

FOR THE RECORD

Business certificates

Business certificates for the following companies have been filed at the Onondaga County clerk's office:

- June 8**
Specialty Residential, 302 Church St., North Syracuse, **Jonathan Morgan Campbell**, same address.
- Dahals Grocery Store, 947 N. Salina St., Syracuse, **Dadhi R. Dahal**, 400 Pond St., Apt. 1, Syracuse.
- FARAH, 115 Solar St., Apt. 306, Syracuse, **Andrew Michael Farah**, same address.
- Awesome Deals, 2803 Brewerton Road, Syracuse, **Charles John Blackman**, 64 Van Anden St., Auburn.
- Joshua Kerrick, 8827 Avery Road, Baldwinsville, **Joshua Kerrick**, same address.
- BRAINYSCOPE, 6601 Rutger Road, East Syracuse, **Vanessa J. Baggett**, same address.
- Atmosphere Apparel, 738 N. Salina St., Syracuse, **Timothy Kazel**, 6112 Cobblestone Drive, D7, Cicero.
- Upstate Sealcoat, 7857 W. Dead Creek Road, Baldwinsville, **Thomas Czyz**, same address.
- Gossamer Designs, 404 Pleasant Ave., North Syracuse, **Kimberly M. Oliver**, same address.
- Red Licorice, 3931 Langhorne Lane, Camillus, **Daniel Schultz**, 9374 North Road, Bridgeport, **Kimberly Venuti**, 3931 Langhorne Lane, Camillus.
- Upstate Sealcoat, 4115 Wafer Ash Way, Liverpool, **Aaron M. Bullis**, same address.
- I Have A Sweet Tooth, 121 Croyden Lane, Apt. C, DeWitt, **Frank J. Smith**, same address.
- Razzle Dazzle Photo Booths, 112 Kasson Ave., Suite 473, Camillus, **Amy Gagne**, 16 Sherman St., Auburn.
- Elbridge Wellness Etc., 243 E. Main St., Elbridge Plaza, Elbridge, **Melinda Chilson**, 684 Idlewood Blvd., Baldwinsville.
- June 9**
Andres Auto Repair, 631 S. West St., Syracuse, **Andres M. Cruz**, 146 Berger Ave., Syracuse.
- Lakeland Auto Repair, 838 State Fair Blvd., Syracuse, **Timothy Joseph Murphy**, 30 Dutchess Lane, Fulton.
- Leak Proof Seamless Rain Gutters, 7766 Barbara Lane, Baldwinsville, **Gary M. Peterson**, 132 Casterbridge Lane, Baldwinsville.
- Vtrain Property Maintenance, 218 Millen Drive, North Syracuse, **Evan Paul Vautrain**, same address.
- Familia Pizza, 8005 state Route 31, Bridgeport, **Faruk Krasniqi**, 3683 Junco Trail, Liverpool.
- Penny's PC Supply & Repair, 3895 Split Rock Road, Camillus, **Penny W. Hillman**, same address.
- Studio At The Towers, 821 E. Brighton Ave., Syracuse, **Julie E. Dyck**, 5902 Beadle Drive, Jamesville.
- Natural Mystic, 437 Stafford Ave., Syracuse, **Brandon Stephen**, same address.
- Trif Administrative Services, 2563 Ellsworth Road, Baldwinsville, **Nicolina Trifunovski**, 233 Coe Ave., Oneida.
- June 10**
Sweet Lemonade, 325 W. Molloy Road, Syracuse, **Deborah A. MacMaster**, same address.
- Faisons Painting, 346 Cortland Ave., Syracuse, **Michael Lamar Faizon**, same address.
- C J Mechanical, 322 Glenwood Ave., Syracuse, **Charles W. Janack**, same address.
- Podarok Express, 142 Sunridge Ave., Camillus, **Vasyl Podarunok**, same address.
- June 13**
WWW.CUSTOMSTUFFUSA.COM, 226 Walters Drive, Liverpool, **Custum Stuff Inc.**, same address.
- The Gem, 832 Spencer St., Syracuse, **TDL Inc.**, same address.
- ROJIMUSIC, 108 E. Washington St., Syracuse, **Roji Ltd.**, same address.
- A Keith's Brewing Co., 2885 Belgium Road, Baldwinsville, **Anheuser-Busch Inc.**, One Busch Place,

- St. Louis, Mo. Franciscan Lifeline, 7246 Janus Park Drive, Liverpool, **FHS Services Inc.**, same address.
- UHS Home Care, address not given, **Professional Home Care Inc.**, 4401 Vestal Parkway E., Vestal.
- HRIM Enterprise, 6328 Hardwood Lane, Cicero, **Karuppiah K. Natarajan**, same address.
- Melissa Morgan Photography, 210 Carlton Road, Syracuse, **Melissa A. Morgan**, same address.
- Telasero Design, 309 Bryant Ave., Syracuse, **Andrew Carioti**, same address.
- Syracuse Dispatch Company, 514 First St., Liverpool, **Jaime Manzi**, 124 Willow Tree Terrace, Oneida.
- Ace Medical Transportation, 514 First St., Liverpool, **Jaime Manzi**, 124 Willow Tree Terrace, Oneida.
- Syracuse Auto Car Care Center, 514 First St., Liverpool, **Jaime Manzi**, 124 Willow Tree Terrace, Oneida.
- June 14**
Sangha: Center For Mind Body And Spirit, 52 Oswego St., Baldwinsville, **George J. Moore**, 221 Oswego River Road, Phoenix.
- Marietta Metal Fab, 3564 JC Ave., Marietta, **Jeffrey Todd Unger**, same address.
- Elite Audio & Cycle, 222 Beecher St., Syracuse, **James Patrick McHale**, same address.
- Name Ur Price, 514 Wayne St., Syracuse, **Jayson Spears**, 705 Hawley Ave., Syracuse.
- MFC Marketing Services, 216 Victoria Park Drive, Liverpool, **Mary F. Kalaska Capria**, same address.
- Marcel's Contracting Systems, 605 Richmond Ave., Syracuse, **Marcelino Molina**, same address.
- Leon's Car Wash, 3339 Milton Ave., Syracuse, **Leon R. Sakran**, 100 Mayson Ave., Syracuse.

Partnerships

Business certificates for the following partnerships have been filed at the Onondaga County clerk's office:

- June 10**
Miner Indulgences, 118 Smith Road, Syracuse, **Amanda M. Miner**, same address, **Jeffrey A. Miner**, same address.

Discontinuance certificates

- Discontinuance business certificates for the following companies have been filed at the Onondaga County clerk's office. Discontinuance does not necessarily mean a company has gone out of business. They are also filed when owners or names change, for example, or when a company reorganizes itself.
- June 8**
CNY Elderplanning, 12 Bradley St., Marcellus, **Kathleen K. McGahan**, same address.
- Upstate Sealcoat, 7857 W. Dead Creek Road, Baldwinsville, **Thomas Czyz**, same address.
- June 9**
Leak Proof Seamless Rain Gutters, 7766 Barbara Lane, Baldwinsville, **Gary M. Peterson**, 25 Oswego St., Apt. No. 2, Baldwinsville.
- Lane No. 17 Pro Shop, 45 E. Genesee St., Baldwinsville, **Gary M. Peterson**, 9 Parkway Drive, Baldwinsville.
- Penny's PC Supply & Repair, 3895 Split Rock Road, Camillus, **Penny Winifred Amy Hillman**, same address.
- June 10**
Mayerstone Contractors, 1101 Teall Ave., Syracuse, **Ralph Featherstone**, same address, **Philip Mayers**, same address.
- June 13**
Life's Short Eat Cookies, 3168 Pepperwood Bend, Marcellus, **Stephanie A. Reilly**, same address. Hoover Medical, 3157 Becker Road, Skaneateles, **Michael Patrick Hoover**, same address.

BUSINESS

The Gem had 300 applicants for 45 jobs

THE GEM, FROM PAGE D-1
to The Little Gem in 1958. He stopped by Friday morning for coffee and a grilled hard roll. Retired, he said he used to come to The Little Gem for breakfast and lunch on work days.

"I love diners," he said, mentioning several in Central New York that are worth visiting. "I think it very Americana."

There are nostalgic touches around the diner, but LaLone said the staff is different. It's not that he avoided old Little Gem hands; it's that he had more than 300 people apply to work at The Gem during the first four hours he offered applications. He hired 45, enough to staff the dining space and the kitchen, which now operates on two levels.

LaLone said the broad offerings of a large tri-fold menu put him ahead of competitors and broaden the appeal of the restaurant. And the Gem, unlike The Little Gem, serves beer and wine.

He pictures a family coming for dinner: Children are able to order waffles from the breakfast page while the parents enjoy steak or an Italian platter. As the parents relax on the dining deck with a glass of wine, the children can hit the ice-cream stand.

The diner's hours will be a big change for some old fans. Until a bit before it closed in 2010, The Little Gem was a 24-hour-a-day operation. The Gem is open from 6 a.m. to 11



Frank Ordoñez / The Post-Standard

DOUG LaLONE, owner and operator of The Gem, makes his way through the diner Friday as customer Matthew Richard (center, facing camera) prepares to pay for breakfast.

p.m. on weekdays and 6 a.m. to midnight on weekends, LaLone said.

The hours were dictated by the addition of wine and beer, LaLone said. "I didn't want people to come in five minutes to 2 a.m. or five minutes after 2 a.m. and try to get a beer out of one of our wait staff." The hours allow him to avoid those conflicts.

At the table that serves as his temporary office — because his office is still filled with boxes — LaLone takes

a brief break, looking over a page of a yellow legal pad covered with notes.

The first task, he said, is to pay off the debt accumulated getting the diner expanded and up and running.

His break over, he's back up and moving from table to table, asking a woman if everything is OK with her meal and asking a couple if they need anything.

Contact Charles McChesney at cmcchesney@syracuse.com or 470-2244.



Dick Blume / The Post-Standard

AT THE CORNER of Liberty and Spencer streets in Syracuse, The Gem diner reopened for business at 6 a.m. Friday, the streets outside still wet from morning rain.

Newhouse videos greet students by name

NEWHOUSE, FROM PAGE D-1
of media. Consumers and advertisers can choose from a dizzying array of celebrity greetings, eCards, eInvitations, ringtones, voicemail, and personalized Facebook and website videos.

The process involves putting the desired celebrity in a studio where he or she records a message. Then

comes the customization, which can include dozens of variables.

The celebrity spends several hours reading about 750 names and multiple generic phrases. That covers roughly 88 percent of the names out there, Frankel said. (Those whose names aren't available would receive a generic greeting.)

The real magic of Star-Greetz comes next, Frankel said.

The company's system almost instantly puts the celebrity's separate takes together without help from humans. Frankel likens it to a really smart editing machine. With it, the company can deliver tens of thousands of personalized mes-

You can watch a video of one of the Newhouse greetings at syracuse.com/business

sages. "The world of celebrities is big and getting bigger . . . and one size doesn't fit all, anymore," Frankel said.

The company made the greetings for free for Newhouse. Normally, the cost for similar video greetings is \$50,000 to \$125,000, depending on the number of messages.

People are interested in the brand, he said, whether that brand is Lady Gaga, Katy Perry or the Newhouse

School. It might have been that mentality that brought Star-Greetz a partnership with Newhouse. Frankel was showing Newhouse Dean Lorraine Branham how the technology worked when she asked if it could work for the school.

Frankel credited his successful company to his time at Syracuse University, and he said he learned one of the most important lessons for his business while at Newhouse.

"The trick is to keep on inventing and keep innovating," Frankel said. "We haven't even scratched the surface."

Contact Ken Sturtz at ksturtz@syracuse.com or 470-2259.

Mall to get automated postal center

MALL, FROM PAGE D-1
Be reasonable or think big, but don't goof on The Big Empty.

Rather, the Big Mostly Empty.

Express checkout
■ The United States Postal Service split from Carousel Center, but the service will

soon be automated at the mall. The grand opening of the USPS's Automated Postal Center is at 10 a.m. Wednesday. It's in the **Hallmark Gold Crown** store near **J.C. Penney**.

■ Here's another freebie, and it's for everyone: Central New York **Tim Hortons** restaurants are giving out free, small iced coffees or iced teas to

anyone who wants one. That's all day Tuesday, the first day of summer.

Store Front run Fridays in CNY and Sundays in The Post-Standard Business section, and blog.syracuse.com/storefront is updated regularly. The Store Front e-newsletter is sent on a regular basis to Friends of Store Front. You can also join and connect with Store Front at the Post-Standard on Foursquare. Contact Bob Niedt at bniedt@syracuse.com.

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