounge in downtown Cortland. The shop will be located at 64 Main Street in the Marketplace Mall, former home to the Blue Frog.

Plans are for BRU 64 to present a relaxed coffeehouse setting by day and a chic pour house in the evening, with offerings including freshly roasted gourmet coffees, teas, craft beers and wine, and lite fare, as well. BRU 64, owned by Judd Seales, hopes to be an anchor establishment in the heart of downtown Cortland.

The BDC's grant dollars will help underwrite a unique top of the line espresso machine, expected to be the base of the business. The shop location has undergone a complete demolition and renovation, including the addition of a new sprinkler system, new plumbing and electrical service, and the addition of two bathrooms and a commercial baking kitchen.

The grant to BRU 64 means the entire \$25,000 BDC grant fund has been appropriated over the past year.

Businesses have access to numerous resources at the local, state, regional and federal level to help them succeed. In addition to Cortland County's Business Assistance Programs, here are other resources to help your business:

### **Cortland County Government**

60 Central Avenue  
Cortland, NY 13045  
[www.cortland-co.org](http://www.cortland-co.org)

### **County Planning Department**

37 Church Street  
Cortland, NY 13045  
<http://www.cortland-co.org/Planning/index.html>

### **Cortland County Health Department**

60 Central Avenue  
Cortland, NY 13045  
<http://cchd.cortland-co.org/>

### **City of Cortland**

25 Court Street  
Cortland, NY 13045  
[www.cortland.org](http://www.cortland.org)

### **Town of Cortlandville**

3577 Terrace Road  
Cortland, NY 13045  
[www.cortlandville.org](http://www.cortlandville.org)

### **Town of Homer**

31 N. Main Street  
Homer, NY 13077  
[www.townofhomer.org](http://www.townofhomer.org)

### **Village of Homer**

Homer, NY 13077  
[www.homerny.org](http://www.homerny.org)

*For more resources visit us online at  
[cortlandbusiness.com/resources/](http://cortlandbusiness.com/resources/)*



## Lime Hollow Center for Environment and Culture

**N**estled along the county line between Cortland and Tompkins counties lies one of Cortland's most precious natural resources: Lime Hollow Center for Environment and Culture.

Composed of 430 acres of rolling hills and glacial valleys dotted with woodlands, fields, ponds, streams, and a rare peat bog, Lime Hollow provides the community with public trails, nature programs and day camps for youth, while serving as a haven and home to innumerable animal species including beaver, muskrats and deer.

Glenn Reisweber, executive director of Lime Hollow, sees the nature center as a vital part of the Cortland County landscape. "There are 62 counties in New York State and only two do not have state parks. Cortland is one of them," Reisweber says. "Lime Hollow fills that void. In essence, our mission is to connect kids age 3 to 103 with nature."

Lime Hollow makes that connection through extensive walking trails, hiking areas and wild-life viewing stations. The Center is open year round and is a popular destination for snowshoers, cross-country skiers and snow trekkers during the winter months.

Lime Hollow boasts several summer programs that are both educational and recreational, like the Nature's Keepers program for 3 to 5 year olds that teaches the value of spending time in a natural environment. Local schools frequently arrange field trips to the preserve throughout the year. Through a collaboration with OCM BOCES, the Center plays host to science classes for 40 weeks out of the year and summer camps for another 10 weeks.

This spring, the center completed a six-year project to build a new Environmental Education Center campus at the site of the old Bestway Lumber Mill on Gracie Road. "It is the first net-zero-energy commercial building in the county," Reisweber says, "meaning that over the course of a year it will have no utility costs."

Reisweber notes that help from Central New York's Regional Eco-

nomic Development Council was vital to Lime Hollow receiving a \$380,000 grant from the New York State Office of Parks, Historic Preservation and Recreation for the Environmental Education Center. "By and large we are a member-supported organization and receive only about 11 percent of our funding from state, county and town sources," he says. "Needless to say, a grant like this is huge for us."



*Summer campers trap snapping turtles under the watchful eye of Lime Hollow Associate Director and Senior Naturalist Peter Harrity.*

"Our focus at Lime Hollow is threefold: preservation, education and recreation," Reisweber says. "But we also appreciate the importance of community development and view development and preservation as a partnership best performed when there is dialogue, communication, and a mutual understanding of shared common interests."

With the arrival of spring comes a renewed energy at Lime Hollow Center for Environment and Culture, as its caretakers invite visitors new and old to come and explore its unique natural beauty. "We hope everyone will come and see the new Environmental Education Center and see what else is new at Lime Hollow," Reisweber says.



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## The Local Food Market and Whole Heart Café

With the arrival of spring comes the four-month anniversary of The Local Food Market and Whole Heart Café located at 37 N. Main Street in Cortland.

Chastity Mydlenski is the entrepreneur behind the market and café, who saw a need for a downtown full-service grocery store that gives Cortland residents access to nutritious foods, while providing a new outlet for local and regional food producers to market their organic foods and other eco-friendly products.

By including the café, the store also offers customers convenient and affordable prepared food items and beverages made with seasonal, organic and locally grown ingredients.

“We strive to provide the community with healthy foods and grocery items as locally sourced as possible,” Mydlenski says. “We want to stimulate the local agricultural community and the economy while building a sustainable future and educating the community about health and nutrition.”

The market currently works with 20 to 30 local suppliers of food and non-food store items and is always on the lookout for more.

Mydlenski was no novice to running a retail establishment when she opened the grocery store and café this past December. She is also the proprietor of Oh My Goodness Health Food Store in Homer. She was able to open her business with the help of a grant from the Cortland County BDC, a business loan through the city of Cortland, and assistance from Indiegogo – a website that provides people with a platform to solicit funds for an idea, charity or start-up business.

“These resources were important in helping get The Local Food Market and Whole Heart Café off the ground,” Mydlenski says. “It means a lot to a small business owner like myself to have community support on so many levels.”

How are the market and café faring? “The reception has been fantastic,” Mydlenski says. “Customers are happy and thankful to have us in the community. But I think the number one reason we will thrive is because this is my passion, my dream. If you have it in you and are willing to put in the hard work that’s required, you will succeed.”



*Matthew Gross, chef at the Whole Heart Café in downtown Cortland*