

TECHNOLOGY

Verizon offers rewards but only with tracking

By Peter Svensson
AP technology writer

New York — Verizon Wireless is launching a nationwide loyalty program this week for its 100-million-plus subscribers. There's a twist, though: To earn points for every dollar spent, subscribers must consent to have their movements tracked so the company can help target ads that match their interests.

Verizon is the first wireless carrier to roll out a comprehensive rewards program. The program already has been offered for a few months in some states. Jeffrey Nelson, vice president of wireless marketing, suggested that even that limited program helped with customer retention, though he didn't provide details. On July 10, Verizon said customer retention was "very good" in the second quarter.

Nelson said Smart Rewards is designed as a loyalty program, but the company is also using that to encourage enrollment in Verizon Selects. That program, launched in 2012, uses subscriber surfing and location data to better target ads they see on the phone.

Enrollment in Selects is mandatory for subscribers who want to start taking advantage of Smart Rewards, but they can then leave Selects and keep using Smart Rewards. Those who stay with Selects get additional Smart Rewards points every month.

Verizon Wireless says the Selects program doesn't give any personally identifiable information to advertisers. Verizon says the program differs little from Web advertising programs like Google Inc.'s, which uses vast amounts of personal data for ad-targeting. But the addition of location data gleaned from cell towers makes Selects a test of where subscribers will set their privacy limits.

Customers will also earn points for every dollar spent on wireless service, as well as for upgrading to smartphones and recycling old phones, among other activities. The points can be used for discounts on hotel rooms, car rentals and products from a Verizon catalog, or they can be used to bid on phones and other devices in auctions on Verizon's site.

ECONOMY

US companies report rising sales, employment

Associated Press

Detroit — Rising sales helped boost hiring and wages at U.S. businesses in the second quarter, and companies are optimistic that the trends will continue this fall, according to a new survey by the National Association for Business Economics.

Fifty-seven percent of the 85 respondents to the quarterly survey said sales at their companies rose in the April-June period. That was up from 53 percent in the first quarter and 35 percent in the same period a year ago. Just 5 percent of firms said sales fell during the second quarter.

Respondents also said the outlook for the July-October period is strong. Fifty-nine percent of respondents said they expect sales to increase during the third quarter, and just 1 percent expects sales to decline. Respondents from the finance, insurance and real estate sector were most optimistic about sales increases, while the service sector lagged.

As sales picked up, so did hiring. Thirty-six percent of firms said they hired more

workers during the second quarter, up from 28 percent in the first quarter and 29 percent in the second quarter of 2013.

The employment outlook was steady, with 37 percent of respondents expecting their companies to hire more workers in the July-October period. Finance, insurance and real estate companies were most likely to say they expect employment increases, at 48 percent; service companies were the least likely, at 28 percent. Less than 10 percent of respondents expect employment declines in the third quarter.

For the first time since October 2012, no respondents reported falling wages. Forty-three percent said their firms raised wages during the second quarter. More than one-third of respondents — 35 percent — expected wages to continue to increase in the third quarter.

The quarterly survey by NABE is intended to gauge business conditions at members' firms or industries. Almost half the respondents are from companies with more than 1,000 employees.

Job seekers check out the job opportunity fair for veterans July 16 in Fort Lauderdale, Fla. (AP Photo / Alan Diaz)



COMPANY NEWS

Approved: Research & Marketing Strategies Inc., in Baldwinsville, said it has received conditional approval from the federal government to administer surveys on behalf of Accountable Care Organizations participating in the Medicare Shared Savings Program. The surveys help the organizations fulfill a requirement to measure patients' care experiences.

Recognized: Syracuse companies CXtec and TERACAI earned the CNY BEST Learning and Performance Organization Emerald Award from the Central New York Chapter of the American Society for Training and Development in its leadership exploration and development program. Nominees were evaluated on the quality of learning and performance practices, practice results and how the practices helped the growth or success of the organization.

Certified: The CaregiverDesktop electronic health records software, developed by Syracuse's Inforia Inc., was certified after testing by Drummond Group. The certification means health care providers using the software meet federal electronic health record standards.

New office: Syracuse Securities Inc. and Longley Jones Management Corp. have relocated to 5000 Campus Drive, DeWitt. The offices were on James Street in Syracuse.

Award: Kevin Ierlan, owner of the Allstate insurance agency in Fayetteville, earned the company's Inner Circle Elite award. The award recognizes Ierlan's customer satisfaction, customer retention and profitability during 2013.

Recognized: New York Sash, a home improvement company in Whitesboro, was ranked as a top specialist in windows and doors by Window & Door, a trade publication.

— Compiled from news releases



Len Montreal, left, and Doug LaLone stand in front of their recently expanded The Gem diner in Syracuse. (Rick Moriarty / rmoriarty@syracuse.com)

Owners add more polish to The Gem

Syracuse dining icon expands twice in 3 years

By Rick Moriarty
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The old Little Gem diner, a Syracuse dining icon for more than 60 years, isn't so little anymore.

A group of local businessmen has completed the second expansion of the diner, now named simply The Gem, since they acquired it three years ago.

An outdoor patio was enclosed, adding seating for approximately 40 people and bringing the diner's total seating to 170. A previous expansion added 83 seats to the diner, which originally had seating for just 47.

Operator Doug LaLone said the expansion was necessary because the diner has had lines of customers out the door, especially on weekends, since he reopened it in 2011.

LaLone, who previously operated the Fairgaritville restaurant at the State Fair, said the new indoor seating will be used for general dining on Fridays, Saturdays and Sundays and will be rented out for parties and other events at other times.

The latest expansion, like the first one, sports the same stainless steel exterior as the original portion of the diner. To keep with the diner's Americana decor, LaLone has parked a black 1967 Ford Fairlane in front and plans to stick a Harley-Davidson motorcycle on the diner's roof.

The Gem's rescue has been a joint effort by LaLone and Syracuse developers Len



The latest expansion at The Gem added 50 seats to the diner. (Rick Moriarty / rmoriarty@syracuse.com)



The original section of The Gem diner has seating for 47 people. (Rick Moriarty / rmoriarty@syracuse.com)

Montreal and Samuel Flatt. Montreal and Flatt are partners in Salt City Enterprises LLC. Located at the corner of Spencer and Liberty streets, the diner closed in March 2010 after then-owner Francis "Doc" Good filed for bankruptcy protection.

Montreal and Flatt bought the diner from Good the following year, renovated and

expanded it, and are leasing it to LaLone.

"There was no way we were going to be able to support it with 47 seats," said LaLone, who grew up just three blocks from The Gem. "To make it what we knew it could be, we knew we had to expand it."

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Amos addition uncertain after board rejects new plan

By Rick Moriarty
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The fate of a proposed addition to the historic Amos building overlooking Clinton Square is uncertain because of opposition from the Syracuse Landmark Preservation Board to parking on the ground floor.

Developer Mark Congel presented modified plans to the Preservation Board last Thursday but didn't have any better luck with the board than he had in several previous sessions.

Board Chairman Donald Radke said Friday the board remains opposed to the plan by Congel and his business partner, Dan Queri, to use the ground floor of the addition for tenant parking.

"We believe first floor parking is an inappropriate use," he said.

He said the board would rather see storefronts on the ground floor, just like the historic Amos building has. He added that the board is not opposed to an expansion of the Amos building, just the use of the ground floor for parking.

Congel and Queri want to build a four-story addition that would contain 16 luxury apartments. The Amos building currently has 19 apartments.

Congel said the addition would not be feasible without on-site parking because tenants of luxury apartments demand it.

The developer said he was frustrated with the Preservation Board because he has made several changes to his plans in an attempt to appease its members. The changes include reducing the number of parking spaces from 19 to 11 and putting a storefront on the eastern side of the expansion so that the garage could not be seen from Clinton Square, he said.

The Preservation Board cannot veto the project. That power resides in the city Planning Commission, which could decide the project's fate at its meeting on July 28. However, in previous meetings, the commission has expressed a reluctance to approve the project in light of the Preservation Board's position. Congel said he is not

optimistic. "I don't see the Planning Commission going against the comments made by the Preservation Board," he said.

The Amos building was built as a dry goods warehouse in the 200 block of West Water Street in 1878 by Jacob Amos, who later served as mayor of Syracuse. At the time of its construction, the Romanesque Revival building was one of the largest warehouses on the Erie Canal, which flowed past the north side of the building. Erie Boulevard replaced the canal in the 1920s.

The building was added to the National Register of Historic Places in 1978. It sat mostly vacant for several years until 2006, when Queri and Congel built apartments on the upper floors and retail space on the first floor.

The land on which the addition would be built has its own historical value. A crowd of abolitionists freed the escaped slave William "Jerry" Henry from a police office that stood on the site in 1851. The rescue is commemorated in nearby Clinton Square.

MARKET INDICATORS

Dow Jones industrials
17,051.73
-48.45

Nasdaq composite
4,424.70
-7.45

Standard & Poor's 500
1,973.63
-4.59

LOCAL INTEREST STOCKS

NAME	TKR	LAST	CH	%CH
AlcateLuc	ALU	3.73	+0.4	+11
BerkHBcp	BHLB	22.49	-24	-11
CSX	CSX	31.14	+0.5	+2
CarrollsRst	TAST	7.57	-0.4	-5
CmtyBKSy	CBU	35.36	+2.3	+7
Conmed	CNMD	42.76	-1.25	-2.8
Constella	STZ	87.18	-39	-4
Corning	GLW	21.92	+0.9	+4
Eaton	ETN	77.92	-65	-8
Exelon	EXC	32.23	+14	+4
FstNiagara	FNFG	8.57	-0.7	-8
HSBC	HSBC	51.10	-0.1	-0.2
HartfDfn	HIG	36.19	+0.9	+2
Keycorp	KEY	13.68	-0.2	-1
M&T Bk	MTB	122.45	+39	+3
Magnalnt g	MGA	109.44	-86	-8
MetLife	MET	55.51	-3.2	-6
NBT Bcp	NBTD	23.25	-15	-6
NatGrid	NGG	76.40	+16	+2
Nucor	NUE	50.45	+18	+4
OneidaFn	ONFC	13.10	-28	-2.1
ParTech	PAR	3.89	-0.1	-3
PathBcp	PBHC	15.00
Paychex	PAYX	42.02	-0.9	-2
Penney	JCP	8.66	+0.8	+9
RockTen	RKT	94.84	-5.1	-5.1

S&P 100 STOCKS

100 Leading U.S. Stocks

NAME	TKR	LAST	CH	%CH
AT&T Inc	T	35.96	-21	-6
AbbottLab	ABT	42.96	+23	+5
Accenture	ACN	79.80	+0.6	+1
Allstate	ALL	58.01	-0.5	-1
Altria	MO	42.01	-16	-4
Amazon	AMZN	359.76	+110	+3
AEP	AEP	54.04	-35	-6
AmExp	AXP	92.88	-65	-7
AmIntlGrp	AIG	55.11	-0.9	-2
Amgen	AMGN	119.03	+7.3	+6
Anadarko	APC	108.87	+5.4	+5
Apache	APA	98.56	-0.2	-0.2
Apple Inc s	AAPL	93.94	-4.9	-5
BkofAm	BAC	15.52	+0.3	+2
BkNYMel	BK	38.44	+0.1	...
Baxter	BAX	76.11	-4.1	-5
BerkH B	BRK/B	128.58	+3.0	+2
Boeing	BA	128.30	+6.6	+5
BrMySq	BMV	48.92	-2.0	-4
CVS Care	CVS	77.04	-4.3	-6
CapOne	COF	81.92	-3.7	-4
Caterpillar	CAT	110.23	+0.6	+1
Chevron	CVX	131.29	+9.0	+7
Cisco	CSCO	25.85	-0.6	-2
Citigroup	C	49.35	-2.1	-4
CocaCola	KO	42.40	-0.3	-1
ColgPalm	CL	68.76	-1.4	-2
Comcast	CMCSA	53.82	-1.2	-1.3
ConocoPhil	COP	84.53	-2.3	-3
Costco	COST	117.04	-7.0	-6
DevonE	DVN	77.12	+1.1	+1
Disney	DIS	85.74	-0.7	-1
DowChm	DOW	51.86	+1.7	+3
DuPont	DD	65.54	-0.1	...
eBay	EBAY	51.70	+2.2	+4
EMC Cp	EMC	28.33	+1.35	+5.0
EmersonEl	EMR	67.36	-0.3	...
Exelon	EXC	32.23	+1.4	+4
ExxonMbl	XOM	103.08	+3.5	+3
FedExCp	FDX	152.35	-5.2	-3
FordM	F	17.70	-0.2	-1
FrptMcM	FCX	38.67	+3.2	+8
GenDynam	GD	118.35	+7.1	+6
GenElec	GE	25.98	-4.8	-1.8
GenMotors	GM	37.43	+0.2	+1
GileadSci	GILD	88.86	-3.3	-4
GoldmanS	GS	171.72	+2.5	+1
Google A	GOOGL	598.44	-6.67	-1.1
Hallibrtn	HAL	71.00	+0.7	+1
HewlettP	HPQ	34.52	-2.9	-8
HomeDp	HD	79.71	-3.7	-5
HonWillntl	HON	97.34	+5.2	+5
Intel	INTC	34.06	+3.6	+1.1
IBM	IBM	190.85	-1.65	-0.9
JPMorgCh	JPM	58.24	+0.1	...
JohnJn	JNJ	101.27	-5.3	-5
LillyEl	LLY	63.64	+1.7	+3
LockhdM	LMT	162.98	+4.9	+3
Lowe	LOW	47.58
MasterCd s	MA	77.35	-1.5	-2
McDnlds	MCD	97.55	-1.44	-1.5
Medtrnc	MDT	62.41	+0.5	+1
Merck	MRK	58.00	-3.4	-6
MetLife	MET	55.51	-3.2	-6
Microsoft	MSFT	44.84	+1.4	+3
Mondelez	MDLZ	38.27	-2.1	-5
Monsanto	MON	118.96	-1.02	-0.9
MorgStan	MS	32.55	-0.9	-3
NOIIVarco	NOV	85.58	+1.3	+2
NikeB	NKE	76.82	-7.0	-9
NorfolkSo	NSC	106.22	+0.4	...
OcciPet	OXY	100.58	-3.5	-3
Oracle	ORCL	40.01	+0.1	...
PepsiCo	PEP	89.91	-1.8	-2
Pfizer	PFE	30.35	-3.8	-1.2
PhillipMor	PM	85.57	-4.5	-5
ProctGam	PG	80.28	-2.7	-3
Qualcom	QCOM	79.67	+2.8	+4
Raytheon	RTN	95.82	+9.7	+10
Schlmbg	SLB	113.04	+6.8	+6
SimonProp	SPG	170.41	-6.2	-4
SouthCo	SO	44.91	+0.2	...
Starbucks	SBUX	77.61	-3.3	-4
Target	TGT	59.30	-7.1	-1.2
TexInst	TXN	49.17	+3.5	+7
3M Co	MMM	144.30	-5.3	-4
TimeWarn	TWX	87.36	+1.3	+1
21stCFoxA	FOXA	32.89	-1.2	-4
UnionPac s	UNP	101.64	+3.0	+3
UPS B	UPS	104.06	+2.4	+2
US Bancpr	USB	42.12	-0.5	-1
UtdTech	UTX	112.98	-5.9	-5
UtdHthGp	UNH	85.06	-4.6	-5
VerizonCm	VZ	50.70	-0.5	-1
Visa	V	219.22	-9.8	-4
WalmMart	WMT	76.77	-3.2	-4
Walgrn	WAG	71.67	-3.0	-4
WellsFargo	WFC	51.05	-2.3	-4
WmsCos	WMB	58.07	-1.5	-3

FOREIGN EXCHANGE

(US \$ expressed in foreign currency)

	CLOSE	PVS.
Britain	.5857	.5850
Canada	1.0736	1.0732
Euro	.7395	.7393
Japan	101.38	101.37
Mexico	12.9691	12.9576
Russia	35.1975	35.1631