



THE BUSINESS  
COUNCIL OF  
WESTCHESTER

# EXCHANGE

OCTOBER 2010





Dr. Marsha Gordon

## President's Note

Welcome to EXCHANGE, The Business Council of Westchester's member publication. We are honored to be included within 914Inc, and congratulate the team at Westchester Magazine for creating another incredible publication.

For those of you we're "meeting" for the first time, we welcome this opportunity to introduce you to The Business Council of Westchester - the county's largest business membership organization - and the diverse array of companies and organizations we serve. We're here to help businesses of all sizes - in all industries and in any stage of the life cycle - market, learn, advocate and grow.

To do that, we spend a lot of time listening to our members and responding to their needs. When they tell us about the challenges they're facing due to the rising cost of conducting business in New York State, we seek new ways to make their voices heard in our state and nation's capitals; deliver their strong messages of concern to elected and appointed officials and present them with platforms to say what's on their minds directly to their representatives; and introduce them to candidates seeking office.

With 72% of our members relying on referrals and networking as their top method of lead generation, the Business Council has a LASER focus on providing myriad opportunity for both. As just one example,

we sit down with members on a daily basis to learn about your businesses and make personal referrals. In fact, we've done exactly that with nearly 500 companies already this year.

We also work hard to communicate effectively. Having doubled our following this summer, we engage nearly 1,000 members of the regional business community on Facebook and Twitter, while 600 of our own members are sharing ideas, contacts and business leads with each other on LinkedIn.

We all know it's still tough out there. That's why the Business Council works so hard to provide you with the tools you need:

- Direct referrals
- Business development opportunities
- Resources
- Advocacy
- Education

...and so much more.

I hope you enjoy our EXCHANGE publication; if you would like to learn more about the Business Council or our members, I encourage you to friend us, follow us, visit our website, or come in and sit down with our membership team.

Be prosperous!  
*Dr. Marsha Gordon*

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- Official Sponsor 2010 MEGA MIXER Business Expo
- The Business Council of Westchester Breakthrough Member



1-800-BROADVIEW | [www.broadviewnet.com](http://www.broadviewnet.com)

# JUST RELEASED: THE FACTS ABOUT THE BEST WAY TO PROTECT THE HUDSON'S AQUATIC LIFE.



The NY Department of Environmental Conservation staff wants cooling towers to be built at Indian Point. They believe cooling towers are necessary to protect fish eggs and larvae in the Hudson River. We at Indian Point share the goal of protecting the Hudson environment, but have a smarter solution—a technology that is far more effective over time and far less disruptive than cooling towers.

## COOLING TOWERS VERSUS WEDGEWIRE SCREENS

### *Why cooling towers don't make sense.*

Each cooling tower would be 17 stories high, seriously impacting our scenic Hudson shoreline. Cooling towers would also release more than 100 tons of particulate matter into the air, and they'd take at least 15 years to permit and build.

### *Why Wedgewire screens are the smarter solution.*

Wedgewire screens are installed underwater, so they're not visible. Wedgewire screens are non-polluting. And they could be installed within 5 years—at least 10 years sooner than cooling towers.

The DEC and Indian Point share a common goal. But we also believe there's a smarter solution—one that will protect the Hudson's environment and ensure the continued flow of 26 percent of New York City and Westchester's power supply. Isn't it obvious? Visit [SafeSecureVital.com/the-smarter-solution](https://www.SafeSecureVital.com/the-smarter-solution) to find out more about Wedgewire screens.

*Safe. Secure. Vital.*

**Indian Point Energy Center**



Christopher O'Callaghan

## From the Chairman

As I approach the end of my term as Chairman of The Business Council of Westchester, the advice I gave when I was chosen to lead this organization is even more important now than it was in January, 2009: "Get Involved."

The BCW's integrated business growth system – "Growthonomics" – allows you to customize your participation, choosing strategies to help market your business, learn best practices and tactics to succeed, advocate for a better business environment, and grow your business or organization.

To market your business, consider event sponsorship for unparalleled visibility with pre-event marketing and day-of-recognition at dozens of BCW events. Alternately, consider a website sponsorship to get your company's name and web link in front of every business person who visits our site. Of course, our membership directory (both print and online versions) and direct referrals are also valuable marketing tools.

The BCW offers a number of councils tailored to the functional or industry interests of our members – human resources, marketing/communications, not-for-profit, and solopreneurs – where members can share best practices and learn from each other. And why not take your business to the next level by enrolling in the Academy for Entrepreneurial Excellence, an intensive 15-week program featuring personal

instruction, professional coaching, business planning and more?

Our Governmental Action Council spearheads our advocacy efforts and is responsible for setting our legislative priorities, which are reviewed annually and published as part of our Legislative Agenda.

To grow your business, the BCW offers many options, including numerous showcase events, recognition galas and tradeshow that draw national speakers and overflow crowds where members can make new contacts and solidify existing relationships. Specific programs are available to new Council members who are mentored by our Ambassadors' Club to ensure they get the maximum value from their memberships; to small business owners who have the opportunity to meet representatives from Westchester's large and mid-size corporations; and to new or growing businesses that can benefit from one-on-one counseling through the Small Business Development Center.

As my term comes to an end in December, I am grateful for the opportunity of serving as your Chairman. I want to thank our Board of Directors, President & CEO Dr. Marsha Gordon and her staff for all their hard work and support during the past two years.

**Christopher O'Callaghan**  
Senior Director, Cushman & Wakefield

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\*Brooklyn location pending approval of the New York State Education Department.



## Christine Perez

B.B.A. in Fashion Marketing and Management,  
Class of 2006

*"I always had a passion for the fashion industry and I dreamed of making it my career. I looked at a number of different programs, but I chose Berkeley College's Fashion Marketing and Management program because I knew that they would prepare me for a wide variety of jobs in the industry...and they did.*

*Internships are a key part of the program, and I landed an amazing one with Tommy Hilfifer. Berkeley also provided me with the opportunity to participate in trendy events like Fashion Week in New York City. Now I have the job of my dreams thanks to Berkeley College, and I couldn't be happier."*

# MEMBER SPOTLIGHT

## **Keevily Spero Whitelaw, Inc.**

500 Mamaroneck Ave  
Harrison, NY 10528  
(914) 381-5511  
www.keevily.com

### **Pictured:**

Thomas F. McEvily III, CPCU - President  
Kenneth W. Kaufman, CPCU, CLU ChFC – CEO  
Michael J. McEvily, CPCU – Secretary/Treasurer



## Personalized Protection

According to Albert Einstein, “the only source of knowledge is experience.”

So, if you consider experience a factor when choosing an insurance provider, bear this in mind: When Keevily Spero Whitelaw (Keevily) was formed in 1983, its parent companies already had more than 100 years of it between them.

Clients, who come to Keevily mostly via referrals and networking, rely on the company for personal insurance; commercial property and casualty insurance including workers’ compensation; life insurance, group benefits and business continuity planning. Keevily specializes in high-tech industries, financial planning, insurance for the construction industry, and workers’ comp safety groups (plumbing and heating/HVAC/mechanical contractors; electrical contractors; dairy products manufacturing and distribution; sanitation and recycling industry).

Keevily’s services are as diverse as their clients need them to be. “For example,” explains CEO Ken Kaufman, “we cover the \$100 million building with seven different insurance companies providing different layers – and we also cover all the insurance needs of the 5-person medical office.”

Still family-owned, with nearly 70 employees, Keevily is now governed by a Board of Directors that keeps the company looking forward “rather than in the rearview mirror.” That perspective, along with an exceptionally low turnover rate, combine to make Keevily unique among insurance providers. In fact, many employees stay for decades, and at least two have celebrated 50<sup>th</sup> anniversaries with the company. “We work really hard at creating an environment that’s welcoming. We have great people on our

team, and they help us build strong, long-term relationships with our clients,” says Ken.

So how do these factors translate into a benefit for clients? The employees at Keevily possess a tremendous amount of intellectual capital and experience – much of it accumulated over decades and passed down through generations – that goes to work for clients. It also doesn’t hurt that, according to one source, they have more CPCUs (Chartered Property Casualty Underwriter: the premier designation in property casualty insurance and risk management) in one office than any other private insurance broker in the region.

“We believe that an insurance program is a byproduct of a thoughtful process,” explains Ken. “Knowledge helps drive decisions, and we help educate our clients. You don’t just buy a product... there’s a reason ‘this’ works better than ‘that.’”

After all, insurance is a funding mechanism – not a disaster recovery plan. “When you call us at 2:00 am, we want to have good answers. The right answers. The answers that help you.”

Paying clients aren’t the only ones who benefit from Keevily’s expertise. The company has been donating services (among other things) to the New York Foundling Hospital since the 1940’s, and to Westchester-based Abbott House for 20 years. Keevily saved the hospital \$1 million in the 1990’s alone by managing their workers’ compensation program.

“We were all raised here, we moved our business here, and are raising our children here,” explains President Thomas McEvily III. “We’re part of the community.”

# MEMBER SPOTLIGHTS

## Mental Health Association of Westchester County

2269 Saw Mill River Road  
Building 1A  
Elmsford, NY 10523  
(914) 345-5900  
www.mhwestchester.org

### Pictured:

Dr. Amy Kohn, CEO/Executive Director

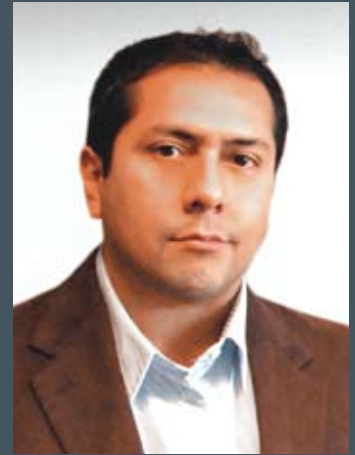


## Knowtorious Deals

246 Crest Drive  
Tarrytown, NY 10591  
(888) 595-6550  
www.knowtoriousdeals.com

### Pictured:

Sandro Ore, Founder and CEO



## Always Ready to Help

From the schoolyard to the nursing home, there's an agency in Westchester that's advocating for the mentally ill every step of the way.

Founded in 1946, The Mental Health Association of Westchester County (MHA) is a not-for-profit organization dedicated to promoting mental health through advocacy, community education and direct services for children, adolescents, adults, seniors and families.

As one of the only agencies in the county devoted solely to mental health, some of MHA's consumers are among the most seriously and persistently mentally ill. "We've always been the safety net of mental health services, serving the folks that others might not," explains CEO/Executive Director Dr. Amy Kohn. "I've always asked myself: if not MHA, who?"

With 90% of funding coming from government sources, MHA's greatest challenge is staying true to its commitment to serve anyone – regardless of their ability to pay – while facing the economic reality of diminishing resources. "That one keeps me up at night," Amy says.

Despite the economy, Amy is proud that the organization continues to expand into more communities than ever. "We're being more creative about how we're providing services, and to whom."

The organization's biggest accomplishment of late is an agency-wide transformation to person-centered services, for which MHA was recognized by the New York State Office of Mental Health. A complete culture change, the process requires ongoing training of every employee, from clinicians to the billing and HR departments.

As for the business community, MHA stands ready to help. Amy has staff available to visit businesses and speak with managers and employees about common mental health issues such as anxiety and depression, and when and how it might be appropriate for an employer to intervene.

## A Deal A Day

We all "know a guy" who can get us a great deal, right? Well, now that guy has a name... and a website.

Pigford Banks is the digital mascot of KnowtoriousDeals.com – a social commerce website that matches consumers with products and services offered for a limited time, at a large discount.

"Our business is built on harnessing the power behind social media and social networks," says Knowtorious Founder Sandro Ore.

How does it work? Each day, Pigford offers consumers the opportunity to "buy a deal" in the form of a coupon voucher. For instance, recent deals have included 50% off a 30-minute batting session at Sportime USA (28 sold), \$25 worth of ink and toner from Cartridge World for just \$10 (18 sold), and \$5 cheese fondue for two at The Melting Pot (20 sold). Spa and golf discounts are also popular.

Participating businesses benefit from increased exposure; each deal is emailed to Pigford's contacts (currently about 2,500 people), featured on knowtoriousdeals.com, and shared through a variety of social media channels. The best part, according to founder Sandro Ore, is that with no fee to create the website feature and advertise the deal, it's "virtually risk-free for merchants." That comes in handy at a time when companies are keeping an especially keen eye on marketing budgets.

Despite the recession, Sandro insists it's actually an exciting time to start a business. "In times of adversity, creativity is what drives change and success," he explains. "Ultimately, you are only as limited as your imagination."

# MEMBER SPOTLIGHT

## WESTMED

### Medical Group

2700 Westchester Avenue  
Purchase, NY 10577  
(914) 682-0700  
westmedgroup.com

#### Pictured:

Barney D. Newman, MD  
Medical Director  
Simeon A. Schwartz, MD  
President  
WESTMED at 1 Theall Road, Rye



## Smarter Medicine

Imagine: You receive a letter in the mail reminding you it's time for your annual physical. When you call to schedule the appointment, a friendly professional promptly answers the phone, and verifies that your insurance will cover the visit. When you arrive at the doctor's office, your medical records from other departments are accessible electronically at the touch of a button. When you leave, they're updated accordingly.

Sound too good to be true? If you were a patient of WESTMED Medical Group (WESTMED), you wouldn't have to use your imagination at all.

Founded in 1996, WESTMED is a physician-owned and managed multi-specialty group practice. Patients are served in 14 office locations throughout central and lower Westchester: White Plains, Purchase, Rye, Scarsdale, Eastchester, Bronxville, Riverdale and Yonkers; White Plains and Rye are also home to urgent care facilities with the same diagnostic capabilities as a hospital, including general x-ray, CT scan and laboratory testing.

"There are three things people will notice when they walk in the door, that will give them an immediate sense that we're different," explains WESTMED President Simeon A. Schwartz, MD. "We feature a large number of providers under one roof, we're paperless and filmless, and we strive for a good customer service experience."

These and other innovative practices create a seamless coordination of patient care.

On a mission to "enhance the health of our community," WESTMED seeks to be the best place for patients to receive care, for physicians to practice medicine, and for employees to work. And if the company's expansion is any indicator, it's a goal that resonates with their patients. WESTMED has experienced annual growth of 15-20% in number of physicians and revenue in the last four years, and is on track to end 2010 with 175 physicians (and 650 other employees).

There's still plenty of room to grow, according to Medical Director Barney D. Newman, MD. "Southern Westchester has a dense population that isn't adequately served." To solve that problem? As of spring 2011, an 80,000 square foot facility in Ridge Hill in Yonkers, which will house all of WESTMED's specialties, plus radiology, urgent care, and labs.

WESTMED's patients are often impressed with the comprehensive scope of services available at one location, and that's no accident. "We work hard to provide convenient, efficient service," says Dr. Newman. And there's no guesswork involved in the customer service. Two years of patient satisfaction surveys guide employee training and ensure that patients' interaction with staff and physicians is professional and warm.

But while the experience is important, it's the quality of care that's paramount. At WESTMED, technology plays a large role in ensuring that quality. All 14 offices share electronic medical records (EMR's) – so whether a patient is seeing their primary care physician, visiting a gastroenterologist, or walking into urgent care, their comprehensive medical history is readily available.

"It's one of our outstanding features," boasts Dr. Newman. "In 2002, when less than 5% of physicians were using EMR's, we implemented it practice-wide."

Nationally recognized for their innovations, WESTMED is now one of the top "show sites" for EMR's, and partners with the creators to develop changes and help test new software.

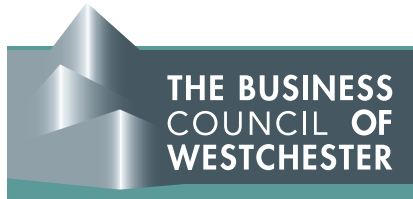
The technology doesn't stop there. Analytic business intelligence tools allow WESTMED to produce reports they use to encourage patients to proactively manage their preventative care. That's the letter reminding you to get your physical. And when you call...

# Involvement > Connections

## The Business Council at work...

The Business Council of Westchester (BCW) provides connections and growth for members who are actively involved. Here's an illustration of how Datakey Consulting used BCW resources to realize tremendous business growth in just six years.

### Just the Facts



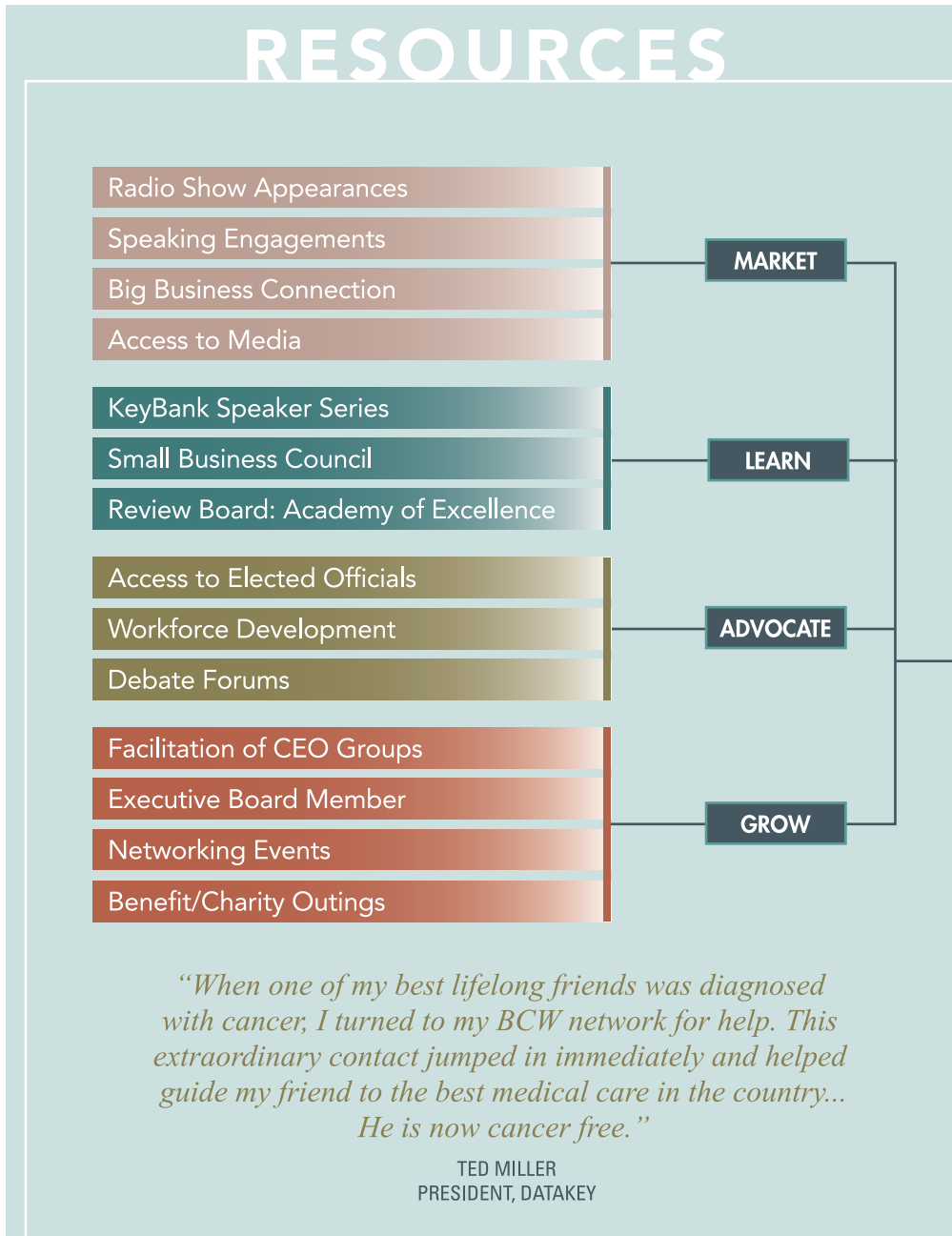
- 1 Membership
- 3 Committees
- 6 Years





- 11 Employees\*
- 15 Fortune 1000 Companies
- 30 Concurrent Projects
- 40 Different Industries
- 70 Client Companies
- 100's Of Leads
- 250 Completed Projects†
- 1,000 Key Contacts
- 10,000 Referral Sources

\* From Start-Up in 2004  
† Multi-month Engagements



**Q:** DataKey has had tremendous growth in its first six years. How do you connect that growth with The Business Council of Westchester?

**A:** An amazing **86%** of DataKey clients (mid-sized to Fortune 500 companies) are either directly or in part due to our BCW involvement.

# > Growth

## what can we do for you?

### BUSINESS



The Business Council of Westchester (BCW) is the county's largest and most influential business membership organization. Committed to helping businesses market, learn, advocate, and grow, members are encouraged to actively participate in order to maximize their results. The Business Council also acts as an information resource for the business community and government leaders at all levels.

For more information call Pat Nicolais at (914) 948-2110



DataKey Consulting, LLC, formed in 2004 by Ted Miller, is one of the fastest growing management consulting firms in Westchester. With offices in New York and California, DataKey works with the executive management of mid and large-sized companies to provide:

#### Strategic Planning

- Long Term Planning/Short Term Goal Alignment
- Go-to-Market Strategy (4P's)
- Brand & Product Roadmaps
- Marketing & Business Development Strategy

- Business Scenario Planning
- Culture Design & Org. Structure

#### Business Intelligence & Analysis

- Market Research/Analysis
- Industry/E-Scans
- Competitive Analysis
- Stakeholder Satisfaction Surveys

#### Strategy Implementation

- Business Process Excellence
- Program and Project Management
- New Product Development
- Metric Dashboard Design
- Marketing & Communications
- Leadership Coaching & Training

For more information about DataKey go to [www.datakeyconsulting.com](http://www.datakeyconsulting.com) or call (914) 945-8808.

2004

2006

2008

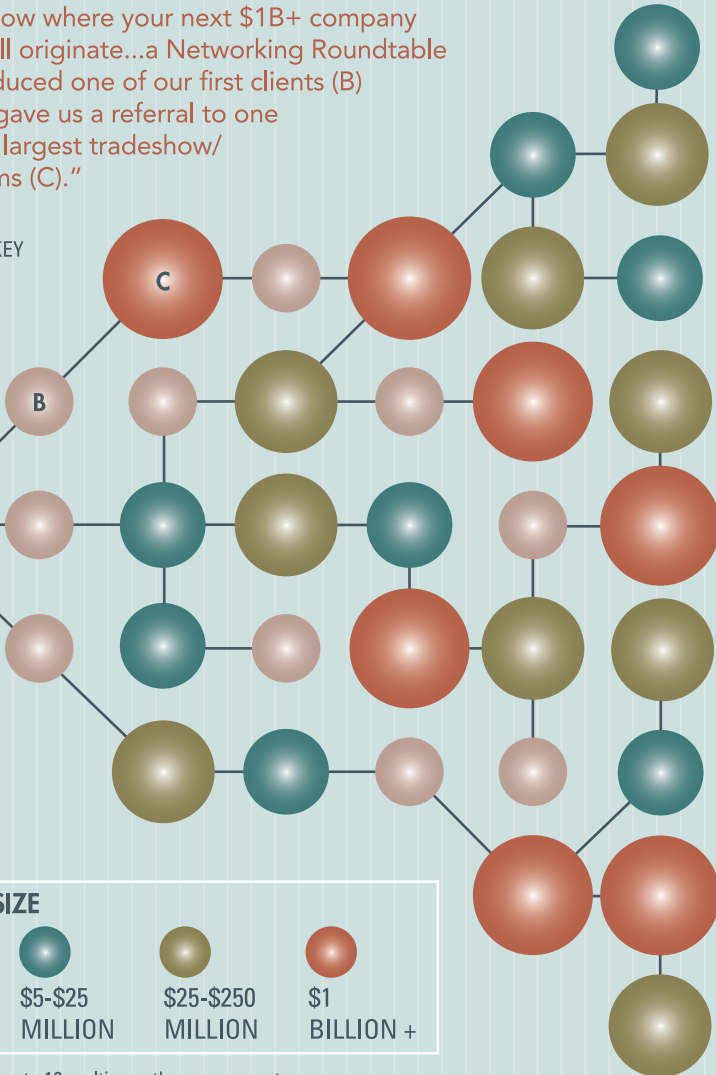
2010+

"You never know where your next \$1B+ company connection will originate...a Networking Roundtable event (A) produced one of our first clients (B) which in turn gave us a referral to one of the world's largest tradeshow/publishing firms (C)."

TED MILLER  
PRESIDENT, DATAKEY



First  
BCW  
Networking  
Event



#### BUSINESS SIZE



<\$5  
MILLION



\$5-\$25  
MILLION



\$25-\$250  
MILLION



\$1  
BILLION +

Each circle represents 10 multi-month engagements

Q: Obviously, DataKey provides tremendous value to its clients; how do you measure your return on membership investment?

A: Over the past 6 years for every \$100 DataKey has invested in the BCW, we have received \$10,000 in business.

# How's Business?

A roundtable discussion with Westchester's Rising Stars 40 under 40 Alumni



## About the facilitator:

Daryl Bressler Brenner is a seasoned marketing research expert who spent more than 20 years at Fortune 500 heavyweights Hasbro Toys, Parker Brothers, and Anheuser-Busch. Daryl's experience with many high profile brands - including Monopoly, PBS, Budweiser, Playskool, Sea World, and Busch Gardens - has given her a broad and deep understanding of leisure industries, consumer goods and services. Her current client roster, as owner and director of Stratosphere Research, includes theme parks, apparel companies, media companies, resorts, and universities.

## Participants:

**Steve Abbattista**  
OLA Consulting Engineers, PC  
Class of 2009

**Robert Cioffi**  
Progressive Computing  
Class of 2004

**Timothy Donohue**  
CB Richard Ellis  
Class of 2007

**David Calabrese**  
Better Homes and Gardens Rand Realty  
Class of 2010

**Jamie Johnson**  
Pelham and Split Rock Golf Courses  
Class of 2010

**Dylan Wood**  
Berlin Productions  
Class of 2010

**Jason Friedland**  
Schleppers Moving & Storage  
Class of 2009

**Patrick Halloran**  
O'Connor Davies Munns & Dobbins, LLP  
Class of 2006

**Melissa Thornton**  
Limousine Service of Westchester  
Class of 2009



Melissa



Robert



Dylan

## Economics of 2010: The recovery is here, even if not yet realized financially

**Melissa:** 2010 is better than '09, but not nearly where it's supposed to be.

**Robert:** 2009 was a "hold your breath" year, and that's why we're seeing everything happening now. People delayed projects.

**Dylan:** We're getting a lot of new potentials, but it hasn't turned into a great bottom line yet.

**David:** The tax credit for first-time home buyers, which ended in June, changed the market. The first six months of the year is like the whole year.



David

## Staffing: Finding and retaining employees during tough times

**Jamie:** There are a lot of over-qualified people coming into apply for an hourly position.

**Pat:** Retention of staff has changed. We used to keep people two to three years. Now, they may stay closer to four years.

**Robert:** We decided to keep all our employees on staff. I will reap those rewards this year, next year, and the following year.



Pat



Jamie



Robert



Robert

## Challenging Times: Although business is improving, the environment is challenging

**Robert:** There's pressure to do more with less.

**Pat:** We're doing more work for the same dollar.

**Jason:** We're seeing people not paying their storage bills, and saying "just sell my stuff."

**Jamie:** There's a lot of hand-holding going on. We're spending more time with the client.

**Steve:** It used to be 10 engineers looking at a project... now there are 50.

**Tim:** We're seeing tremendous commercial moves, but it's not just companies going from Box A to Box B. There's less volume of base tenants, and we have to realize the trickle-down. Fewer employees, less rent, lower fees, smaller tax base...



Jamie



Pat



Steve



Jason



Tim



Steve



David

## Marketing: Social media, economy changing the marketing landscape

**Dylan:** Social media is finally starting to mature. This year, people aren't asking why they need social media. They're asking how they can make social media work for their businesses.

**Jason:** *All* of our marketing efforts now have to be measurable.



Tim



Dylan

## 24/7 Effort: Entrepreneurs must be "on" all hours of the day

**Steve:** There aren't a lot of \$50 million construction projects going on. There are a whole lot of \$1 million projects. Doing smaller projects faster means more activity and a higher stress level.

**Tim:** The world is just different now. All our businesses are 7/11s - we're all 24 hours a day. The client expects it.

## Change is good: Going green, embracing new technology

**David:** I now use an iPad for listing presentations

**Steve:** We're using a document management system and trying to go paperless.

**Melissa:** We use vehicle tracking systems; we know when a vehicle is idling.



Melissa



Jason



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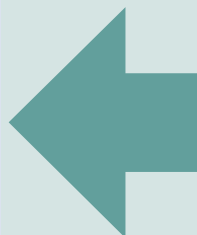
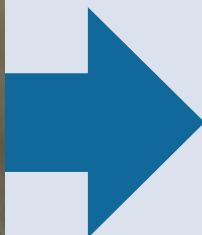
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# GOOD POINT

## Two professionals weigh in...

When hiring a new employee, should you invest in someone with more experience or less experience?



If the hire is a new member of the team, rather than someone who has been hired from within the company, I suggest opting for the candidate with more experience.

Individuals with more job experience are less likely to move around from job to job, and they understand the importance and benefits of loyalty to a company. Someone with less experience may continually seek out “the next best thing.”

Candidates with more experience also understand corporate cultures, having likely been through both positive and difficult or challenging times within another organization. Therefore, they likely know how to better adapt to new cultures and organizational structures. Experienced workers also understand the value of being employed at a good company with a positive culture.

Additionally, the learning curve in a new job is much lower for an employee with significant experience. Not only is the employee able to get up to speed on the job function and reach an understanding of responsibilities much faster, but that in turn, creates a profit center within a shorter period of time. An employee in the same position with less experience may seek others for help and support, thereby taking them away from their own job functions, creating a loss for the company.

Lastly, a new hire with years of experience can act as a mentor and bring a new level of leadership to those who need it. In addition to the job experience, some of that leadership may be with life experience and can be addressed through how things within a corporate culture work.

*Rich Greenwald is president of White Plains, NY-based Concorde Staffing Group. Throughout its 25-year history, Concorde has served companies of all sizes and successfully placed thousands of permanent and temporary staff.*

Reach him at [rgreenwald@concordepersonnel.com](mailto:rgreenwald@concordepersonnel.com).

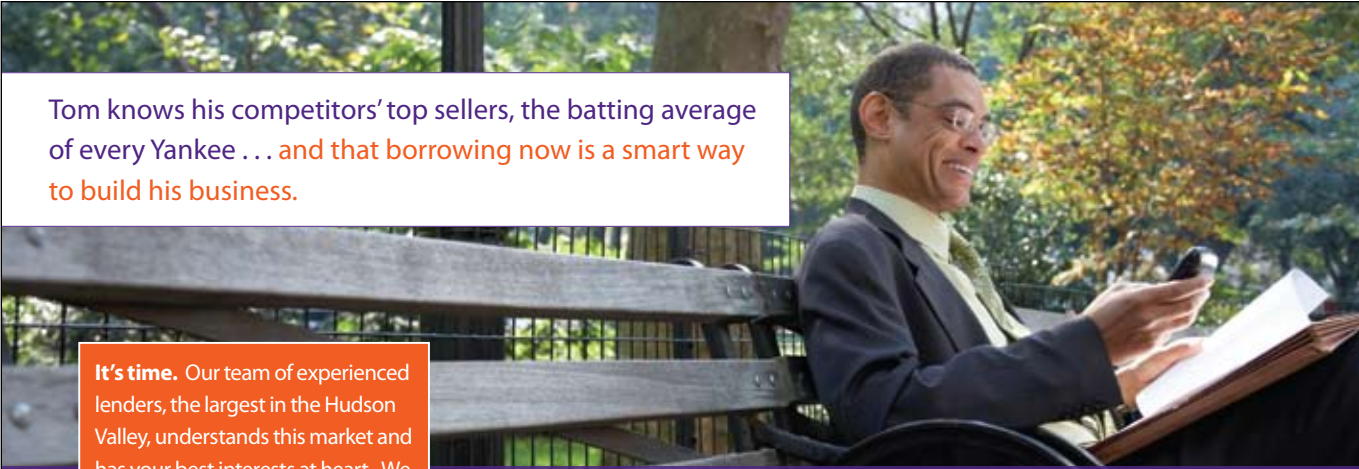
You have hired the ideal candidate. His references are stellar, salary requirements are well within the range and his experience is on the high end of what is required. Smooth sailing ahead! Dreamboat makes waves his first day by pointing out the ways things are being done incorrectly based on his vast knowledge from prior experience. Further, his loud, boisterous manner make his subdued department want to throw an anchor around his neck. Other habits and personality traits make it clear that the ideal hire is not a good cultural fit. If a person has great experience the intangibles should not matter, except – they do.

Unfortunately I, like many HR professionals, have hired candidates who, although they had the most experience of all applicants, did not ultimately work out because of a culture clash. Sometimes the person who has a wealth of experience has a difficult time fitting in because they exude an aura of “knowing it all.” While new ideas are welcome, it is better if the new hire’s initiative is coupled with a desire to learn the tasks with which they are less familiar.

Of course, a candidate must have the knowledge, skills and abilities to perform a job. However, he does not have to be the person with the most experience. Personality and willingness to learn are essential because fitting in is the key to an employee’s success. While I admire the big yachts that have been around the world, give me the speed boat that is ready for new adventures and I will be happy to help him navigate the uncharted waters of his new role.

*Lisa Stamatelos is the Director of Human Resources at KVL Audio Visual Services in Ardsley, NY. Ms. Stamatelos received her Bachelor of Business Administration (summa cum laude) and Master of Business Administration from Pace University. She serves as an Adjunct Faculty Member at the Lubin School of Business at Pace University and at The College of Westchester.*

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