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## The Genesis Group of the Mohawk Valley Region

**A Group of Community Volunteers  
that unite individuals and  
organizations dedicated to creating  
positive regional impact in the  
Mohawk Valley!**

## The Genesis Group

SUNYIT

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*501 C(3) Not For Profit Organization*

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## Background

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The Genesis Group was founded in December 2000 by a group of community leaders who believed it was time to transform the Mohawk Valley into a vital region where positive economic, social and quality of life changes are possible.

The Genesis Group, now in its **10<sup>th</sup> year** continues to be a vibrant association working to advance regional economic, social and cultural interests and to foster regional unity and cooperation.

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## Community Connections

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- ❖ **Ambassador Program**
  - ❖ **Newcomers Program**
  - ❖ **Did You Know Campaign**
  - ❖ **Discovery Tours (Business & Leisure)**  
Visits include: FX Matt Brewery, Griffiss Business & Technology Park, Hamilton College, Masonic Medical Research Lab, Nirvana Water Co., Oneida Community Mansion Home, Remington Arms, Renssen Depot, Sculpture Space, Stanley Center for the Arts, Turning Stone Resort/PGA, Utica College, Windmill Farm just to name a few
  - ❖ **Attend area Chamber and local organizations programs**
  - ❖ **Ex-Officio Member of the Chamber Alliance of the Mohawk Valley**
  - ❖ **Speaking engagements at area Rotary meetings**
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## Community Events

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- ❖ **Regional Prayer Breakfast** - Annual tribute to Law Enforcement, Firefighters, Emergency Responders & the United States Military
- ❖ **Clean & Green Initiative** - Coordination of clean-up efforts throughout the area, partner with Rome Clean & Green and Keep America Beautiful, a national campaign

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## Economic & Workforce Development

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- ❖ **Inform, support and recognize organizations, projects and events**
  - ❖ **Facilitate "Mohawk Valley Matters", a regional blueprint**
  - ❖ **Host Annual Community Forum with area Elected Officials & Business Leaders**
  - ❖ **Hosted regional meeting with NYS Dept of Transportation featuring improvements to Route 12 Arterial.**
  - ❖ **Partnership Opportunities**
    - Joined area agencies to re-introduce CallMohawkValleyHome.org
    - Partnered with Centerstate CEO in Syracuse to promote CreativeCoreNY.com, 12-County Marketing Campaign
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## Education

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- ❖ **Annual Celebration of Education**
    - Honoring Educators and Programs that are making a positive impact with students.
  - ❖ **Education Hall of Distinction**
    - Inducting individuals who have made a long lasting impact in Education.
  - ❖ **Career Exploration Programs**
    - Partner with area agencies and school districts to showcase career opportunities available to students.
  - ❖ **College Community Network**
    - A committee of college and business representatives who work together to promote a region that has more than 20,000 college students, 2,500 faculty members from 11 institutions of higher education.
    - **College Welcome Initiative** – Area businesses offering discounts and incentives to college students, making them feel welcome and a part of the community.
- For more information, visit:  
[www.CollegeWelcome.org](http://www.CollegeWelcome.org)

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## Regional Healthcare

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- ❖ **Annual Regional Healthcare Recognition**
    - Partner with Medical Societies to honor outstanding healthcare professionals.
  - ❖ **Healthcare Hall of Distinction**
    - Honoring individuals for a lifetime of service to the healthcare industry
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## Regional Golf Tournament

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- ❖ **Genesis presents an annual golf tournament to showcase area golf courses.**
    - Turning Stone Resort (2005)
    - Rome Country Club (2006)
    - Twin Ponds Golf & Country Club (2007)
    - Skenandoa Golf Club (2008)
    - Cedar Lake Club (2009)
    - Yahundasis Golf Club (2010)
    - 2011 – TBA
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## Technology

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Bringing together technology leaders to highlight, support, and promote:

- ❖ **Trade Careers Initiative/Workforce Development**
  - ❖ **MVEEC Symposium**
  - ❖ **Genesis Website Development**
  - ❖ **Green & Smart Energy Projects**
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## Young Professionals of Genesis

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- ❖ **STRIVE Conference** – An annual business conference designed to educate and promote opportunities for our regions young professionals
- ❖ **Young Professionals volunteer with projects** including Career Programs, Clean & Green Initiative and the College Community Network