

# Business BRIEF



Maggie Brooks  
Monroe County Executive

Monroe County.  
Creating Jobs.  
Growing Our Economy.



## PharmaSmart International Inc. Expands Rochester Tech Park HQ

PharmaSmart International is a world leader in the design, production, and distribution of innovative blood pressure screening systems to assist in the detection and management of hypertension.

The company recently relocated its headquarters to Rochester Tech Park in the Town of Gates. The move provides the space needed for growth, as well as facilities for the consolidation of West Coast operations to Rochester. PharmaSmart invested \$145,000 to equip the new location, which included fiber optic wiring, wireless network hubs, material handling equipment and a bar code system. The company accessed the GreatRebate and EquiPlus programs through MCIDC to assist with the move. They currently employ 29 FTEs and are growing.



Using advanced "Smart Card" technology, their new line of kiosks revolutionizes the way blood pressure data is managed — improving hypertension awareness, prescription compliance, and physician reporting. PharmaSmart's Blood Pressure Tracker™ confidential web portal allows individuals to access all Smart Card readings on-line.



PharmaSmart's products and services are used by pharmacies, worksites, and medical clinics across North America, administering over 65 million BP tests annually.

## PTAC Services Prove Critical to Small Business Success

Helping businesses sell to the government and prime contractors is more than just a motto to the Monroe County Finger Lakes Procurement Technical Assistance Center (PTAC). As the official contract counseling office for the region, the PTAC understands business needs are individualized and diverse. A couple of recent successes include Saelig Company and MacDonald Land Surveying & Engineering, DPC.

Saelig Company, a test equipment and electronics distributor in Fairport, has been selling to Federal agencies for 20 years. After being alerted to an FBI RFQ through the PTAC bid match service, they were awarded the largest single sale in their history to date for \$250,000. Subsequently, they have won bids from federal, state and educational entities. The second boost was a PTAC seminar outlining the pros and cons of pursuing a General Services

Administration (GSA) contract. Saelig became an approved vendor for Scientific Equipment through GSA. In less than one year, sales have exceeded GSA's requirement for the first two years of the contract.



A new start-up, MacDonald Land Surveying & Engineering, DPC, came to PTAC for assistance with the Veterans Administration Certified Veteran Enterprise (CVE) program. PTAC has helped the company complete the application and was granted validation in only two weeks after submission. The process can take two months.

For information about PTAC services, please contact Paulette Birch at 585-753-2015, pbirch@monroecounty.gov, or Anna Vulaj Fitzsimmons at 585-753-2017, avulaj@monroecounty.gov.

## MCIDC Connections



April 1 – Monroe County Executive Maggie Brooks, with Stella Slaight, M&T Bank, and Tom Kishlar, The Bank of Castile, recognizes Monroe County Industrial Development Corporation's (MCIDC) most qualified referral sources for 2013. Congratulations!

## MCIDC Programs Expanding

Monroe County Industrial Development Corporation is expanding features to some of its most popular programs for manufacturers and commercial and industrial companies. Several changes have been made to the popular GreatRate/GreatRebate Program and Manufacturing Rewards Program. As of April 8, 2014 the following program expansions have been implemented:

### For Manufacturing, Commercial and Industrial companies

**GreatRate:** The GreatRate program has been extended from three to five years or the term of the loan, whichever is less. The program provides businesses with an interest subsidy on fixed rate loan or capital lease at 3-4%.

**GreatRebate:** The GreatRebate is now being paid to a company after one year. The program provides businesses with a rebate on equipment purchases of at least \$50,000.

### For Manufacturing companies

**Manufacturing Rewards:** The Manufacturing Rewards amount has increased from \$1,000 to \$2,000. The program provides a rebate on manufacturing equipment purchases that total \$25,000 to \$49,999.

The application process is streamlined and can be found on-line at [monroecounty.gov](http://monroecounty.gov). For more information, please contact Sharon Keefe at 585-753-2023, [skeefe@monroecounty.gov](mailto:skeefe@monroecounty.gov), or Lydia Birr at 585-753-2018, [lbirr@monroecounty.gov](mailto:lbirr@monroecounty.gov).

## Monroe County Foreign Trade Zone Gets Additions

If the first quarter is any indication, 2014 is shaping up to be a good year for exports in Monroe County. Monroe County's Foreign Trade Zone (FTZ) Program has been expanded to include Sentry Group as a sub zone. Sentry, the worldwide manufacturer of safes based in East Rochester, is joined by Firth Rixson, now approved for the program. Firth



**Firth Rixson**

Rixson, located in the city, is a manufacturer of seamless rings and forgings supplying

leading aviation and high technology industries throughout the world.

In a Foreign Trade Zone, companies are able to increase their global competitiveness, in particular local manufacturers who face strong competition overseas. The Zones play an important role in providing a level playing field when investment and production decisions are made, and have proven to be a successful trade program by creating and retaining jobs and capital investment in Monroe County and throughout the United States. FTZs allow companies to import supplies at lower costs.

As Grantee for FTZ 141, Monroe County can provide Zone designation to any qualified company in the county. For more information, please contact Jeff McCann at 585-753-2041, [jmccann@monroecounty.gov](mailto:jmccann@monroecounty.gov).

If you want to learn more about international trade, consider attending Greater Rochester Enterprise's (GRE) Upstate New York Trade Conference on June 19, 2014 at The Strong, National Museum of Play. For more information, contact GRE at 585-530-6200 or [www.rochesterbiz.com](http://www.rochesterbiz.com).