



# Cases in Clarity

## CenterState CEO

Cowley is honored that CenterState CEO re-engaged with us to develop and launch its next-generation website, after having developed their previous site (which has served them well for several years!). A powerhouse in economic development in Central New York, CenterState CEO is a non-profit organization comprised of hundreds of business-members across the region. No surprise then that it stands as a critical information hub for the region, enabled by a hard-working website that communicates with members *and* serves as the ‘go to’ source for other stakeholders such as site-search professionals, municipalities, venture capitalists, journalists, among many other audiences. Developed in lockstep collaboration with CenterState’s internal team, the new Drupal 9 site: Is more visually focused (vs. walls and walls of text); provides seamless integration with Salesforce.com in facilitating and channeling leads/inquiries; offers client staff an extraordinarily robust CMS toolkit that eases content creation, updates, and a very elegant method of deploying visuals across the site; and features a microsite for CenterState’s sister org, the Greater Oswego/Fulton Chamber of Commerce. To experience the CEO site up close, visit <https://centerstateceo.com>.

