



ADAPTATION

THE

ISSUE

How Westchester businesses change with the times



Christopher Furey, (pictured far right)

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- Christopher Furey
CEO, Imaginamics

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EXCHANGE is the member publication of The Business Council of Westchester.



Dear Members

Dr. Marsha Gordon
President/CEO

Seize opportunities to grow your business and support the community

The Business Council of Westchester has spent the last two months working harder than ever before to develop new and improved opportunities for business growth and improve the economic environment in Westchester.

At our Mega Mixer Business Expo on March 18th, more than 1,500 people (300 of which RSVP'd via mobile messaging, thanks to Chase Media!) took advantage of a tremendous business development opportunity by visiting 200 exhibitors, attending educational seminars and sampling food and drink courtesy of member restaurants.

Later in the month we were privileged to have Chuck Schumer, United States Senator for New York - address our membership as part of our KeyBank Speaker Series. He spoke about issues facing Westchester's business community, including job creation, economic development and health care reform, and answered members' questions.

As part of our continuing commitment to demonstrate that Westchester is a place where bright young professionals not only succeed but raise the bar and set new standards for success, we're in the process of reviewing nominations for Rising Stars, Westchester's 40 Under 40. It's very exciting to meet the next generation of leaders and confirm that Westchester's bright future is in good hands; I hope you will join us for the awards ceremony, at MasterCard Worldwide in Purchase, the evening of June 10th.

We are pleased to announce several new initiatives designed to help you grow your business and support the community. The Space Alliance Technology Outreach Program (SATOP) allows businesses to receive up to 40 hours of free technical assistance for qualified requests, utilizing the vast engineering expertise of NASA and participating space industry Alliance Partners.

Our Wage Subsidy program gives Westchester businesses the chance to receive money for hiring entry level workers into full-time/permanent positions.

For more information about SATOP and the Wage Subsidy, see "What's New at the Business Council" on page 6.

On that page you will also read about the Summer Jobs Program, a joint initiative of The Business Council of Westchester, members of the Westchester-Putnam Workforce Investment Board, the county's youth employment agencies and several private sector sponsors. It's our goal to provide jobs and work experience for 500 youth this summer. To find out how you can help, please visit WestchesterSummerJobs.com. A warm welcome to Mark Kessler, who has joined the Business Council as coordinator of that program.

Last but not least, if you are not yet a member of the Business Council's LinkedIn group, and following us on Facebook and Twitter, I hope you will join the conversations soon. See you online...



From the Chairman

Celebrating Success, Facing Challenges

Christopher O'Callaghan
Chairman

If there was any doubt about the great future of Westchester and our business community, all you had to do was look around the room during our Westchester County Business Hall of Fame event on April 21st, and you'd know better. The message from the Westchester business community was clear: we are strong, we are growing, we love our community, and we are here to stay.

For nine years, the Business Council has honored the lifetime achievements of Westchester County's small business owners, entrepreneurs, corporate citizens, family-owned companies and women in business... and each year I am more impressed and humbled than the year before.

Once more, I congratulate the winners: for Corporate Citizenship, IBM. For Entrepreneurial Success, Regeneron. For Small Business Success, Divney Tung Schwalbe. For Women in Business Success, Nancy Woodruff Ment of Andrus Children's Center. And for Family Business, Universal Builders Supply.

There's no denying the tremendous impact these businesses – and so many others like them - have on Westchester... high-caliber investment in the economic development of the county, ever-evolving and cutting edge practices, unwavering support to the communities in which they do business, as well as ingenuity and dedication to excellence.

And while we celebrate success, we can not ignore the challenges we are facing. It's up to us to stay focused on economic development and make sure our elected officials do the same. In January, County Executive Rob Astorino burst on the scene with a clear vision in regard to economic development. The blueprint for that vision was a collaborative effort between The Business Council of Westchester (under the leadership of Dr. Marsha Gordon and her staff) and best practices from around the state and country. The man selected by Rob Astorino to implement the strategy is the Business Council's Executive Board member Laurence Gottlieb, former managing director at Burson-Marsteller, the world's largest public relations firm. We're proud of Rob's choice and very certain our members, corporations and all residents of Westchester will benefit from Larry's leadership. Let's all do what we can to help and support his efforts.

One of the many benefits of your Business Council membership is the opportunity to get involved, make your voice heard, and make a difference in the community where we work, live and raise our children. If you haven't already, I encourage you to attend visit westchesterny.org/advocacy and read the Business Council's legislative agenda. If you're interested in the issues at hand, attend a Governmental Action Council meeting and work together with us.

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What's New at the Business Council

Westchester Summer Jobs Program

For the past 10 years, the Westchester/Putnam Workforce Investment Board (WPWIB) has received federal and state funding for summer youth employment, and in 2009 alone successfully placed 932 youth in two summer youth employment programs!

This year, we need your help

Due to the downturn in the economy, and the federal and state budget deficits, the prospect for summer employment funding is bleak.

The WPWIB, the Youth Council and The Business Council of Westchester (BCW) have responded to the challenge by collaborating to sponsor a Summer Youth Employment Initiative involving the private sector. Our goal is to have 500 youth employed this summer.

We're asking you to go to

WestchesterSummerJobs.com and register as a business that's interested in hiring youth for the summer.

As a result you will be contacted by the youth bureau directors who will provide:

- Screened candidates who are eager to work and learn
- Short term employment commitment
- Satisfaction in helping students start a career-oriented employment path
- Tax incentives

Get Money for Hiring Entry Level Workers

Do you have entry level jobs you are trying to fill?
Are they full time/permanent positions?
Do these jobs pay at least ten (\$10.00) per hour?
Is the work week at least 35 hours?

If your answers are all "YES," then we can help you receive:

- Qualified candidates
- Eight dollars (\$8.00) per hour in wage subsidy
- Paid training for new employees

Fill up to two (2) entry level positions with candidates referred by The Westchester One Stop Employment Center and get between \$3,640 and \$7,280 to assist with the employees' training for between 3 to 6 months.

Contact Paul Vitale at (914) 948-2110 or pvitale@westchesterny.org

This project is funded by the NYS OTDA and the Westchester County Department of social services and is operated by the Westchester Putnam & Yonkers Workforce Investment Boards in partnership with The Business Council of Westchester, Hospitality resource Group, the Westchester Hispanic Chamber of Commerce and the African Chamber of Commerce of Westchester and Rockland counties.

Business Breakfast Dialogue

A monthly business development event that will help you build the relationships necessary to grow your business through referrals

- 35-minute business issue dialogue; 35 minutes of structured networking
- Guaranteed non-competitive seating
- Trained facilitators to lead discussions
- Quarterly "networking know-how" sessions for newcomers

Registration

In order to guarantee non-competitive seating, we must limit the number of attendees in each industry. Registration will be first-come, first-served. In order to guarantee non-competitive seating, pre-registration is required. Register online at westchesterny.org

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(914) 762-3415
thalleindustries.com

Photo right:

Replanting Trees at Thalle Industries' Fishkill, NY Quarry

Photos: Cathy Pinsky



Never Take More Than You Give

The Responsible Success of Thalle Industries

They say success comes at a cost, but for family-owned Thalle Industries, it's simply a reward for doing the right thing.

Thalle is an environmentally responsible producer and leading supplier of high quality virgin and recycled aggregate and asphalt products for the construction industry. Thalle's recycling center in Elmsford takes in clean rock, concrete and asphalt from construction projects and, along with its Fishkill quarry, supplies virgin and recycled aggregate, concrete and asphalt products.

Clients – including contractors, municipalities and private developers in the NY Metro Area and the Hudson Valley – rely on Thalle to provide individualized, expert service. As part of their commitment to excellent service, the company recently introduced a new service, Materials Express, which provides on-time materials delivery and same day delivery for orders placed by 10:00 am.

“Service is our number one priority,” explains Thalle Principal Glenn Pacchiana. “Tell us what you need, and we'll make it for you; any time of day, any time of year. We'll open early, or come in on a Saturday or Sunday. We never turn away a customer.”

Of course, in order to meet customers' needs and expectations, you have to know exactly what they are. Thalle's principals' experience and background in the construction industry give them a unique perspective. They understand contractors' pain points, and can address their needs before problems arise. Simplifying the process and saving time goes directly to the bottom line, helping customers save money.

Preserving the environment is another key aspect of Thalle's commitment to do business the right way. Every ton of material made in Elmsford's “virtual quarry” is one less removed from the quarry, and one less truck making the trip from Fishkill, reducing traffic and the burden on the Tappan Zee Bridge.

At the Fishkill quarry, Thalle uses a concurrent reclamation plan, endorsed by Scenic Hudson... restoring trees bench by bench as the quarry is mined. In fact, Thalle's practices are clean and green enough that their materials are used around the watershed and for brownfield cleanups.

Celebrating its 25th anniversary this year, Thalle Industries employs nearly 40 people full-time, a point that Glenn doesn't take lightly, especially considering how few manufacturers are left in Westchester County. “It's the responsibility of business owners to put people to work and give them opportunities, and if there's anything I can say about our company, it's that we have great people.”

Glenn also believes in giving back... not just to the environment, but to the community. Personal commitments include coaching children's sports, teaching religion, serving on not-for-profit boards, and maintaining an active voice in local/regional politics.

With Thalle Industries already a supporter of Scenic Hudson, Riverkeeper and the Fresh Air Fund, Glenn hopes to establish a charitable foundation to benefit environmental and children's causes.



Thalle Industries' Fishkill, NY
Quarry and Asphalt Plant

POINT & CLICK, INC.
Harrison Executive Park
3000 Westchester Ave Suite 101
Purchase, NY 10577
(914) 697-5020
pointandclickinc.com

Photo:
Pat Chiappetta
VP Sales Development



Productivity is the Point

At a time when many companies are challenged to do more with less, Point & Click may be the perfect resource.

A full-service skills development organization providing training to business professionals and displaced workers, Point & Click services include basic green training, LEED certification, BPI Energy Efficiency certification and Sustainable Energy curriculum; corporate training in Office applications, as well as specialized courses for IT and HR professionals; Project Management Boot Camp with certification; and a full range of consulting services, including needs analysis, on-boarding training, launch events, e-learning applications, surveys and assessments, and more.

“We teach people how to be more productive within the applications they’re already using,” says VP of Sales Development Pat Chiappetta. “And right now, that’s more important than ever.”

Recognizing that each client has unique requirements, Point & Click customizes its training material, ensuring each gets exactly what they need. While the majority of classes are taught at clients’ own facilities, either live or via WebEx, classes can also be delivered at Point & Click in Purchase, where groups of 10-12 attendees each have their own PC, or on a one-on-one basis for executive and “power hour” training.

Change is a constant in the technology business, and Point & Click ensures executives, employees and job seekers stay ahead of the curve. But there are some things at Point & Click that don’t change with the times, according to Pat, like the value of being a loyal customer, and being loyal to your customers. “It’s important for local people to use local businesses and support each other.”

BALANCING LIFE’S ISSUES
14 Saddle Ridge Road
Ossining, NY 10562
(914) 762-9075
balancinglifeissues.com

Photo:
Wendy Kaufman
CEO



Successfully Speaking

Whether you’re the owner of a successful mid-size company or an executive in a thriving corporation, it’s likely your employees are your most valuable asset.

Wendy Kaufman, CEO of Balancing Life’s Issues (BLI) has built her business on that premise – and the belief that helping companies retain a more committed and productive staff is paramount to their success.

A full-service corporate training firm, BLI has trainers – more than 600 all together - in every state. Clients such as LifeCare, Aetna, Ceridian, Magellan, and McGraw-Hill count on Wendy and her team to deliver programs that offer employees creative solutions to the complex challenges of balancing life and today’s work environment.

Whether it’s work/life seminars, executive training, parenting workshops and services, or a keynote address, Wendy and the BLI staff take the time to learn about new clients and match them with trainers who can respond to the individual needs of the audience.

When the time comes, sessions can be structured as one hour, half-day or full-day, delivered online or via teleconference, and are fully customizable to each client’s needs. And while timing and flexibility are important, Wendy knows it’s equally critical that BLI’s programs provide real solutions to the challenges today’s employees face. She insists that “each person leave with a takeaway that’s going to change their life.”

While BLI’s success is nationwide, Wendy’s future goals are a little closer to home. She would like to establish a more local presence, sharing BLI’s programs – and their positive impact – with companies in Westchester.

SPOTLIGHT

**GIRL SCOUTS
HEART OF THE HUDSON**
2 Great Oak Lane
Pleasantville, NY 10570
(914) 747-3080
girlscoutshh.org

Photo:
Pam Anderson
CEO



Forward Thinking

Nearly 100 years ago in Savannah, Georgia, Juliette Gordon Low brought 18 girls together to form the first troop of Girl Scouts. And while it’s tempting to assume “the rest is history,” it’s actually the future that’s at stake.

Girl Scouts introduces girls of every age to science, technology, engineering and math (STEM) activities that are relevant to everyday life; teaches financial literacy through the annual (and popular!) cookie program; and offers programs that build leadership skills, promote healthy habits and increase self-esteem.

Today, there are 3.6 million members of the Girl Scouts nationwide; in our region, Girl Scouts Heart of the Hudson (GSHH) serves 32,000 girls in seven counties (nearly half of them in Westchester).

While the Girl Scouts’ mission remains steadfast, the approach has evolved with the times. “Our job now is to take the great history that lives in tradition and make it relevant to today’s girls,” explains GSHH CEO Pam Anderson.

To reach 21st-century Girl Scouts – technology-savvy girls who care about their community and want to make a difference – GSHH has a progressive philosophy in terms of what programs are offered and how they’re administered. In Westchester, partnerships with the business community help make that possible. For instance, girls can participate during the day through School Success Clubs, like the ones sponsored by the New York Life Foundation in Peekskill and Yonkers.

Pam doesn’t underestimate the impact of Girl Scouting: “Girl Scouts makes girl leaders who will help change the world... it’s just that simple.” Considering that two-thirds of the accomplished female leaders in this country were Girl Scouts, it’s hard to argue the point.

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MEMBER NEWS

EVENTS

May 13: UJA-Federation Annual Luncheon

UJA-Federation of New York Westchester Business and Professional Division's 2010 Annual Luncheon honoring Pam Bren Goldschmidt and William A. Krupman will take place on Thursday, May 13, 2010 at Old Oaks Country Club in Purchase. Contact Arthur Jacobs at (914) 761- 5100 ext. 134 or jacobsa@ujafedny.org.

June 2: The Burke Rehabilitation Hospital to honor three

On June 2, 2010, The Burke Rehabilitation Hospital and Burke Medical Research Institute will honor Peter J. DeLuca, William E. Griffin and Nancy A. Lieberman with the 2010 Burke Award. Tickets to the Burke Award Reception are \$175 per person. Contact Tricia McTernan at 914-761-7111 or e-mail Tricia@HRGinc.net.

June 8: Food Bank for Westchester to Host Hunger Heroes Awards Breakfast

This annual breakfast honors a volunteer, service provider, donor, and corporation who have contributed significantly toward the alleviation of hunger in Westchester. Tickets cost \$40, and all proceeds generated will benefit Food Bank for Westchester in its mission to lead, engage and educate the County in creating a hunger-free environment.

KUDOS

Berkeley College named Best Company to Work For

Berkeley College was recently chosen as one of the 15 Best Large Companies to Work for in New York for 2010. This is the second time in the last three years that Berkeley has received this honor as part of a program sponsored by The New York State Society for Human Resource Management and Best Companies Group.

Leros Point to Point named LCT 2010 Operator of the Year

Limousine, Charter & Tour Transportation Magazine named Leros the Operator of the Year, which is the chauffeured transportation industry's most prestigious business award. It was announced January 28, 2010 at the International LCT Show in Las Vegas. "We are really excited to win this great award," says Jeff Nyikos.

Willow Towers of New Rochelle earns Assisted Living Licensure

Willow Towers, an Assisted Living Residence in New Rochelle, and part of the United Hebrew of New Rochelle's campus of senior services, has been awarded the new Assisted Living Residence licensure, with dual certification for Enhanced Assisted Living Residence and Special Needs Assisted Living Residence by NYS Department of Health.

HPCW Volunteer to receive award from Volunteer Center

Hospice & Palliative Care of Westchester volunteer Hilary Ward will receive the Quality of Life Award from The Volunteer Center of United Way for creating "communication boards." The booklets with illustrations are used by HPCW patients, nurses, social workers, spiritual counselors, volunteers, home health aides and family members.

Linda Rey named Outstanding Member of the Year

Sleepy Hollow-Tarrytown Chamber of Commerce honored longtime member and Chamber supporter Linda Rey, as "Outstanding Member of the Year." Contributions, most notably her skills as a social ambassador, tireless enroller and event planner, have earned her high praise and recognition among her peers and Chamber leadership.

NOTABLE

Support Connection and NWH receive \$5,000 raised by THE GYM

Support Connection, a breast and ovarian cancer non-profit in Yorktown Heights, and Northern Westchester Hospital, received a \$5,000 donation from THE GYM in honor of the 25th anniversary of National Breast Cancer Awareness Month. The Armonk-based facility is a longtime supporter of cancer-related causes. THE GYM held fundraisers throughout October.

White Plains Hospital Center opened most advanced ER Jan 27

White Plains Hospital Center unveiled its new and expanded Emergency Department during a ribbon cutting ceremony on January 27. It will enable the Hospital to treat 60,000 patients per year. Currently, the ER sees more than 48,000 patients annually, making it Westchester's most active ER.

NAI Friedland Realty ends year with \$24.5 million in deals

NAI Friedland Realty, a full-service commercial real estate firm headquartered in Yonkers, closed sixteen lease and sale transactions during November and December 2009. The combined deals represent nearly 250,000 square feet of space and approximately \$24.5 million. NAI Friedland Realty has been an industry leader for nearly 40 years.

Leason Ellis holds the line on pricing

Following a year in which the firm continued to expand its business and client base by offering competitive pricing, Leason Ellis, a leading IP firm in Westchester, decided not to raise its rates for 2010. Some attorneys in the firm have even reduced their hourly billing rates.

Ms. Jean Swanson wins Sonicare Toothbrush

Ms. Jean Swanson of Smoking Cessation Facilitation in White Plains won the raffle we conducted by Precision Restorative Dentistry at the Mega Mixer Business Expo for a Sonicare toothbrush. Congratulations! Edward Feinberg, DMD, Josephine Furnari, Nadia Ali, and Sandra Pugliese; Precision Restorative Dentistry.

Coming Soon: Small Business Mastermind Groups

Constructive Business Solutions™ is launching professionally-facilitated Mastermind Groups for owners of small & midsize companies. These are membership-based groups of business owners working together to continually improve each other's companies. Applicants will be screened carefully to ensure confidentiality and a good fit. Contact Steve Caccavo at (845) 634-0076 or Steve@ConstructiveBusiness.info.

Fordham Westchester adding B.S. in Business Administration

Beginning September 2010, Fordham University will add the BS in Business Administration to its offerings for adult students at the Westchester Campus. There will also be an accelerated BS/MBA option, in coordination with the Graduate School of Business already operating at the 400 Westchester Avenue location. For more information: Assistant Dean Lynne O'Connell at (914) 367-3302 or lyoconnell@fordham.edu.

Food Bank for Westchester Raises \$85,000 to Feed County's Hungry

The Food Bank for Westchester recently hosted the 14th Annual Take Heart Against Hunger, its Valentine's Day Gourmet Wine Tasting Dinner, at Abigail Kirsch at Tappan Hill. Chaired by Rick Rakow, president and CEO, Rakow Commercial Realty, the event raised \$85,000 to help feed people who are hungry in Westchester.

TAKE IT FOR GRANTED

Swiss Re & Graphite Metallizing renew at Hudson River Museum

The Hudson River Museum, Yonkers, thanks renewed Corporate Members Swiss Re and Graphite Metallizing Corporation, whose employees enjoy free admission, workshops, field trips, and planetarium shows at the Museum year-round. For information on the company and employee benefits of Membership, please visit hrm.com, or call Susan Shoemaker at (914) 963-4550, x217.

APPOINTMENTS, PROMOTIONS AND CLIENTS

Cushman & Wakefield names new CEO

Cushman & Wakefield Inc. recently announced that Glenn Rufrano has been named president and chief executive officer of the company. Rufrano, who will also be appointed to the company's Board of Directors, joined the firm March 22 following the completion of his tenure as CEO of Centro Properties Group. He is based in New York.

Go Visible PR, a full-service PR firm, hires associate

Harriet Lerner, president of Go Visible PR, based in Hartsdale, recently announced that the firm has hired Karen Philippidis as an associate. "Karen is an incomparable resource to our operations. Because of her knowledge of new media, I am thrilled to be working with her," said Lerner.

The Volunteer Center of United Way names new Executive Director

Alisa H. Kesten has joined The Volunteer Center of United Way as executive director. Last year the organization connected over 15,000 volunteers in Westchester and Putnam to 500 nonprofits, service that had an estimated value of nearly \$8 million. Kesten most recently was senior associate at Douglas Gould & Company.

MEMBER NEWS

EZKR announces merger with Zverin & Fischer LLP

EZKR Accounting and Consulting, LLP (EZKR), the leading independent, full service accounting and consulting firm solely based in Westchester, announced that Zverin & Fischer, LLP has merged into EZKR. Alan Zverin, former managing partner of Zverin & Fischer, LLP will join the firm as a partner. The Zverin & Fischer, LLP staff has also joined EZKR.

United Hebrew of New Rochelle names Vice President of Marketing

United Hebrew of New Rochelle, a senior services organization, has named Jean Dunphy as vice president of marketing, with a focus on the nursing home's Presidential Club Suite. Dunphy will also continue her current position as executive director of Willow Towers Assisted Living, part of the UH family of services.

New Members

Advertising

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Ronnie Ram
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Leonard Schleifer, MD, PhD
Regeneron Pharmaceuticals, Inc.
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regeneron.com
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laughoutloudny.com

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brookfieldco.com
Sponsor: Glenn Pacchiana

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(914) 502-1921
seacrestwm.com
Sponsor: Chris O'Callaghan

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CMcWconsult.com

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Mary Ellen Parisi
Maxons Restorations
711 Westchester Avenue
White Plains NY 10605
(914) 235-6767
maxons.com

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Maureen Fallon
The Gym Source
294 Tarrytown Road
White Plains NY 10607
(914) 946-0200
gymsource.com
Sponsor: Michael Lattari

Golf Clubs

Jason Ekaireb
Pound Ridge Golf Club
18 High Ridge Road
PO Box 69
Pound Ridge NY 10576
(914) 764-5771
poundridgegolf.com

Human Resources Consultants

Arlene Meritz
The Meritz Group LLC
22 Middale Road
White Plains NY 10605
(914) 714-3461
themeritzgroup.com

Insurance

Clara Kong
Met Life - Cross Hudson Agency
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Suite 316
White Plains NY 10603
(914) 272-3627
metlife.com

Peter Mouyios
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Company, Inc.
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