



ECONOMIC DEVELOPMENT NEWS

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BNE, BTRG Announce Successful Expansion

Buffalo, N.Y. – The Business & Technology Resource Group (BTRG) President Jeff Goddard and Buffalo Niagara Enterprise (BNE) President & CEO Thomas Kucharski today officially announced BTRG’s expansion into the Buffalo Niagara region. Headquartered in Mississauga, Ontario, BTRG provides Oracle, IBM and Workday consulting services to Fortune 1000 customers across North America.

“We are very pleased to formally announce our new office in downtown Buffalo, and we look forward to the growth and profitability we expect to generate in our dynamic new space with our talented workforce,” said BTRG founder and President Jeff Goddard. “The support we have received from all aspects of the Buffalo Niagara Community has been tremendous and we look forward to a long and prosperous future here.”

BTRG is investing in excess of \$450,000 on their expansion and plans to hire 7 people for the new Buffalo office. Buffalo Niagara Enterprise, the region’s research, marketing and economic development organization assisted the company with due diligence on potential incentives and workforce development.

“Advanced professional services continues to be a targeted industry cluster with a great deal of potential for our region as customer demand allows companies like BTRG to continue to expand their footprint and grow their market share,” said BNE President & CEO Tom Kucharski. “One of nine Canadian project wins we reported in our recently concluded 2010-2011 fiscal year, BTRG’s desire to locate here reinforces the value of our marketing and business attraction efforts across Southern Ontario over the last several years. It is further proof that we can make a very compelling case as to why Canadian companies should expand in our region,” Kucharski added.

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BTRG Expansion – Add One

BTRG officials also credited Cindy Andolina of the Erie County Workforce Investment Board for the significant role the organization played in assisting with the expansion project. The University at Buffalo, specifically Arlene Kaukus, Director of Career Services and Suzanne Chamberlain, Sr. Director of External Affairs, was also credited with providing important assistance.

The company has existing locations in Easthampton, MA and Media, PA, both of which were under serious consideration for this most recent expansion. Instead they will now occupy 2,700 square feet of leased space in the iconic Electric Tower on Washington Street in the heart of downtown Buffalo. Company officials cited the quality and attractiveness of their new space as one of the compelling reasons that made Buffalo such an appealing choice for their expansion.

“We want to attract the best quality people to work for us and we want to make the best possible impression on every potential customer that walks in our door,” said Rob Kopf, BTRG’s primary point person on the Buffalo expansion project and member of the company’s senior management team that will run the new office. “Operating in such a wonderful environment sends a tremendous message to both audiences,” Kopf stated.

Iskalo Development Corporation performed the restoration of what is one of the most recognizable buildings on the Buffalo skyline. Company president Paul Iskalo said he was glad that his building could have such a strong impact on a new company considering investing in the region, and that he saw some similarities between his efforts with the Electric Tower and BTRG’s arrival in Buffalo.

“When tenants like BTRG choose to locate in the Electric Tower, it further validates our decision to restore the building and our optimism for the bright future of Buffalo’s Central Business District,” Iskalo stated. “It also underscores the economic development opportunity our community has through continued restoration of the many historic properties located in downtown Buffalo.”

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About Business & Technology Resources Group - The Business & Technology Resource Group, Inc. (BTRG) is an enterprise software consulting company operating across North America with strategic partnerships with Oracle, IBM and Workday. With a concentration in Human Capital Management, Financials and Supply Chain systems, BTRG provides teams of highly qualified consultants to manage or support full lifecycle implementation and upgrade projects. BTRG consultants have a reputation for combining deep functional and technical application knowledge with industry-specific expertise. Call BTRG at 877-287-4462 or visit www.btrgroup.com for more information.

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About Buffalo Niagara Enterprise - Buffalo Niagara Enterprise, a private, non-profit, marketing, business and economic development organization, is the point of contact for business attraction and investment in the eight counties of the Buffalo Niagara region. Working with local economic development groups, real estate & development professionals, governmental agencies, utilities and private sector business leaders, BNE assists businesses seeking to relocate or expand in our region with access to the various incentives, financing, site selection and other services relevant to their project. For information on doing business in Buffalo Niagara, visit www.buffaloniagara.org.