



Opportunity



**THE BUSINESS
COUNCIL OF
WESTCHESTER**

EXCHANGE

JANUARY - FEBRUARY 2010

EXCHANGE is the member publication of The Business Council of Westchester. Happy New Year!



Dear Members

Dr. Marsha Gordon
President/CEO

Embrace all of the opportunities available to you

The Business Council of Westchester is optimistic about this new year. I admire our members for their creativity and innovation in the face of adversity, and am proud to say that I believe the Business Council has helped – and will continue to help – our members weather this recession.

Listening to Business Council members talk about their businesses, what's happening, and what they need, is at the core of what we do here. But I know you, and we, also need hard data in order to really track trends and make educated plans for the future.

To help us understand what's happening in our businesses, the Business Council works with Ted Miller of DataKey Consulting, our Board Vice Chair of Small Business, to conduct quarterly surveys of CEO's and business leaders of Westchester-based companies. In December, questions focused on key issues impacting business, and the state of the local economy.

I'm sure it's no surprise that 2009 is a year that most companies are glad to put behind them. At the time, 68% of responding companies projected flat to mostly declining sales revenues for 2009 vs. 2008. When asked what this recession has taught them, 53% of companies unfortunately learned the necessity of how to quickly reduce expenses... and learned new expense reduction methods while doing so.

One very interesting thing is that while businesses are still struggling, our Business Confidence Index – which we've used to track key business metrics such as trends in staffing levels, top line revenues, bottom line profits, Capital spending budgets, and other industry performance data – each quarter for a year... scored a 52 (out of 100) for the 4th quarter of 2009. This is an uptick from the 2nd and 3rd quarter Business Confidence levels which were in the low 40's, and has nearly doubled since the low point of 27 in December, 2008. Another point on the bright side: 71% of survey respondents expect their revenue to either remain the same or increase over the next six months relative to one quarter ago.

Of course, we are eager to survey our members this quarter and throughout 2010 and see if this increase in confidence holds steady and develops into positive change.

This year, I challenge you to take your membership further than you have before. Whether you join a council and attend more meetings, make a few extra introductions at a networking event, or link with us through a social networking site, I hope you will embrace all of the opportunities available to you.

And please... let me know how we can help.



From the Chairman

Join us in the fight to make Westchester a better place to do business

Christopher O'Callaghan
Chairman

In November, Westchester County voters spoke loud and clear – they want leadership that reduces spending and looks for creative ways to increase revenue and brings new opportunities to our county. County Executive Rob Astorino was their choice. His campaign focused on taxes and wasteful spending, and 58% percent of Westchester voters – in a county that is almost 2 to 1 Democrat to Republican – voted for him.

Government (which allows unions and lobbyists to have control over the public servants we elect to serve us) is broken. New York State government is attempting to close a budget gap of over \$3.2 billion at a time when the economy is in recession. Our finest business leaders are tightening their belts, reducing expenses and preparing for the challenges that lie ahead. So must our finest elected officials take extreme (but hopefully responsible) measures to reduce the burden on taxpayers that live and work here.

At The Business Council of Westchester, we are grateful to all of the fine companies that have chosen Westchester as their home, and look forward to working with County government to encourage more businesses to do so. Dr. Marsha Gordon and her magnificent staff work tirelessly to give all of our members a voice, one which is heard loud and clear. As Westchester's largest business membership organization, when we sit down at the table with the voice of 1,200 businesses – and communicate our collective message that government requires reform and the taxpayers demand it – we negotiate from a position of strength.

We ask that you become more involved with us and help us fulfill the Business Council's mission – to enhance economic opportunity for all in Westchester County. We ask that you tell everyone you do business with to join, get involved, and let their concerns be known!

Please take an active role, and join us in the fight to make Westchester a better place to do business. You will meet fantastic people, grow your business, and maybe even have some fun. After all, one of the reasons Westchester County is a great place to live and work is that some of the best and the brightest people in the world are your neighbors... so I invite you to come meet them at our events.

We look forward to working with you in 2010 to accomplish great things!



Peter Herrero, Jr.
Sam's of Gedney Way
White Plains, New York

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AMBASSADOR SPOTLIGHTS

Ambassadors mentor new Business Council members members to ensure you get maximum value from your membership, helping you to meet your business goals.

Need an Ambassador, or want to become one? Contact Meg Curtin at mcurtin@westchesterny.org or (914) 948-2110.



Eli Sadownick

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Eli Sadownick develops and implements strategic marketing plans for small and mid-size companies. His focus is distinguishing clients from their competition and communicating that difference in such a way – based on real evidence, not platitudes – that forces prospects to conclude “they’d have to be absolute fools to do business with anyone else – regardless of price – because of the value brought to the relationship.”

He also helps companies strengthen their Internet presence, developing campaigns to improve their website content, drive website traffic and convert it to additional business.

Eli owns a business license from Dallas-based Y2Marketing, the largest marketing consulting firm in the US. The firm trained him in the use of their proprietary, principles-based Monopolize Your Marketplace system. He is one of approximately 70 MYM Accredited Master Consulting Agents.



Michael Schiliro

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As Vice President, Director of Commercial Lending and Small Business for Community Mutual Savings Bank, Michael Schiliro leads a team of banking professionals that works closely with small business owners and commercial real estate investors in Westchester County.

Michael, who specializes in commercial real estate and relationship management, provides financing for the purchase or refinance of owner-occupied commercial property, and investment real estate loans to purchase or refinance multi-family, mixed-use, or commercial buildings. Helping Westchester’s small business owners has been a tradition at Community Mutual Savings Bank since 1887.

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Photo right:
Manhattanville College's Center for the Creative Arts



Intelligent Land Use

While it's said that it is impossible to please all of the people all of the time, Divney Tung Schwalbe's (DTS) approach to project planning and land use might do just that.

DTS is a team of land use professionals who help clients envision and achieve successful and responsible development projects. They serve a wide range of private and public clients throughout the New York tri-state region and beyond – from corporate headquarters and institutional facilities to residential communities, historic properties and recreational sites.

DTS looks at all aspects of site planning – utilities, grading, landscape architecture, legal considerations, environmental and community impact – and, using all of the available information, helps clients make the best decisions about whether to proceed with a project, and how. That starts by first asking how the land or building will be used... and thinking about how neighbors, local leaders, and the community will be affected.

This balance between the concerns of the client, the community and the environment, while taking into consideration the specific characteristics of a site, define "Intelligent Land Use."

DTS partners Mike Divney, Andrew Tung and Jerry Schwalbe's approach to Intelligent Land Use is guided by their diverse expertise in engineering, planning and landscape architecture. In fact, they've made a conscious decision to keep the company at its current size so they can be involved in every project. Typically, they start projects together, then whoever's expertise is most applicable will take over for

the design, approval and construction phases. Continuously advancing technology also allows the company to be highly productive and work efficiently with its multidisciplinary staff.

Other key factors in the Intelligent Land Use process include an integrated land planning process, consisting of a thorough inventory and analysis of a site's existing conditions; a comprehensive approach to the approval process so that applications can be submitted and reviewed in a coordinated and timely manner; client-oriented project management that keeps the client, outside consultants, and the DTS team informed of progress and developments; and implementation-based design, ensuring that the site concept is feasible and can be executed according to plan.

While going "green" is a trend in many industries, it's vital to Intelligent Land Use, and incorporates much of what DTS was already doing. For instance, when thinking about how to deal with storm water drainage on a site, a traditional method might have been to collect it and send it away. Instead, DTS considers ways to keep it on the site for a longer period of time through use of rain gardens and grass swales – thus paralleling the natural process.

So how do you confirm Intelligent Land Use? According to Andrew Tung, ask yourself one important question: "When a project is done, eventual success focuses on how people will use it and take care of it over time – is it sustainable?"

SPOTLIGHT

From Left to Right:
Andrew Tung, Mike Divney, Jerry Schwalbe





New York Blood Center is looking for organizations in Westchester to organize blood drives.



Please help boost your community blood supply this winter - donate blood!

Log on to www.NYBloodCenter.Org or call us at (800) 933-BLOOD to schedule a blood drive or an appointment to donate.

We simply cannot do it without you. New York Blood Center supplies more than 448,000 life-saving blood products to Hudson Valley, Westchester and New York City hospitals that provide critical care for patients who reside in Dutchess, Orange, Putnam, Rockland, Sullivan, Ulster and Westchester counties. New York Blood Center has been your community *not-for-profit* blood center since 1964.

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Sean Lytle – Strategic Markets Manager
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SPOTLIGHT

THE CLUB AT BRIARCLIFF MANOR

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(914) 923-4050
theclubbcm.com

Photo:

Matt Phillips
President and CEO
Integrated Development Group LLC



Serenity for Seniors

In 2013, seniors seeking a luxurious, amenity-rich lifestyle will have a new option in Westchester: The Club at Briarcliff Manor.

Its tranquil 59-acre setting along the Hudson River is a key element of what will make The Club unique, according to Matt Phillips, president and CEO of Integrated Development Group LLC, the strategic development team behind The Club at Briarcliff Manor. "The site is spectacular," he says, and takes full advantage of the existing landscape. Large areas of open space, walking trails and panoramic views are distinguishing features. In addition to its prime location, modern, luxuriously-appointed common areas, large housing units and unparalleled amenities and services will set The Club apart.

The Club will feature 325 independent living residences: the Upper Village, consisting of 288 one- and two-bedroom apartments, and the Lower Village, containing 24 townhomes and 13 freestanding villas. A 60-unit supportive living center will provide assisted living, memory support and skilled nursing care on-site 24 hours-a-day.

Amenities will include multiple dining venues, a full-service salon and spa, a state-of-the-art fitness center, an aquatics center with heated indoor pool and whirlpool, lodge room with social space, outdoor tennis courts, private library, multimedia business center with wireless Internet, surround sound theater, 24-hour security and extensive walking trails.

As a fee-for-care Continuing Care Retirement Community (CCRC), residents in independent living homes who do not need licensed care are not charged for it. Those needing assisted living or skilled nursing will pay for that care on a daily or monthly basis through an appropriate insurance policy or personal finances.

MARY GIBBONS GARDINER, CRPC®

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Photo:

Mary Gibbons Gardiner, CRPC®
Financial Advisor



The Best Time Is Now

For Mary Gibbons Gardiner, being a financial advisor is about helping people build wealth to last a lifetime – and beyond.

Mary's diverse clientele includes high net worth individuals, intergenerational families and small business owners. She looks at their "world" from a holistic point of view in order to understand their dreams and goals. Then, she creates and implements an investment and planning strategy, working to mitigate risk along the way. As a Charter Retirement Planning Counselor (CRPC®), Mary is knowledgeable about new trends in retirement planning; but she does more than just keep herself up-to-date. She educates her clients and community during speaking engagements on a wide range of financial topics, including women and investing, market updates, and retirement planning.

There's no doubt that the economy has changed the financial planning business. It's a difficult time in the market, which may cause people to question their financial goals. "I say that while these are historical times, they need not be hysterical times," explains Mary. "The last year just goes to prove that people should have a plan and a go-to person, an acting CFO of the family and/or business."

According to Mary, it's never too early – or too late – to plan. However, it can be especially critical when there's a transition – if your job or marital status changes, or if there's a new child or grandchild in the family. "The best time is always right now."

Mary Gibbons Gardiner is a financial advisor with Morgan Stanley Smith Barney LLC in their Purchase branch office.

**HOSPICE & PALLIATIVE CARE
OF WESTCHESTER**

311 North Street, Suite 204
White Plains, NY 10605
(914) 682-1484
www.hospiceofwestchester.com

Photo:
Kate Colburn
Executive Director



A Hand To Hold

With 59 employees, 60 volunteers and a “fabulously hard-working Board of Directors,” Hospice and Palliative Care of Westchester eases the pain, minds and burdens of more than 120 patients (and their families) every day.

A private, not-for-profit agency that provides comprehensive health care services to people with an advanced illness who live in Westchester County, Hospice’s programs and services are available to people of all ages with any diagnosis. Hospice staff and volunteers work in homes, assisted living facilities, nursing homes and hospitals.

Medicare covers all the costs of care for 88% of the patients, but no one is turned down for services if they are underinsured or uninsured. “The health care system is built around the haves and the have-nots, but we’re bound and determined that people who don’t have coverage and want to be home are not denied care,” explains Hospice Executive Director Kate Colburn. “We think we do a really good job helping people.”

Volunteers are a critical part of the organization’s ability to accomplish its mission of providing extraordinary and dignified comfort, care and compassion to every individual and family facing a serious or life-threatening illness. Aside from a Federal mandate that they provide at least 5% of direct services, volunteers comfort patients by reading, talking, or just being a presence; and give much-needed respite to caregivers.

“People receiving hospice and/or palliative care have three spiritual needs,” Kate says. “A connection to themselves, a connection to a power greater than themselves, and a connection to the community at large... that connection to the community is what our volunteers provide.”

Come Talk with Us

If you or your business have financial problems or concerns, give us a call.

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Kudos

Bernard A. Krooks named to Best Lawyers List

Bernard A. Krooks, of Littman Krooks LLP, has been named one of The Best Lawyers in America for the fourth year in a row, in recognition of his pioneering role in the area of elder law. He is also president-elect of the Estate Planning Council of Westchester County.

Hudson Fusion wins ten American Graphic Design Awards

Hudson Fusion LLC was a top award winner in the 2009 American Graphic Design Awards. The competition is among the most prestigious in the industry. Hudson Fusion was among the 15% that were recognized, capturing awards for corporate identity, websites, promotions and more. For more info: www.hudsonfusion.com/portfolio/awards.

Westchester Library System receives Corporate Citizenship Award

Westchester Library System's (WLS) Office of Community Connections (OCC) was recently honored at Westchester Disabled On the Move Inc.'s 25th Anniversary Spirit of Independence Award Gala. OCC Director Robin Osborne accepted the Corporate Citizenship Award, which recognizes WLS' ongoing commitment to promoting educational and community services accessible to all citizens.

Wayne Libonati named Top 250 Managed Service Executive

Wayne Libonati, President of Performance Connectivity, was named as one of 250 leading executives and experts shaping the global managed services market by MSPMentor. Performance Connectivity, Inc., aka PCI, is a Westchester-based provider of managed services and technology consulting that proactively manages and maintains business computer networks. Visit <http://www.p-connect.com>.

Notable

Boys & Girls Club of Northern Westchester's Golf Tournament raises 40K

The 15th annual Golf Tournament for the Boys and Girls Club of Northern Westchester was a huge success, raising \$40,000 for the Club. Proceeds generated from the tournament go directly towards the Club's programs and annual scholarships. Entergy, a longtime supporter of the Club's tournament, was this year's platinum sponsor.

Westchester Library System's 50th honors local library champions

The Westchester Library System's golden anniversary year culminated in a special 50th Annual Meeting recognizing three Westchester library champions with awards for innovation, support, and service. Honorees included Uno Chicago Grill owners Greg and Pat Keenan, the Friends of the North Castle Public Library, and Somers resident Jean Reidy.

Dahlia Web Designs LLC expands its services

Dahlia Web Design's focus is website/Internet marketing strategy and design services. Under SurefireOrganization.com, the company offers business services, and has now expanded with a children's focus: GreatKidsCorner.com online store for kids' furniture, RecommendedReferrals.com, a directory of businesses offering children's products and services, KidsLoveTo.com to recognize children's achievements. Most recently, Collectibles4Baseball.com offers authentic baseball products.

Neuromuscular and Massage Therapy at Club @ 1133 Sports & Fitness

Tom Kleinman from Canyon Ranch in Lenox, Mass. is now offering neuromuscular therapy and a wide range of therapeutic massage treatments on Fridays at Club @ 1133 Sports & Fitness at 1133 Westchester Avenue. Club membership is not required. Kleinman also provides Thai, Shiatsu, deep tissue, Swedish and sports massage.

AMR Staffing starts a general labor division

AMR Staffing has started a general labor/warehouse division in New York as well as Florida. The Westchester-based company put 18 people to work in December 2009.

Hudson Fusion makes holiday donation to National Cancer Alliance

In lieu of gift-giving this past holiday season, Hudson Fusion opted to make a donation on behalf of their clients to the National Cancer Alliance. The organization provides cancer information and supports people touched by cancer through www.cancersociety.com. For more info go to hudsonfusion.com/news/index.html.

What's in a Name?

Westchester Medical Group is now WESTMED Medical Group

The Westchester Medical Group of White Plains, a large multi-specialty medical practice with over 150 physicians, has announced its new name, WESTMED Medical Group. Business leaders of the practice say the new name is modern, concise and was chosen to lessen confusion with other practices that have Westchester in their name.

Take it for Granted

New York Life Foundation gave \$300K to Westchester not-for-profits in 2009

In 2009, The New York Life Foundation announced grants totaling \$300,000 to seven Westchester nonprofit organizations that target young people. The grant recipients were: Historic Hudson Valley, Jewish Child Care Association, Jewish Council of Yonkers, Port Chester Carver Center, The Guidance Center, The Volunteer Center of Westchester, and Westhab.

WCC's Professional Development Center receives program grant

The Professional Development Center, one of Westchester County's leading training consulting firms, was awarded a \$7,500 Workforce Development Training Grant by the State University of New York. The grant will be used to conduct training for Co-Communications, a full-service public relations and marketing firm headquartered in Mount Kisco.

Food Bank for Westchester receives \$10,000 Grant

The Food Bank for Westchester (FBW) received a \$10,000 grant from the ShopRite Partners in Caring Fund of the Community Foundation of New Jersey. "These funds enable us to help supply our member food pantries and soup kitchens to feed hungry Westchester residents," said Food Bank Executive Director Christina Rohatynskyj.

Westchester Library System receives \$2,500 grant from Con Edison

The Westchester Library System recently received a \$2.5K grant from Con Edison to promote environmental awareness in Westchester teens. "Imagining a Greener World Through Reading" participants will examine the environmental issues that impact their daily lives through works of fiction. The program is free for a culturally diverse audience of teens.

ConEd supports School's Out, Stars Are In at Hudson River Museum

Hudson River Museum, Yonkers, announces ConEdison's support of the School's Out, Stars Are In Program for Hudson Valley History Week in December and Henry Hudson River Week in March/April. The grant will enable youth to participate in tours, workshops, and planetarium shows during school breaks. For information: (914) 963-4550.

Appointments, Promotions and Clients

Mitchell G. Rubin joins Westchester Agency, an office of MetLife

Westchester Agency, an Office of MetLife, is pleased to announce Mitchell G. Rubin, CFP®, managing director. Westchester Agency is a financial services firm with over 70 associates. Mitchell plans to create 20 new positions over the next year. Metropolitan Life Insurance Company, 200 Park Avenue, New York, NY 10166

Christopher J. Capelli joins Leason Ellis LLP

Christopher J. Capelli, an intellectual property attorney with many years of experience as a corporate executive managing large global IP portfolios, has joined Leason Ellis LLP, the largest IP law firm based in White Plains. Capelli most recently was chief intellectual property counsel for MeadWestvaco Corporation and before that he was assistant general counsel at Pitney Bowes Inc.

Resource Development Counsel adds new clients

Resource Development Counsel (RDC) has been engaged by Legal Services of the Hudson Valley to assist the launch of their board development program. Other recent clients include Hope's Door and Advocates for Community Enterprise. RDC founder Rob Miss attributes the firm's new business to referrals from Business Council members.

Girl Scouts Heart of the Hudson, Inc. names new CEO

Pamela I. Anderson has joined Girl Scouts Heart of the Hudson, Inc. as chief executive officer. The organization serves 32,000 girls and 15,000 adult volunteers in seven counties throughout the lower Hudson River valley. Previously, Anderson was a managing director and market manager for asset management at JP Morgan.

New Members

Local staffing expert appointed to Workforce Investment Board

Career and staffing consultant Rich Greenwald has been appointed to the Board of Directors for the Westchester/Putnam Workforce Investment Board. Greenwald is president of The Concorde Group, a 25-year-old job placement agency consisting of three companies: Concorde Personnel, Concorde Search Associates and Concorde Temporary Staffing.

Joseph Tripodi is new Director of Sustainability at Purchase College

Joseph Tripodi of Pound Ridge is the new director of sustainability at Purchase College. He will coordinate the College's efforts concentrating on alternate fuels and vehicles, sustainability education across the curriculum, renewable energy, energy-recapture technologies, and the recycling process. He will work with various groups to expand research and community outreach.

Music Conservatory of Westchester elects president and trustee

The Music Conservatory of Westchester's Board of Trustees recently elected Siew Leng Chuah (of Chappaqua) as president. Larry Slattery (of Chappaqua) was also welcomed as a trustee. Both have children enrolled in the Conservatory, a non-profit community arts school based in White Plains. Executive Director Carol Shiffman made the announcement.

Artgig Launches Winterstail.com for Turtle Pond Publications

Winterstail.com is the companion website to the children's book "Winter's Tail," the true story of a baby dolphin who is injured in a crab trap but learns to swim again with the help of a prosthetic tail. The site features interactive games and activities to inspire and educate visitors.

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