

Tuesday, April 29, 2003

Coalition launches marketing campaign

New logo promotes Greater Binghamton

BY [TODD MCADAM](#)
Press & Sun-Bulletin

BINGHAMTON -- Terrance Connell and his friends were more interested in what might go over the fence at NYSEG Stadium Monday night than what was on it, but the new Greater Binghamton logo that took the field in left center will probably play a larger role in their lives than a foul ball.

Terrance, 11, an avid Little Leaguer, hung out with brothers Anthony and Joe Gray, 10 and 12 respectively, and Vincent Dimascio, 11, as economic development leaders unveiled the Greater Binghamton logo and announced a marketing campaign to revive the area's economy.



Binghamton Mets' Kirk Asche, No. 28, is seen with the new Greater Binghamton logo that was unveiled Monday night before the game at NYSEG Stadium.

THOMAS LA BARBERA / Press & Sun-Bulletin

The boys watched the New Haven Ravens warm up before their game with the Binghamton Mets as Patrick J. Doyle, director of the Greater Binghamton Coalition, warmed up the crowd of about 70 people picnicking along the third base line.

"We're going to use e-mail. We're going to use trips. We're going to sell our assets," Doyle announced. "We're going to move ahead as quickly and funly as we can."

While his colleagues asked if "funly" was actually a word, Binghamton University President Lois B. DeFleur said the logo, an icon reminiscent of the confluence of the Susquehanna and Chenango rivers, is as important for its existence as it is for how it will be used. The logo calls Greater Binghamton "Home to Innovation."

"We need to have symbols, something sharp and colorful. We need to catch the public's attention," said DeFleur, a coalition member. The group was organized to enact The BC Plan, which outlines more than economic development tasks to revive Greater Binghamton's economy.

The marketing will focus on site-selection companies and heads of companies in key industries. Other than the billboard, don't expect to see much of the logo until a Web site comes online.

But the logo is just a symbol, said James Orband, president of the board of directors of The Broome Chamber.

"We will ultimately need the support and commitment of every business and individual," he said. "We must be our own best advocates."

None of that made a difference to the four boys on the fence. The foul ball that bounced off the table next to them was far more exciting. But they're boys, and if Monday's event was just an excuse to put on their mitts and watch guys they want to emulate, that's fine. If the logo works and the plan succeeds, they might someday think differently.

But for now, their Little League game Friday at Cheri A. Lindsey Park is about as far ahead as they're thinking. And like their older companions, they want to win.