

and corporate sponsors and public relations machines have entered the fray.

"They've become like NASCAR teams with multiple sponsors and stickers on everything," said Peter Singer, a Brookings Institution senior fellow who has followed the DARPA competitions. "It shows that it's becoming big business."

There will even be a sponsors-only section for companies to display their swag next to the pit stop on the grounds of the old George Air Force Base east of Los Angeles on race day, Nov. 3.

The races are part of the Pentagon's effort to fulfill a congressional mandate to have a third of military ground vehicles unmanned by 2015. The increasing cor-

made the contest more lucrative. Unlike in past years when competitors raised their own money, DARPA gave up to \$1 million each to 10 teams in return for the right to use some of the technology that's developed.

Stanford, whose Volkswagen Touareg beat out two vehicles from archrival Carnegie Mellon University last year, received so many sponsorships for the upcoming race that team leaders rejected about a half dozen offers because of a lack of real estate on their latest vehicle, which has the body of a VW Passat.

DARPA chose 35 tricked-out robo-cars to square off in the weeklong semifinals that began Friday in Victorville; 20 will move on to the finals.

The Magros decided to expand into Herkimer because their Ilión restaurant had been doing so well since it relocated in 2005.

"I mean we already did business in Herkimer from the Ilión store. But we had a lot of college students coming down from the Ilión location," she said.

The Ilión restaurant

rant Rundown is published every Sunday. The column includes news about local retail and restaurant changes — openings, closings, acquisitions, major expansions, etc. If you have retail and restaurant news to share, please contact business reporter Tory N. Parrish at tparrish@uticaod.com or 792-4998.

Proctor grad provides business bridge between region, China

By PHILOMENA LAWRENCE

Special to the O-D
infocenter@uticaod.com

Entrepreneur Barry Sinnott makes it his business to help Upstate New York companies go global.

Two years ago, Sinnott, 29, founded Mayflower Trade, L.L.C., a consulting firm devoted to assisting local industries trade with Asian countries, specifically populous China.

He considers his fluency in Mandarin, which his mother is also fluent in, and his degree in international relations vital assets to his business.

"For five generations, my

family has lived in Utica. I love the area, too. I sense a fresh attitude among young people who want to settle in the Mohawk Valley and am excited to be able to push for its economic rebirth," the 1996 Thomas R. Proctor Senior High School graduate said.

Also, his great grandfather, John Sinnott, founded the Bank of Utica, where his father, Tom, serves as president and grandfather, Roger, 93, is chairman of the board.

His own company's thrust is two-fold: It links upstate companies with manufacturers abroad and facilitates the purchase of goods directly from factories, and it promotes "China Sales" — the export of

locally made products such as industry-related sensor accessories and ceramics.

Sinnott spends 70 percent of the year in Shanghai where his office staff is located, but is always happy to return to his family and customers in Utica, he said.

SoftNozea, of Herkimer County and one of Mayflower's clients, trades with Asian countries, including Singapore.

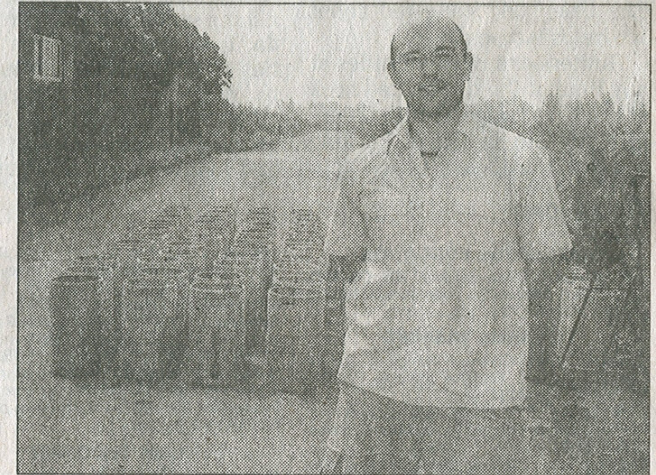
"Barry is detail-oriented and provides exemplary service. He is our business manager abroad, our personal guide to the Chinese business world and helps us understand its cultural nuances," said Brett Truett,

president of SoftNoze.

The Central Association for the Blind and Visually Impaired also contracts with Mayflower Trade. In addition to locating suppliers for the agency, Sinnott serves as a translator when Chinese businessmen who do not speak English tour the Utica facility.

Looking ahead to the future, Sinnott envisions increasing export opportunities for area companies and hiring additional staff in Utica.

"I'm excited about Mayflower Trade's mission. It is lockstep with the positive goals of other young people of the Mohawk Valley," Sinnott said.



Submitted photo

Barry Sinnott of Utica heads Mayflower Trade L.L.C., which links upstate businesses to China through various services.

BMW Z4 M

5,020
000 \$46,020

330HP • 0-60 4.9 Sec.
SH #4076096



For more information come see John Fero,
Mike Green or Brian Secord

BUY OR LEASE OPTIONS AVAILABLE THROUGH BMW FINANCIAL

CARBONE
— BMW —

RT. 12 NORTH, UTICA • 315-797-1520

2007 BMW Z4 M

bmwusa.com
1-800-334-4BMW



The Ultimate
Driving Machine®