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BINGHAMTON MAYORAL CANDIDATE RICH DAVID OUTLINES FIVE-POINT PLAN TO STIMULATE HIGH-TECH MANUFACTURING

-DAVID SAYS PROPER TECHNOLOGY PLANNING IS KEY TO ECONOMIC GROWTH-

(CITY OF BINGHAMTON, NY) Binghamton Mayoral Candidate Rich David today hosted a news conference at Virtusphere, where he outlined a five-point plan to stimulate high-tech manufacturing. Virtusphere is located in the Greater Binghamton Innovation Center, which is located on Court Street.

David selected Virtusphere, which is a new simulation training company, as the site for his news conference to highlight the business as one of the handful of high-tech manufacturing companies located in the City that are on the cutting edge of technology.

“Companies such as Virtusphere are vital to the technological growth and development of Binghamton,” said David. “Unfortunately the vast majority of residents are unaware of their existence and their significant financial and economic contributions to our community. Technology allows companies such as this and others to locate anywhere they want and continue to effectively conduct business. Technology is a growth market and we must put in place the technological infrastructure that attracts high-tech companies to our community.”

David highlighted Virtusphere, Binghamton Simulation, SourceCorp and BlueStorm Technologies as examples of the diverse types of technology based companies that are currently located in Binghamton, but have national and international clients.

“These are four examples of successful technology based companies that do not cater to the local or regional market, but choose to locate in Binghamton, NY,” added David. “In addition, these companies bring in millions of dollars from around the world into the local economy. High-tech jobs attract residents, workers, partnering companies as well as stem the “brain drain”. We need to embrace technology as a growth market and put in place a technology plan that is focused on attracting, retaining and growing high tech industry, and the workforce to support it within the city. Through collaboration and the proper planning, I believe Binghamton could find itself at the center of a thriving technology corridor.”

“My goal as Mayor would be to spearhead a strategic approach to high tech economic development that involves matching funds, research, workforce development, availability of modern facilities, and marketing,” added David. “These factors allow the city to leverage governmental, academic, economic development organizations and corporate budgets to re-invent the city as fertile ground for the next generation of technology products and services.”

I propose a unique economic development initiative that would include emerging technology companies, economic development organizations (EDO's), and educational institutions such as Binghamton University and Broome Community College as full partners.

Point 1 - Technology planning provides an opportunity to re-introduce our city to the business community, and reposition ourselves to succeed.

The City should explore opportunities and incentives for a number of promising sectors, including: agritechology (science and technology of farming), aviation and aerospace, digital media/interactive entertainment, financial services, information technology, life sciences and medical technologies, microelectronics and nanotechnology, modeling, simulation and training, optics and photonics and sustainable energy.

The City should bring together local experts and heads of existing high-tech manufacturing companies to solicit their input and maximize of their connections and professional relationships with national and international firms that specialize in the above listed areas. I propose and would coordinate a first of its kind high-tech manufacturing summit to maximize existing local knowledge and resources and put in place a plan to expand this growth market.

Point 2 – Working With BU and BCC

The city needs to work with its educational institutions to create and promote certificate or degree programs that attract and support emerging and innovative technologies.

Many times Colleges and Universities feel that it is a disservice to train students in degree programs and services where there are no corresponding local job markets. We must evolve from this traditional way of thinking and embrace the potential for job market creation. If you create a crop of skilled workers, this can serve as a lure for innovative technology based companies in search of a fully trained specialized workforce.

As Public Affairs Officer at Broome Community College and someone who has established professional relationships with top administrators at Binghamton University I am poised to work with both educational institutions on developing specialized technology programs for the next generation of skilled researchers, technicians, engineers and planners.

Point 3 - Use technology as a means for participants, and the city as a whole, to achieve or more swiftly accomplish their economic goals. Including:

Step two of the plan involves attracting researchers and experts, retaining young talent (addressing “Brain Drain”), creating innovation centers, designation of smart, competitively priced, office space, introducing and launching new companies, obtaining new investment financing, devising and producing cutting edge products, developing key laboratories.

Point 4 – Space for Innovation

A key element of economic growth will be the development of a technology based incubator. This will include the identification of public or private land and buildings that can be used to lure business to the downtown area.

Under this model an incubator is not used to promote competition but to promote diversity in the market and establish business relationships and strategic alliances where businesses may have the opportunity to work with and partner with one another or purchase services.

Point 5 – Effectively Marketing & Creating National and International Technology Relationships

In order for Binghamton to be considered a modern destination for business, communications and activity we need to attract and recruit outside our borders. In order to accomplish this goal we need to put in place a team of qualified individuals who have experience in facilitating and promoting cutting edge technologies.

At BCC, the Public Affairs Office, under my direction and supervision, has achieved statewide and national recognition for its use and support of a wide variety of digital media technologies. BCC has become a model for academic institutions across the nation, who see the value and excitement related to these new technologies but have failed to successfully put them to use within their respective organizations.

As Public Affairs Officer I have demonstrated an ability to turn a local cutting edge technology initiative into a national model. BCC's I-Tunes University initiative has been featured by the national publication "Community College Week", the "National Enrollment Management Report" and has received recognition and awards from the National Council on Marketing and Public Relations (NCMPR) as well as from the State University of New York Council for University Advancement (SUNY CUAD). In addition, my team and I have been asked to present and conduct workshops at national and statewide events ranging from the American Association of Community Colleges (AACCC Annual National Conference) to the New York State Conference on Instructional Technology (CIT), where we have forged professional relationships with dozens of national technology based firms and companies.

In order to attract new companies we must create a solid environment with modern amenities. We must then effectively market our community as a destination for technology based companies.

VirtuSphere – Located on Court Street

VirtuSphere is a company that manufactures a hollow sphere that allows users to interact in a virtual environment. The VirtuSphere enables 6 degrees of freedom – one can move in any direction; walk, jump, roll, crawl, run over virtually unlimited distances without encountering real-world physical obstacles. Current clients include international governments/militaries for training simulation and the entertainment and gaming industries.

Binghamton Simulator Company – Located on Court Street

The Binghamton Simulator Company (BSC) markets products and services to military and commercial simulator users, worldwide. Incorporated in 1990, Binghamton Simulator Company is a Small Business providing software, hardware and program management solutions to simulator users. BSC was awarded a contract to build the NAVY's 1st Aircrew Virtual Environment Trainer.

BlueStorm Technologies - Located on Wall Street

BlueStorm is an Information Technology (IT) Solution Provider focusing on IT outsourcing, Customer Application Development, and large-scale Systems Integration efforts. BlueStorm performs the programming and "intranet" functions of Information Technology (IT) services for companies. The company builds and implements private networks and "sites" where employees can go to collaborate and communicate online. The company also builds special applications for these companies employees to access and use based on whatever their business needs might be.

Source Corp – Located on Wall Street

Source Corp performs a wide variety of Outsourcing Services from document management and billing to work order tracking and creation and specialized software development. They also sell their consulting services to corporations, governments, hospitals and finance agencies.

Success Stories

Rochester , NY – Tech Park:

For the past decade Rochester has focused on a plan to actively facilitate the identification, development, and incubation of new and emerging business opportunities. This ultimately culminated in the Rochester Technology Park. This facility includes 500 acres, and 5,000,000 square foot of office space for industrial, research and manufacturing campus located within Rochester New York's hot "Technology Corridor". Rochester Technology Park is the only area in Monroe County that has been granted the New York State initiative "Build Now New York" which has pre-qualified the campus for several State and local economic incentives to attract new business. Some of the prominent tenants who call the Technology Corridor home include Heidelberg Digital, Pitney Bowes, Eastman Kodak, Federal Express, Rotork, Time Warner and ITT.

Youngtown, Ohio – Tech Incubator:

The Ohio Department of Development established the Edison Technology Incubator Program to assist technology-oriented start-ups during their concept definition and development stages. Incubators allow entrepreneurs to concentrate their limited resources on the development of their product/service by drawing upon the proven expertise and support of the incubator.

Youngstown, Ohio: The Rust Belt's Silicon Valley?

Morning Edition, February 17, 2009 · In the Rust Belt city of Youngstown, Ohio, a high-tech incubator is producing successful software companies. Nearly 300 people are working for a cluster of companies that have huddled together to create cutting-edge products. Even in this extremely depressed area, in the midst of a deep recession, entrepreneurship is flourishing and creating jobs.

<http://www.npr.org/templates/story/story.php?storyId=100762987>

Youngstown Business Incubator Honored

<http://www.wkbn.com/content/news/local/story/Youngstown-Business-Incubator-Honored/XYkQo7fRRka8djTGLhA7Qw.csp>