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# 58 Wunderkinds 2015

A nuclear engineer. A beer brewer. Owners of an at-home personal training service. A beverage scientist. A gallery director. What do they have in common? They're all part of our fifth annual celebration of the most successful under-30-year-olds in the county business scene. **By Philip Garrity, Amy R. Partridge, and Scott Simone**

## Westchester's Tech Boom

### 74 Biochester

We first checked in on Westchester's biotech industry four years ago, back when it was in the crawl stage of its growth. Since? Well, companies keep doubling in size, their campuses continue to sprawl, and that once fledgling industry is now one of the biggest in the county. **By Steve Ditlea**

### 80 A Hint of Silicon Valley

MasterCard Labs in Purchase is ground zero for experiments in payment technology. IBM perfects its cloud computing in Armonk. And smaller local firms are building a bustling business-to-business tech ecosystem. What's all this mean? Westchester is now a B2B tech powerhouse. **By Kevin Zawacki**

(l to r): James Morgan,  
Michele Milazzo, Elvis Ruiz





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POWERING NEW YORK



# Departments



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A note from our editor

## 13 Power Points

Chatting with Nick “Million Case Man” Storm, the genius marketer behind your favorite spirits; shining the spotlight on local startup MDChat; breaking down TODs, the latest craze in development; and more

**Edited by Scott Simone**

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**A Home Care Home Run** Fearless, determined, and devoted to helping others, Rosa Kittrell Barksdale founded Barksdale Home Care Services in her early 40s—and, 33 years later, she’s still an eminent player in Westchester’s at-home healthcare field.

**By Susan Wolfert**

## 26 Location, Location

Medical clinics are now absorbing retail space; Port Chester brings long-overdue mixed-use development to its formerly gritty village; and meet Jacqueline Novotny, associate, CBRE

**By Dave Donelson**

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**Law Firms** An integral part of every industry in our business ecosphere, we take a look at the 13 largest, ranked by number of attorneys practicing in Westchester.

**By Amy R. Partridge**

## 30 Money Talk

**Branching Out** With its neighborhood approach to customer service, The Westchester Bank has grown from a banking upstart to one of the county’s premier community lenders.

**By Bill Carlino**

## 34 The Business Of: Private Education

**Small Schools Equal Big Business**

Insatiable demand for admission drives private education revenues. **By Dave Donelson**

## 91 work/LIFE

The latest and greatest in high-tech gizmos, gear, and gadgetry; the white wines red wine drinkers should be quaffing; in-office dating stories; and more **Edited by Philip Garrity**

## 96 Off the Clock

**Indian Odyssey** Two Heineken USA marketing men trekked 1,800 miles through India in little more than a souped-up golf cart.

**By Kevin Zawacki**



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## AT HUDSON VALLEY HOSPITAL, A NEW CHAPTER BEGINS.

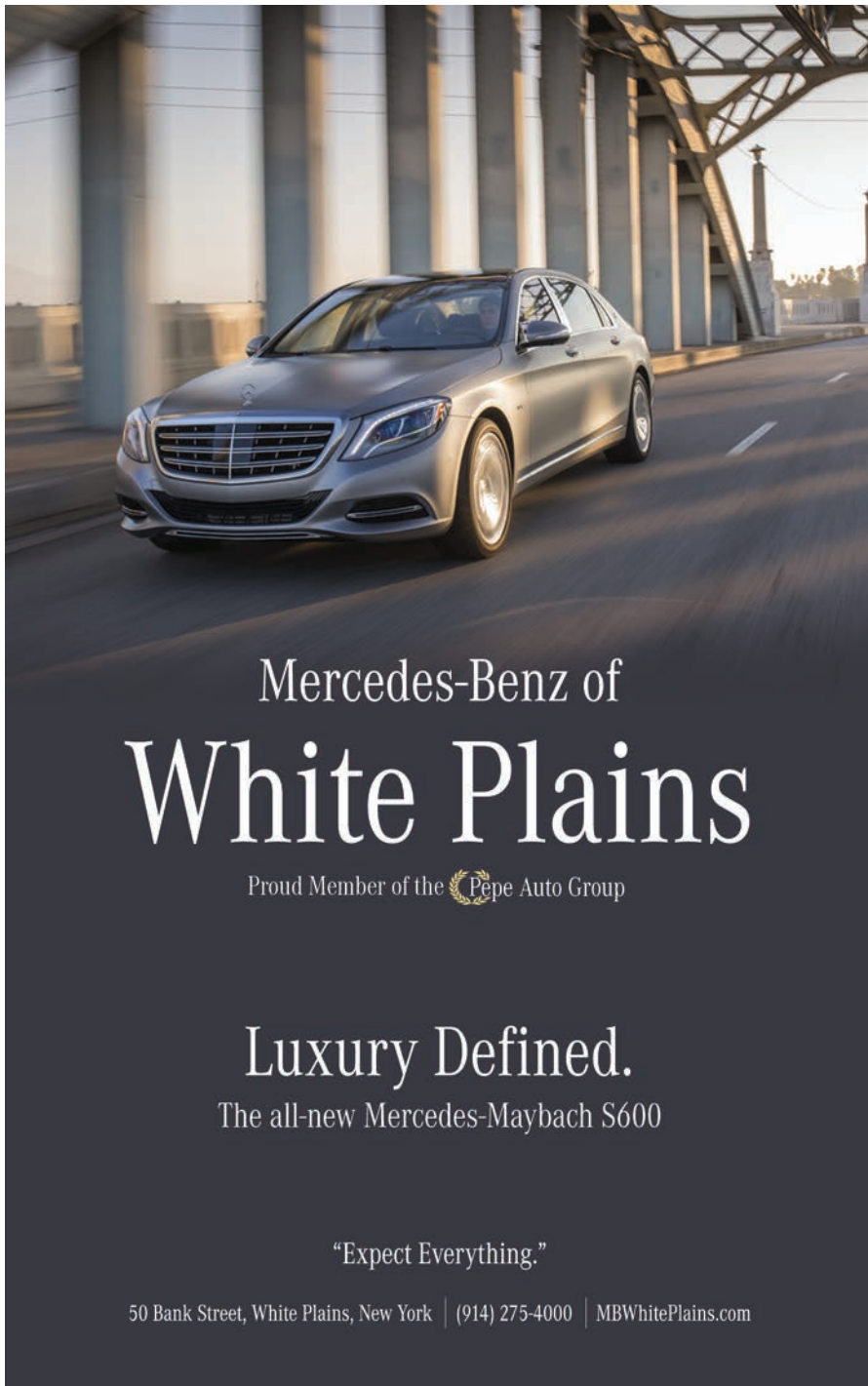
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### Senior Editors

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**Senior Writer** Karen Odom

**Associate Editors** Scott Simone, Philip Garrity

**Copy Editor** Aimee Hirsch

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**Digital Editors** Nicholas Gallinelli, Byron Kittle

### Art Assistants

Tykischa Jacobs, Alexandra Alvarez

**Writer** Patrice E. Athanasidis

### Interns

Catherine Brady, Amanda Cirocco, Henry Cordova, Emily DiNuzzo, Monica Franco, Katie Intner, Lisa Mastroserio, Alyssa Mauren, Juliana Perciavalle, Ryan Pihota, Gabrielle van Welie, Natalia Zhuravleva

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### WEB/IT

**Director of New Media** Mike Martinelli

**Director of IT** Lenny Carpenito

**Director of Digital Strategy** Greg Mathias

**Technologies Manager** Rena Watson

### CONTRIBUTORS

#### Writers & Editors

Bill Carlino, Dave Donelson, Nancy Duran, Katie O'Donnell, Elaine Pofeldt, Susan Wolfert, Kevin Zawacki

#### Illustrators & Photographers

Michael Polito, Stefan Radtke

### HOW TO REACH US

**Editorial** (914) 345-0601 x116

apartridge@westchestermagazine.com

**Art/Photo** (914) 345-0601 x124

art@westchestermagazine.com

**Production** (914) 345-0601 x125

production@westchestermagazine.com

FOR REPRINTS, PERMISSIONS, AND LICENSING OF 914INC. CONTENT: NICK IADEMARCO AT WRIGHTS MEDIA: (281) 419-5725 (EXT. 102) OR NIADEMARCO@WRIGHTSMEDIA.COM

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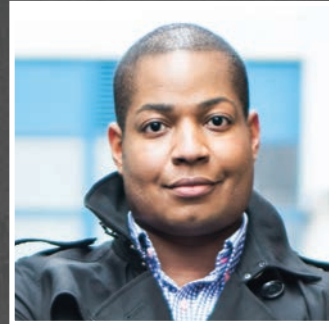
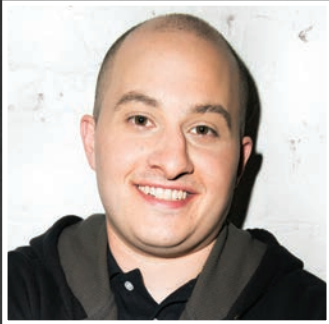
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**Circulation Manager** Russell Marth

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## HOW TO REACH US

**Advertising** (914) 345-0601 x138  
sales@westchestermagazine.com

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**Marketing** (914) 345-0601 x146  
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# A Youth Not Wasted



In the spirit of full disclosure—and with apologies to the many intriguing stories we’ve run in the pages of this magazine over the last five years—I have to admit that our annual Wunderkinds feature is always my favorite *914INC.* article.

Though working on it leaves me feeling over-aged and under-accomplished, the youthful energy and exuberance of the professionals we profile each year more than makes up for that. I’m consistently blown away by their depth of talent, innovative thinking, entrepreneurial moxie, and contagious passion for building a career in Westchester. (You’ll also be blown away by their stellar images, starting on page 58—I swear, we didn’t know they were all so damn good-looking when we selected them!)

This year’s crop of Wunderkinds—including a serial entrepreneur who sold his first venture last year for millions, the youngest elected official in New York State, a nuclear engineer, a genetics expert, a digital marketing special-

ist, and the founder of a travel-focused nonprofit—makes me more than confident that we have no shortage of future business leaders.

Another reason I’m upbeat about the future of Westchester’s business culture is the current tech boom. The prowess of our growing biotech cluster has been well documented, and was first reported in these pages some four years ago. A lot has happened since, and our Technology Editor Steve Ditlea revisited the ever-expanding halls of our top biotech firms to gauge their growth and get a feel for the industry’s next move (page 74). We also take a look at Westchester’s B2B tech players, both large and small, who are on the cutting-edge of modern solutions like cloud computing, big data, and mobile payments (page 80).

I hope, in the midst of all the exciting content, that readers also notice the design changes debuting in this issue. Kudos to our Group Creative Director, Bob Supina, for refreshing our look and injecting new energy and style into our pages.

**Amy R. Partridge**  
Executive Editor

## Contributors

### Steve Ditlea



*914INC.*'s Technology Editor, Steve first explored Westchester's burgeoning biotech

cluster for us in 2011 and revisits the topic on page 74. The Tarrytown resident, who says he "happily witnesses biotech commuters coming up from the City," on weekdays at his home train station, enjoyed "not having to get on a plane to visit a booming tech mecca" in order to write the story. Steve has covered technology since the days when Steve Jobs would answer phones at Apple Computer, after the receptionist left at 5 pm.

### Kevin Zawacki



A writer and editor living in Southern Westchester, Kevin did triple duty for this issue, penning

a feature (page 80) on B2B tech trends across the county ("I researched cloud computing and big data, but still used an old-fashioned tape recorder," he jokes), profiling local medical app startup MDChat (page 16) and reliving a rickshaw race across India with two Heineken marketers (page 96). He has written for *The Atlantic*, *Slate* and *Smithsonian Magazine*, and has reported from New York City, San Francisco, and London.

### Stefan Radtke



A frequent *914INC.* contributor, Stefan photographed this issue's Wunderkinds cover story (page

58), capturing our subjects in all corners of Yonkers' iPark Hudson office complex. Stefan, who lived in England, Italy, and Germany before moving to Westchester in 2002, also photographed this issue's "The Corner Office" (page 22) and "Money Talk" (page 30) sections. He studied photography at the International Center of Photography (ICP) in Manhattan, and he shoots portraits and interiors for US and German magazines and for advertising clients.



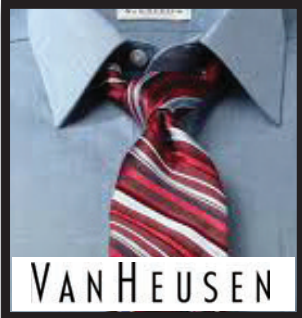
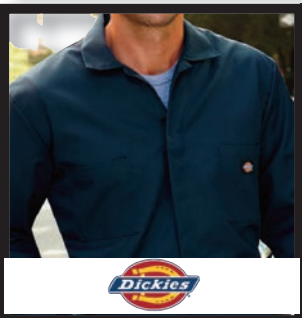


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## On the Case

Merging premium spirits with the hip-hop lifestyle has proven lucrative for marketing exec Nick Storm.

Photograph by Michael Polito

### Plus:

How to  
impress hiring  
managers  
page 15

Breaking  
down our  
TOD projects  
page 19





Nick Storm, liquor marketing mastermind, at Luxe Lounge in Yonkers

## INC.Quiry

# Meet The Million Case Man

Yonkers marketing guru Nick Storm took a liquor brand from nowhere to a million cases in three years. Twice. **By Philip Garrity**

**T**ired of music videos with artists pouring Cristal all over the place? Well, there was a time when that was a new way to market liquor. That was in 2002, when Yonkers' Nick Storm was launching the premium vodka drink Hpnotiq with its creator Raphael Yakoby. Storm secured a placement for the beverage in a video by hip-hop artist Fabolous, and the blue liquor skyrocketed to the forefront of the urban liquor scene. A few years later, Sean Combs (who you may know as Puff, Puff Daddy, Puffy, or P. Diddy), recruited Storm to do the same thing for his vodka line, Ciroc. We caught up with Storm to find out

how he managed such a feat and to get tips for those trying to emulate his success.

### You originally started in the music business, right?

I got my first internship with Sony Music in 1993. I got my big break after a year at Sony when I started working with Dave Hall, who produced Mariah Carey and Mary J. Bilge.

### And how did you cross over to the liquor business?

In 2000, I met [Raphael Yakoby] who said, 'I know that you know a lot of artists...I've got a brand that I'd like to start promoting in the mu-

sic space.' Sony was having a party up in Bedford, at a big estate, and I ended up taking some of the cases of his blue liquor—Hpnotiq [then pronounced "hip-no-teek"]—and everybody in there was drinking it.

I saw something. And I learned at a young age that if you really feel something in your gut, you have to take the chance and go for it. And I did it. I left Sony. For the first three months I couldn't sell a bottle.

**"I learned at a young age that if you really feel something in your gut, you have to take the chance and go for it."**

### When did Hpnotiq take off?

One day, Raphael and me were sitting at three o'clock in the morning trying to figure out ideas. And I said, 'Maybe we could [pronounce] it 'hypnotic?' He was like 'Try that name tomorrow.' That day I ended up selling 17 bottles, and we changed [the pronunciation]. That was the golden moment. And in 2002, our biggest break came when I met Fabolous. We did a video placement with him for Hpnotiq.

### At that time was it common practice to have liquor in music videos?

No, this was a whole new movement. That's why a lot of people say that I changed the game. Now you see it all the time. When that video hit, we were getting calls from all over. Not only in New York, but in New Jersey to Delaware to DC, Hpnotiq blew up.

### Why do they call you the "Million Case Man?"

In three years, from about 2001 to 2004, we took Hpnotiq from [selling] 1,000 cases to a million cases. That was the fastest-growing liquor in the spirits game. There are brands that have been out there for 10 years and wouldn't hit a million cases.

### When did you start working with Puff on Ciroc?

I got a call from his representative



saying, 'Puff is coming out with something. He wants to talk to you.' The following week I show up to the office and [Puff] is like 'Do you know what Ciroc is? I want you to come aboard on this.' I ended up joining him in 2007. And from 2008 to 2011—ready for this—we sold a million cases of Ciroc.

#### How did you do it?

A lot of my programs that I did with Hpnotiq, we transferred them right over to Ciroc. And we were able to pump some steroids into it because I had the No. 1 guy [Puff]. The other thing was Puff's whole movement of 'the party,' and we sold the lifestyle along with it.

#### So what is your main marketing strategy to get your message across?

Social media. Everything is Instagram or Facebook. I also run an ambassador program. A brand ambassador is someone who lives the lifestyle in their market. If Big Sean is going to a party in Miami, I want to know about it, and we want the person who represents the brand there with him.

#### What's your advice for people starting out in the sales game?

Believe in yourself and believe in the brand. When you get people to believe in you, you can sell anything.

## Hiring

# Questions That Hit the Mark

We asked local hiring managers to recall the most impressive questions they've been asked during a job interview.

**Question:** How would the culture at Morgan Stanley appeal to my generation?

**Why It Impressed:** "The interviewee was considering not just the financial benefits [of the position] but also her work-life satisfaction, a trait that our recent millennial survey acknowledged."

—Kevin Peters, managing director and financial adviser, Morgan Stanley Wealth Management

**Question:** How do Global Procurement and Research & Development interact regarding new flavors?

**Why It Impressed:** "This is a good question because it's very specific, asking about collaboration between two different functional teams."

—Jeff Cahn, senior director, Talent Acquisition, PepsiCo

**Question:** If you could change anything about PepsiCo what would it be?

**Why It Impressed:** "Depending on the answer, a candidate might see through whether you are truly being transparent or dancing around a truthful response."

—Jeff Cahn

**Question:** Anything that's not generic.

**Why It Impressed:** "Asking generic questions is not the best approach. What impresses me most is not necessarily a question, but the wrap up—paraphrasing key aspects of the role, the problem to be solved or goal

to be achieved, and what he or she would do to deliver. Demonstrating active listening and showing genuine enthusiasm is key."

—David Crawford, vice president, Global Talent Acquisition, MasterCard



## Office Space

# 3 Ways to Make an Open Office Work

### 1. Cancel out noises

Though Quorum Federal Credit Union's Purchase headquarters is a completely open layout, you could hear a pin drop in the call center. Why? Piped-in white noise throughout the office muffles conversations and ringing phones. Follow their lead by getting a personal white-noise machine for your desk to muffle excess noises.

### 2. Prevent lingering smells

Follow this simple rule: If you wouldn't want to smell it, don't subject your colleagues to the stench, says Daniella DiMartino of Buzz Creators in Valhalla, whose staffers practice this approach. (And they keep room spray handy should anyone break this unofficial rule.) In other words, no heating up leftover fish dinners, please.

### 3. Give employees personal space

Heineken USA's White Plains headquarters utilizes an open layout. Since they knew employees would need space for individual conversations and phone calls, they have "quiet spaces available for calls and quick meetings," says Jacqueline Leahy, Heineken's employee communications manager.



Startup Spotlight

# Doctors On Call

MDChat, a healthcare app created by a Westchester neurosurgeon, allows doctors and patients to message easily and securely. **By Kevin Zawacki**

“There was no good, secure method of sharing [healthcare] information between colleagues and patients. So, that’s what we built.”

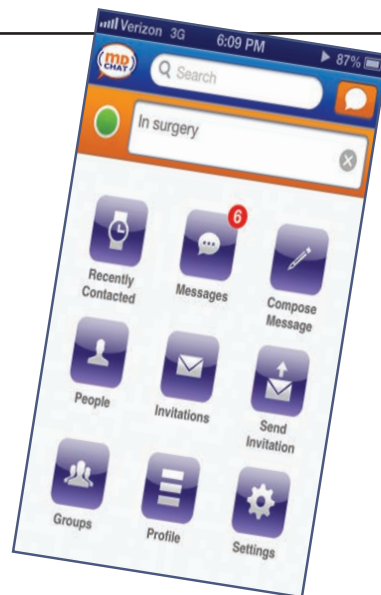
When doctors share sensitive medical information with colleagues or patients, the process is surprisingly difficult. Strict privacy laws mean each email address needs to be verified, every cell-phone number double-checked. Sometimes—God forbid—the unlucky physician is forced to rely on fax machines.

But Dr. John Abrahams, who previously founded healthcare technology companies that produce medical and surgical devices, saw this inconvenience as an opportunity. Why not create an app that makes the process seamless? So Abrahams, who also runs a private practice in Harrison and serves as chief of neurosurgery at Northern Westchester Hospital, set to work on a solution in 2010.

Abrahams brought on founding CEO David Crane in 2012 to shepherd the project. The duo outsourced the software development and financed a launch with capital from Abrahams and other angel investors. The unveil came in late 2013, when the team went to market with the HIPAA-secure MDChat app, a messaging platform that allows healthcare professionals to communicate securely with each other and with their patients using any browser or mobile device.

“There was no good, secure method of sharing this kind of information between colleagues and patients,” Crane says. “So that’s what we built.” The app allows users to share documents, photos, and even radiology images, with everything stored in a cloud library. The platform makes money by charging providers—hospitals or doctors—for service, but it’s free for patients. The service now has more than 3,000 users at several hospitals and physician practices in New York, Pennsylvania, and Illinois. “The pipeline is growing like crazy,” says Crane.

The growth is due to the headaches that MDChat eliminates. “[The app provides] protection from big fines for HIPAA violations,” he explains. Though there have been hurdles (navigating a space with countless regulations and long sales cycles), Crane says Westchester’s offerings—such as the Westchester County Association’s Blueprint Accelerator, which helps nurture start-



ups—has been a boon. “[The WCA] has done a tremendous job creating visibility and opportunity for startup companies in Westchester,” Crane says.

And though the app’s roots are in Westchester, its team operates in a decidedly 21st-century fashion: There’s no physical headquarters. Instead, employees meet, work, and banter virtually—not unlike the app’s users.

So, does the architect use his own creation? Indeed. Abrahams encourages patients to stay in touch via MDChat after surgery and share photos documenting their recovery. “How cool is that?”

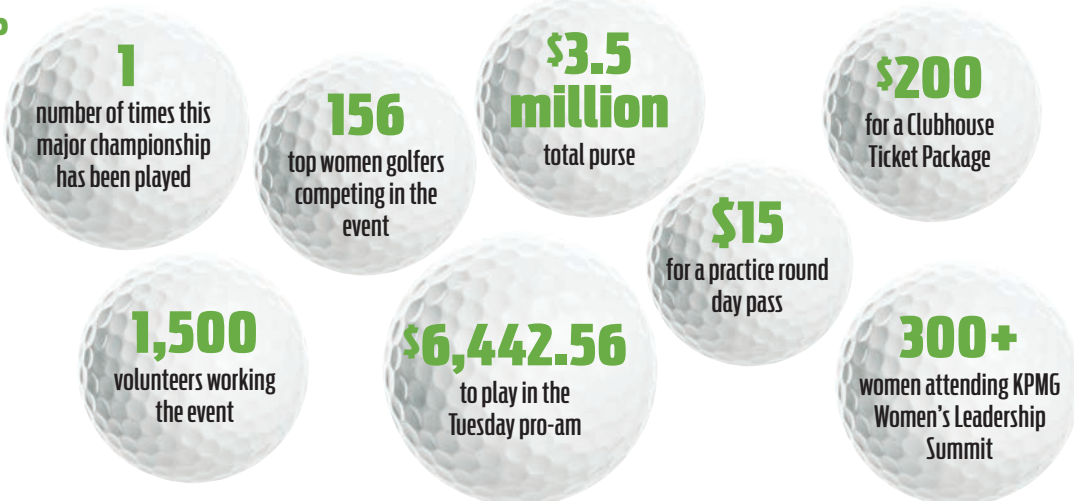


**Founder:** Dr. John Abrahams  
**Founded:** 2010  
**Number of Employees:** Four  
**Number of MDChat Users:** 3,000+ at hospitals and medical offices in New York, Pennsylvania, and Illinois

**By the Numbers:**  
**KPMG Championship**

On June 9, golf history will be made when the KPMG Women’s PGA Championship comes to Rye’s Westchester Country Club. The brand-new event (which replaces the LPGA Championship) is a historic partnership between the PGA of America, the LPGA, and NBC/Golf Channel and will bring big-name women golfers, including Stacy Lewis, Paula Creamer, Inbee Park, Lexi Thompson, and Michelle Wie, to the county.

—Dave Donelson



History

# High Finance

A rare historic homage to America's foremost entrepreneurs

Concordia College's Bronxville campus is the permanent home of the Yeager Collection, one of the country's most comprehensive and compelling collections of business memorabilia. In 1960, George M. Yeager began compiling autographed documents and letters from America's creators of wealth—which coincided with his own start as an investment counselor. Today, the Yeager Collection represents the most inclusive compilation of the 100 wealthiest American-born businessmen and women, including Walt Disney, King Gillette, and Henry Ford. Here, a few highlights of the collection:



A document signed by Henrietta Green—known unflatteringly as “The Witch of Wall Street” for lending money at exorbitant rates during financial panics; she was worth an estimated \$100 million at the time of her death in 1916.

An early stock certificate signed by Robert Morris, who also signed the Declaration of Independence, the Articles of Confederation, and the US Constitution



Commemorative airmail postal cover carried by Howard Hughes during his around-the-world flight in 1939



Developments

# A City Reborn

A local restaurateur is helping rejuvenate downtown Peekskill.

There's a renaissance happening in Peekskill. And Louie Lanza, who owned 12 restaurants in New York City between 1986 and 2008, is at the forefront. "I've seen the potential for Peekskill for years," says Lanza. He's now bringing his talents to the historic city with a mission to keep it unique, artsy, and intimate. Since opening The Hudson Room with partners Cheng Ling and Jose Quinoy last August, Lanza has gobbled up a few other properties. Here, he shares his plans for the city's future.



COURTESY OF THE HUDSON ROOM

### The Hudson Room

A fusion restaurant using locally sourced ingredients; the space has a stage, and The Hudson Room features live music on the weekends.

**Opened:** August 2014

**Location:** 23 S Division St

### Taco Dive Bar

A taco bar with a dive bar theme serving affordable tacos made with local ingredients

**Opening in:** May/June 2015

**Location:** 51 Hudson Ave

### Eagle Saloon

A restaurant featuring all-American dishes and spirits (think Louisiana Crab Cakes and Maine Lobster)

**Opening in:** July/August 2015

**Location:** 21 S Division St

### Hudson Creamery

A space that will house an ice cream parlor as well as an art gallery

**Opening in:** June/July 2015

**Location:** 55 Hudson Ave

### Charles Point Marina

An event space, distillery, restaurant/brewery, arcade/bowling alley, and more; for the project, Lanza has joined a team led by Diamond Properties that also includes Scott Vaccaro of Captain Lawrence Brewing Company and John Sharp of Birdsall House and Gleason's.

**Opening in:** Summer 2016

**Location:** 5 John Walsh Blvd

—Aimee Hirsch





### The Big Deal

# \$25 million

Value of the deal signed recently by **Rye Playland** to transfer its operations to New York-based Standard Amusements LLC. The company will pay Westchester County \$2.25 million up front, invest \$22.75 million in improvements over the course of five years, and make annual payments to the county starting at \$300,000 and escalating 2 percent each year. The county will also receive 7.5 percent of profits once Standard has recouped its initial investment.

### Higher Ed

## Pace Gets Social

The university debuts a new social-media-focused master's program.

As the marketing landscape continues to shift from a physical to a virtual space, Pace University's new MediaStorm master's in social media and mobile marketing—a joint effort between Pace's Lubin School of Business and leading media planning and buying agency MediaStorm—is closing the gap between what universities prepare students for and what the workforce actually demands. Pace Professor of Marketing Randi Priluck gives us some insight on what future students can learn from the new program.

### Digital media strategy

"Students are developing a social media campaign for one of SundanceTV's shows. They research the target market and similar shows and plan both paid and earned media to build viewership for the show."

### Digital marketing and communications strategy

"We train students in social media and mobile strategy development, which consists of goal-setting, measures and metrics, and some of the technical aspects of creating campaigns. Students also learn about programming for mobile applications, which they develop in

one course, so they can work with IT specialists."

### Social media strategy

"Students already know how to post on Facebook, Twitter, and Instagram. They know how to use Snapchat. But our program teaches the strategy of social media and mobile rather than the simple how-tos. For example, these days, less than 5 percent of the content a brand posts on Facebook goes to people's timelines. Therefore, brands must use other strategies to build attention for their products and services." —Gabrielle van Welie





# Breaking Down TODs

Throw a dart at a map of Westchester and you'll likely hit the spot of a future transit-oriented development (TOD). Many towns—Yonkers, Harrison, Ossining, White Plains, Mamaroneck, Tarrytown, Rye, Port Chester—are either in the throes of developing a TOD, or flirting with the idea. What are TODs, exactly? Though they vary a bit, they all feature mixed-use developments (market-rate and affordable hous-

ing, commercial space, entertainment) within walking distance of bus and train stations.

The main idea behind TODs: Keep empty-nesters and the younger members of the workforce—who prefer walkable communities—pooled closer to home and, in the process, revitalize aching downtowns.

A few of those heading up local TOD projects help us break down the thought process behind building these hubs. —*Samantha Garbarini*

## Affordable Housing

Ten percent of Ossining's planned 188-unit waterfront TOD will be affordable housing. In downtown Mount Vernon, The Modern will offer 80 units of affordable rental workforce housing. **"We think it's ideal for young professionals,"** says Joe Apicella, managing director of development for MacQuesten Development, which is handling the building of The Modern. In Port Chester, most units (the village has four TOD projects in total) are market-rate, Millennial-friendly studio and one-bedroom rental units because "all studies show Millennials will be buying real estate later in life than Gen X or Baby Boomers did, and that they value sustainable transit-oriented living," says Director of Port Chester's Planning and Development Christopher Gomez.

## Transit Centers

"The approach is to attract the sorts of residents—empty-nesters and Millennials—who are commuting to NYC or Greenwich and aren't using cars that often," says Gomez. Says Apicella, **"TODs get people out of their homes and on the street without having to be in a car."** Proximity to the train is important because "the ability to get to NYC via Metro-North is one reason people are attracted to Tarrytown," says Village Administrator Michael Blau. Also, "there's a tremendous benefit to reducing the need for additional cars in Tarrytown, where parking is at a premium."

## Commercial Development

The Modern in Mount Vernon will have nearly 10,000 square feet of retail space, which Apicella says will most likely go to medical facilities to attract seniors. Harrison has a whopping 47,000 square feet of commercial space planned for its TOD project, which it hopes will attract restaurants, as well as chains like Starbucks. **"Hopefully, it'll be a complete renaissance of our downtown area,"** says Harrison Mayor Ron Belmont. Ossining plans nearly 5,000 square feet for commercial purposes, which the town plans to fill with a restaurant. Says Village Planner Valerie Monastra, "We're hoping it will bring people from other communities as well."



CANSTOCKPHOTO



## Leadership

# Helping Women Climb the Corporate Ladder

Manhattanville College's new Women's Leadership Institute has one goal: to help women develop the skills they need to lead.

It's no secret there's a shortage of female talent at the highest echelons of the business world. It took until 2014 for the percentage of female Fortune 500 CEOs to pass 5 percent.

But if Kathryn Meany has her say, that number will soon skyrocket. Meany, director of the Women's Leadership Institute at Manhattanville College School of Business in Purchase, is on a mission to help women develop the skills they need to lead.

Meany understands what it takes for women to take a seat at the table in corporate America. She began her career in 1989 working with Fortune 500 companies in financial services, an industry in which women were not well represented. "It was a very tough environment," she says. "There's been progress, but we want to be sure there is progress through all industries." Meany eventually moved on to design and facilitate development programs for Merrill Lynch, Reuters, and Deutsche Bank, and in 2009, she founded Phoenix Learning Solutions in Ossining.

Now, she looks to use her past to inform students' futures. This fall, the Institute—which opened in January and offers educational programs, mentoring, coaching, and training for women—will launch Lead with Distinction, a graduate-level certificate program for mid-level female professionals and managers of high-potential female employees. The program will offer about 20 students the chance to learn skills such as financial acumen, leadership, executive presence, negotiation, and strategic thinking.

The planned certificate program has already gotten positive feedback from local corporations and entrepreneurs who see it as a potential pipeline for talent. Now, she says, it's up to women to take advantage of the opportunity to develop their talents. "No one is going to do it for us," she says.

—Elaine Pofeldt



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Renovation

# A New Look for The Westchester

The White Plains destination is slated for a multi-million-dollar renovation this spring. Here's what to expect.

Simon Malls, one of the country's largest mall operators, recently released renovation plans for its 20-year-old White Plains property, The Westchester. The plans amount to an interior refresh (new flooring, seating, restrooms, etc.), along with upgrades to exterior entrances.

Construction is expected to begin in May and is slated for completion in the first quarter of 2016. All work will be performed to minimize interference or customer inconvenience during operating hours.

"The Westchester already serves as one of the region's premier destinations for shopping, dining, and entertainment," says Simon Northeast Regional Vice President Robert T.



Guerra. "These enhancements will create a more contemporary look for the center along with additional upgrades and amenities that will better fulfill the needs of our customers and visitors."

Look for more seating scattered throughout the mall, complementary mobile device charging stations, upgraded restrooms, updated signage, refreshed exterior entrances, and LED lighting in parking garages. — PG ●

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# A Home Care Home Run

Fearless, determined, and devoted to helping others, Rosa Kittrell Barksdale founded Barksdale Home Care Services in her early 40s—and 33 years later she's still an eminent player in Westchester's at-home healthcare field. **By Susan Wolfert**

Looking back on her path from a Depression-era childhood, during which she dreamed of dancing with the Rockettes, to an executive office filled with awards, accolades, and all the trappings of success, Rosa Kittrell Barksdale can recall many challenges but says she always knew she would make it. At age 78, Barksdale has much to be proud of: a successful business, a loving family,

and the energy of someone half her age.

Barksdale is the CEO and sole owner of Pelham-based Barksdale Home Care Services Corporation, a business in an industry she is passionate about. Founded in 1982, the company screens, trains, and places home health aides and nurses in clients' homes. Clients include individuals as well as vendors such as the Visiting Nurse Service, managed care companies, and in-

surance companies. With a hearty nostalgic laugh, Barksdale remembers, "We started with nothing and kept evolving, evolving, evolving."

Today, the company has roughly 250 employees on call for placements. Services include hospice, companion, and traditional aide functions like helping patients with personal care, as well as general home care for both disabled children and older adults. The company promotes home care as a way to keep families together, maintain patient independence, and promote healing. "If you live long enough, most of us are going to need home care," Barksdale says.

Born in Mount Vernon the middle of seven children, Barksdale learned early the importance of independence and helping others. "My father was the only one on the block with a job," she says, noting that her mother would bring food to neighbors who were enduring hard times.

Barksdale aspired to become a teacher while attending Mount Vernon's A.B. Davis High School, but she was accepted to the Long Island Hospital School of Nursing in Boston with a scholarship. With some of her siblings already in college, the scholarship made higher education possible for her. All of the children in Barksdale's family attended college. "Whether we had money or not, we just had to find a way of doing it," Barksdale recalls. While money was short, and even shorter by the time it was the middle child's turn for college, "The family financed each other," Barksdale explains, with siblings, aunts, and uncles all pitching in. Barksdale's grandfather and father graduated college, and her aunt Flemma Kittrell earned a PhD in 1935. "We all wanted to go. It was understood; it was instilled," says Barksdale.

## A New Path

After graduating nursing school in 1958, Barksdale married her first husband, a dentist, and worked as a nurse in Washington DC for three years. Following the birth of her son, Rudy, the family moved back to Westchester where daughter Kellye was born five years later. (Today, Kellye Davis is a Westchester-based journalist and wellness writer who also serves as VP and COO of her mother's company. Barksdale's son, Rudy Davis, works for Delta Airlines in Atlanta.)

"We started with nothing and kept evolving, evolving, evolving."

Rosa Kittrell Barksdale,  
CEO, Barksdale Home  
Care Services



Once back in Westchester, Barksdale's life began turning in different directions. She earned a bachelor's degree in education from The College of New Rochelle and held several teaching jobs, but ultimately, she was laid off during a period of budget cuts.

Then, in 1974, as a now-divorced mother of two, Barksdale felt restless and applied for a job as a professional hospital representative in the White Plains office of California-based Abbott Labs. She received a job offer "just like that," she says, when the company saw she had both teaching and nursing experience. Her next step, in 1977, was selling cardiac instrumentation for the manufacturer Gould and Statham with, she recalls, "a big raise and a company car too."

Success in sales came readily for the effervescent Barksdale, but the demands of job travel proved incompatible with her home life. While working at Gould, Barksdale met the man who would become her second husband; they were married within six months. So with two children and a new husband in her life, "I wanted to settle down a bit," she explains. Barksdale took a position as a home-care coordinator with Personalized Home Care of Yonkers, and the seeds of Barksdale Home Care were planted.

### An Intuitive Entrepreneur

Barksdale faced no shortage of challenges in starting her business in the early '80s: finding office space she could afford, securing a bank loan, finding home health aides she could trust, and, most of all, finding clients. But she felt her success in sales would lead to success as an entrepreneur.

Barksdale worked tirelessly, even pitching in as a home health aide when she could not find someone to fill the position. She negotiated a lease for office space, advertised where she could afford to, offered client discounts for weekly instead of monthly payments, and, as the company took off, began training aides in-house to ensure quality.

Throughout her journey, Barksdale has relied on intuition, which she describes as a combination of guts and knowledge—"and without it, you lose."

"I'm not impulsive, but when there's something in your mind that

eats away at you, you have to do it," Barksdale says. In her book, *The Intuitive Entrepreneur*, Barksdale argues that people are reluctant to rely on their intuition in business settings and gives examples showing intuition as a powerful tool.

Through her book, Barksdale hopes to inspire others to start a business or pursue a professional dream. A good brain, strong motivation, and a healthy dose of *chutzpah* are her ingredients for would-be entrepreneurs. That exact combination propelled her when striking out on her own to start Barksdale Home Care. "Everywhere I worked, I figured I was more knowledgeable about the business. I knew I could do it," she says.

Though juggling child-rearing and

dle it. She's a genuinely caring, smart person who understands the need to give back," Williams says.

### Shaped By The Past, Looking Ahead

Barksdale's extended family—and their accomplishments in community service—played a large role in shaping the person Barksdale is today. Barksdale singles out her Aunt Rosa Kittrell in particular, for whom she is named; Kittrell started the first charter nursery school in White Plains. She was also a community activist, a founder of the Port Chester-based Carver Center, and an organizer of the White Plains Mental Hygiene Group at the Grasslands Hospital (now Westchester Medical



**"We're getting our due. We're exercising our strengths and talents. We're becoming top dogs. It was a man's world before. They didn't want to see how powerful women could be."**

starting a business was challenging, particularly at a time when African-American women were not a part of the Westchester business community, Barksdale, "really made a go of it; she makes everything look easy," says Westchester County Legislator Alfreda Williams, who has known Barksdale and her extended family for years. Williams cites Barksdale's determination, as well as a kindness that runs in the family.

Williams also credits Barksdale's compassion and energy for her success. "Whatever it is, she'll try to han-

Center). The Kittrell Park on Fisher Avenue in White Plains is named in her honor. "[Kittrell] worked tirelessly to alleviate the problems of people who lacked advantages and opportunities and instilled the need to serve in Rosa's generation," Williams notes.

Barksdale began to make her mark on the world before the world was accustomed to seeing women and African Americans in positions of power. "I needed to be better than my competition because I was a woman. I needed to show extra effort," she recalls.

But the landscape has changed,



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and Barksdale says it's about time. "We're getting our due. We're exercising our strengths and talents. We're becoming top dogs," she says. "It was a man's world before. They didn't want to see how powerful women could be." Barksdale also notes her good fortune in having supportive parents, as well as a good education, and encouragement from her children and her second husband, LeRoy Barksdale, who is retired from the New York City Transit Authority.

Barksdale's many achievements have not gone unnoticed in Westchester County. Among the myriad plaques adorning her office are the Golden Harvest Humanitarian Award from the Westchester Public/Private Partnership for Aging and the Madam CJ Walker Award for Economic Development. Barksdale Home Care has not gone unnoticed either. According to the CEO, the company was the first home-care agency in Westchester to be accredited by the Joint Commission (the nonprofit organization accredits healthcare organizations throughout the country) in 1995.

Looking ahead to the future of home care, Barksdale explains that growth is key. "The larger agencies get the business. If you're too small, you drown," she says. Critical to growth is keeping up with ever-changing regulations and developing new client sources. "When I first started, overhead was lower and compliance requirements were not as great. Today I would need partners and much more capital to get started," Barksdale says. New laws and compliance documentation take up inordinate staff time and have challenged the company to find ways to cut expenses without sacrificing quality, she adds.

As for her own future, Barksdale may slow down her hours in the office, but she's not one to stop. "Hopefully I'll stay as active as I am now and will write, travel, and spend more time with friends," she says. She would like to write a second book and pen a column on issues for 21st-century seniors. Barksdale hopes her daughter will continue the business when she is ready to retire. "She knows the ropes and is good with people," Barksdale says, noting that her son will also assist with the business.

She succeeded against the odds and found her calling personally and professionally, and Barksdale is proud of her accomplishments and the difference she has made in the lives of others. Just as importantly, she is still evolving. She says, "Life is searching. You don't know where you're going to land." ●

Susan Wolfert is a Westchester-based freelance writer. She has written about people, businesses, and issues of interest in the county since 2002.



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**Hot Spot**

# Port Chester Prime

Can gritty Port Chester capitalize on its assets? **By Dave Donelson**

Spirits are high in Port Chester these days—and not just because a slew of high-end gastropubs and a couple of distilleries have opened there in the last few years. The elevated attitudes reflect tangible results of the village’s campaign to bring revitalized retail, smartly targeted residential, and long-overdue mixed-use development to the formerly gritty area along the New Haven tracks between Rye and Greenwich.

“Port Chester has exactly what the market has been looking for,” says Tom LaPerch, director, Houlihan Lawrence Commercial Group. “There’s transit-oriented development, attractive demographics, the Sound Shore environment. A lot of older buildings are being repurposed, and they’ve done a beautiful job with Main Street redevelopment.”

Those assets—and more—are attracting major developer interest in

the 2.5-square-mile village. An eclectic dining and nightlife scene continues to blossom amid a well-known mix of Latino restaurants, while nearly 1,000 units of new rental housing are currently in various stages of approval/financing/construction.

Whole Foods opened a market on Boston Post Road in 2013, taking advantage of one of Port Chester’s biggest assets: its spot on the map between upscale Rye and Greenwich, Connecticut. “Our location is very fortunate,” says Chris Gomez, Port Chester’s director of planning and development. “We’re surrounded by some of the wealthiest communities in the country, and our transit station gives easy access to both Stamford and New York City.”

Gomez says the real fuel firing the development boom is Port Chester’s aggressive master plan and a massive 2013 rewrite of zoning rules. In addition to encouraging mixed-use

development, he says the crux of the zoning changes provided incentives downtown around the train station. “The incentives were in the form of density bonuses for either height, or floor area, or number of dwelling units in exchange for a public benefit defined in our code,” Gomez explains. The code calls for public benefits including developer donations for open space, a fund for a downtown parking garage, and a housing rehabilitation program.

“The incentive program was directly responsible for bringing the developer to the table for the 50-unit rental project at 120 North Pearl Street,” Gomez adds. “The project was originally slated for only 38 units, but the developer paid [an additional] \$190,000 to the village.” That amount, Gomez says, was the first of the public benefit donations, and it set a precedent: Developers must pay 15 percent of the assessed value of the project for any bonus square footage they seek. He points out that Port Chester also has a very active industrial development agency that’s able to offer tax abatements and credits if a developer can show job creation or other economic benefit from a project.

“A lot of New York City developers are looking at assembling land in Port Chester now that we have the bonus program in place,” Gomez



**Nearly 1,000 units of new rental housing are currently in various stages of approval/financing/construction.**

says. "I get calls weekly."

G&S Investors, operators of the mega retail development known as The Waterfront at Port Chester, has proposed another major project that plans 30,000 square feet of retail space on two floors, topped by 79 residential units on a currently vacant lot across Westchester Avenue from the AMC Loews Cineplex.

One of the biggest projects since the construction of the Waterfront some 15 years ago took another step forward recently when the Port Chester Board of Trustees moved toward public comment on the Draft Environmental Impact Statement for the 15-acre site of the former United Hospital on Boston Post Road and I-287. Starwood Capital plans a \$300 million, 730-unit mixed-use development targeting millennials and Baby Boomers that will also include retail and restaurant space, medical offices, and a 138-room hotel. Public hearings are expected to continue for at least another six months.

The site is within a 20-minute walk to the Port Chester train station, which fits in well with the village's emphasis on transit-oriented development. "We were getting a lot of pressure in the northern part of the village for tear-downs and assemblage of lots," Gomez explains. "But we wanted that development to be in the form of smaller units targeting millennials and empty nesters downtown where the land around the train station has been underutilized for mixed-use development."

LaPerch observes that rising interest in Port Chester is bringing with it another sign of impending prosperity. "Pricing is starting to firm up, which means Port Chester has been found in a good way," he says. "We're optimistic about the opportunities. The town seems to have a 'what can we do for you?' attitude, which is great."

## Trending

# Medical Clinics Absorb Retail Space

From malls to downtown corners, walk-in clinics vie for prime locations.

Westchester will remember 2015 as the year in which walk-in medical clinics in the county outnumbered Starbucks locations (30 to 28, respectively). But what might go unnoted is that the two could be competing for the same real estate.

"Years ago, you didn't see medical clinics in retail spaces, but now we're seeing these clinics opening throughout Westchester," says David Landes, partner at Royal Properties, a real estate brokerage located in Bronxville. "Today, they want to be tenants in shopping centers. It's an expanding concept that's taking retail space and paying retail rents."

Landes' firm participated in the deal that put CityMD, a walk-in urgent care provider with several New York-area locations, into the 7,500-square-foot former Pier 1 Imports space on Central Avenue in Yonkers last year. "Right across the street," Landes adds, "PM Pediatrics [a walk-in children's medical clinic] opened with 3,000 square feet." CityMD also opened at 222 Mamaroneck Avenue in White Plains, one of the city's most visible corner locations vacated when retailer Mary Jane Denzer moved into The Ritz-Carlton, Westchester.

By our unofficial count, Westchester is now home to 30 walk-in clinics, nearly double the 17 clinics found in the county two years ago. More are coming, too: White

Plains Hospital announced in February that it will open a 24,000-square-foot walk-in care space next to Equinox in Armonk.

"The explosion of walk-in medical care has been helped by the Affordable Care Act, which encourages people to go for care," says Barry Endelson, president of Aries Deitch & Endelson, a commercial brokerage in Hartsdale. "Urgent care is one niche of the expanding personal services segment of retail leasing. It includes

everything from massage to health clubs to makeup. It's been a big boon to the retail real estate business, which has been falling off due to competition from the Internet and big-box stores."

Endelson says storefront clinics look for many of the same qualities as other retailers. "They want high traffic and high exposure. They like the end cap of a strip mall (otherwise known as the corner location)

or one of the top corners in a downtown area." He also notes, "They also want convenient parking and signage."

Property owners generally love medical retail tenants, according to Landes. "Landlords find them good draws for their shopping centers," he says. "They bring in traffic, even during off-peak hours like evenings."

He adds another important consideration: "They're filling up a lot of vacant space. It's another avenue for landlords to lease their properties to tenants with strong credit." —DD



PM Pediatrics is one of the latest walk-in medical clinics to open in White Plains.

## Working Out With:

### Jacqueline Novotny Associate, CBRE

Jacqueline Novotny literally worked up a sweat while landing a deal with The Edge Fitness Clubs, her first big client for CBRE. "I have been a member for almost 20 years, so I really know and like their product," she says. "It was a natural for me to bring them into the firm to oversee their expansion." She adds that the 10-location Connecticut health club operator will open two more clubs this year and is currently looking for Westchester locations.

Novotny, 33, joined CBRE in 2013 from Sheldon Good & Company, a New York real estate auctioneer. The move to CBRE as both a tenant and landlord rep has been eye-opening. "As one of the largest real estate companies in the world, the service platform is unmatched," she says. "I love tools like labor analytics, for example, where we analyze the addresses of a company's employees to see how a potential move would affect them."

No career move is without challenges, but Novotny says she has no regrets. "Everyone warned me [the industry] was very cutthroat.

But everybody has been very helpful and supportive," she notes.

Novotny is attuned to the surprising amount of innovation happening today in commercial real estate. One trend that fascinates her is Workplace 360, a flexible office design concept that basically eliminates enclosed offices or even cubicles. "You can have an open, paperless environment that not only saves you space costs but provides a work environment people like," she says. "You can have stand-up desks or even work stations with treadmills." —DD



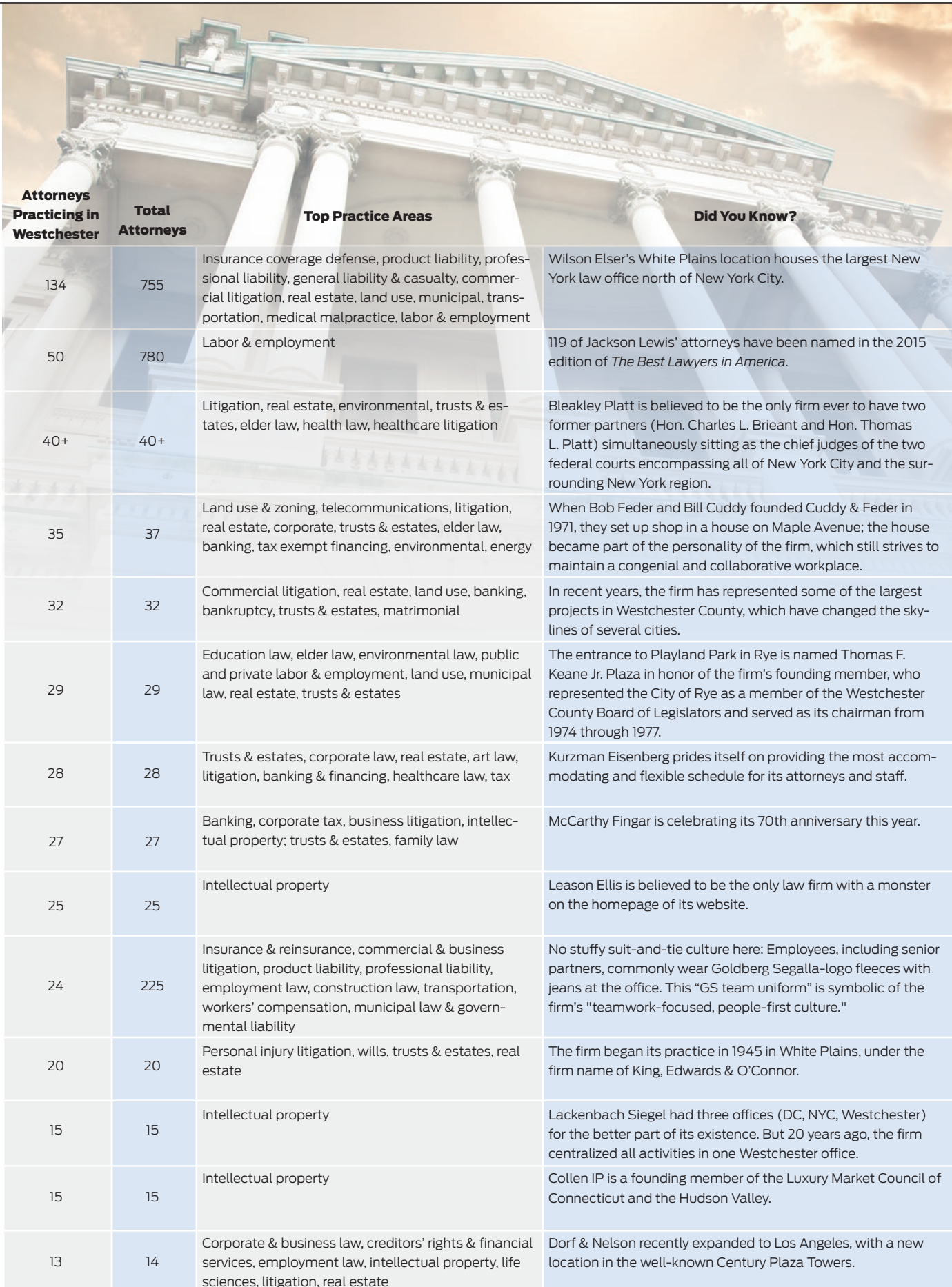


# Law Firms

The impact of Westchester's law firms can be felt in all sectors of our economy. Here, a look at the 13 largest, ranked by the number of attorneys practicing in Westchester. **Research by Amy R. Partridge**

| Rank   | Address   | Year Founded | Managing Partner(s)  |
|--|---|--------------|--|
| <b>1</b> <b>Wilson Elser Moskowitz Edelman &amp; Dicker LLP</b>                  | 1133 Westchester Ave, White Plains<br>(914) 323-7000<br>www.wilsonelser.com           | 1978         | John Flannery, Regional Managing Partner                           |
| <b>2</b> <b>Jackson Lewis P.C.</b>   | 44 S Broadway, 14th Floor,<br>White Plains (914) 872-8060<br>www.jacksonlewis.com     | 1958         | Joseph A. Saccomano, Jr., Managing Shareholder                     |
| <b>3</b> <b>Bleakley Platt &amp; Schmidt, LLP</b>                                | 1 N Lexington Ave,<br>White Plains<br>(914) 949-2700<br>www.bpslaw.com                | 1937         | William P. Harrington, Chairman;<br>Peter N. Bassano               |
| <b>4</b> <b>Cuddy &amp; Feder LLP</b>  | 445 Hamilton Ave, 14th<br>Floor, White Plains<br>(914) 761-1300<br>www.cuddyfeder.com | 1971         | Joshua E. Kimerling  |
| <b>5</b> <b>Delbello Donnellan Weingarten Wise &amp; Wiederkehr LLP</b>          | 1 N Lexington Ave, White Plains<br>(914) 681-0200<br>www.ddw-law.com                  | 1995         | Alfred E. Donnellan  |
| <b>6</b> <b>Keane &amp; Beane, PC</b>  | 445 Hamilton Ave, 15th Floor,<br>White Plains<br>(914) 946-4777<br>www.kblaw.com      | 1980*        | Edward F. Beane, Senior Counsel;<br>David Glasser, Managing Member |
| <b>7</b> <b>Kurzman Eisenberg Corbin &amp; Lever, LLP</b>                        | 1 N Broadway, White Plains<br>(914) 285-9800<br>www.kelaw.com                         | 1986         | Lee Harrison Corbin  |
| <b>8</b> <b>McCarthy Fingar LLP</b>  | 11 Martine Ave, White Plains<br>(914) 946-3700<br>www.mccarthyfingar.com              | 1945         | Howell Bramson, Phillip C. Landrigan                               |
| <b>9</b> <b>Leason Ellis LLP</b>   | 1 Barker Ave, 5th Floor, White Plains<br>(914) 288-0022<br>www.leasonellis.com        | 2008         | David Leason   |
| <b>10</b> <b>Goldberg Segalla LLP</b>  | 11 Martine Ave, Suite 750,<br>White Plains (914) 798-5400<br>www.goldbergsegalla.com  | 2001         | Richard J. Cohen   |
| <b>11</b> <b>O'Connor McGuinness Conte Doyle Oleson Watson &amp; Loftus, LLP</b> | 1 Barker Ave, Suite 675, White Plains<br>(914) 948-4500<br>www.omcdoc.com             | 1945         | Richard C. Oleson  |
| Tie <b>12</b> <b>Lackebach Siegel LLP</b>  | 1 Chase Rd, Scarsdale<br>(914) 723-4300<br>www.lslip.com                              | 1923         | Howard N. Aronson  |
| Tie <b>12</b> <b>Collen IP</b>   | 80 S Highland Ave, Ossining<br>(914) 941-5484<br>www.collenip.com                     | 1996         | Jess Collen  |
| <b>13</b> <b>Dorf &amp; Nelson LLP</b>   | 555 Theodore Fremd Ave, Rye<br>(914) 381-7608<br>www.dorfllaw.com                     | 1991         | Jon A. Dorf  |

Ranking based on data provided by individual law firms who responded to our requests by press time  
\*Keane & Beane is the successor firm to Keane & Butler, which was founded in 1969



| Attorneys Practicing in Westchester | Total Attorneys | Top Practice Areas  | Did You Know?  |
|-------------------------------------|-----------------|---|--|
| 134                                 | 755             | Insurance coverage defense, product liability, professional liability, general liability & casualty, commercial litigation, real estate, land use, municipal, transportation, medical malpractice, labor & employment | Wilson Elser's White Plains location houses the largest New York law office north of New York City.  |
| 50                                  | 780             | Labor & employment  | 119 of Jackson Lewis' attorneys have been named in the 2015 edition of <i>The Best Lawyers in America</i> .  |
| 40+                                 | 40+             | Litigation, real estate, environmental, trusts & estates, elder law, health law, healthcare litigation  | Bleakley Platt is believed to be the only firm ever to have two former partners (Hon. Charles L. Brieant and Hon. Thomas L. Platt) simultaneously sitting as the chief judges of the two federal courts encompassing all of New York City and the surrounding New York region. |
| 35                                  | 37              | Land use & zoning, telecommunications, litigation, real estate, corporate, trusts & estates, elder law, banking, tax exempt financing, environmental, energy  | When Bob Feder and Bill Cuddy founded Cuddy & Feder in 1971, they set up shop in a house on Maple Avenue; the house became part of the personality of the firm, which still strives to maintain a congenial and collaborative workplace.                                       |
| 32                                  | 32              | Commercial litigation, real estate, land use, banking, bankruptcy, trusts & estates, matrimonial  | In recent years, the firm has represented some of the largest projects in Westchester County, which have changed the skylines of several cities.   |
| 29                                  | 29              | Education law, elder law, environmental law, public and private labor & employment, land use, municipal law, real estate, trusts & estates  | The entrance to Playland Park in Rye is named Thomas F. Keane Jr. Plaza in honor of the firm's founding member, who represented the City of Rye as a member of the Westchester County Board of Legislators and served as its chairman from 1974 through 1977.                  |
| 28                                  | 28              | Trusts & estates, corporate law, real estate, art law, litigation, banking & financing, healthcare law, tax   | Kurzman Eisenberg prides itself on providing the most accommodating and flexible schedule for its attorneys and staff.   |
| 27                                  | 27              | Banking, corporate tax, business litigation, intellectual property; trusts & estates, family law  | McCarthy Fingar is celebrating its 70th anniversary this year.   |
| 25                                  | 25              | Intellectual property   | Leason Ellis is believed to be the only law firm with a monster on the homepage of its website.  |
| 24                                  | 225             | Insurance & reinsurance, commercial & business litigation, product liability, professional liability, employment law, construction law, transportation, workers' compensation, municipal law & governmental liability | No stuffy suit-and-tie culture here: Employees, including senior partners, commonly wear Goldberg Segalla-logo fleeces with jeans at the office. This "GS team uniform" is symbolic of the firm's "teamwork-focused, people-first culture."                                    |
| 20                                  | 20              | Personal injury litigation, wills, trusts & estates, real estate  | The firm began its practice in 1945 in White Plains, under the firm name of King, Edwards & O'Connor.  |
| 15                                  | 15              | Intellectual property   | Lackenbach Siegel had three offices (DC, NYC, Westchester) for the better part of its existence. But 20 years ago, the firm centralized all activities in one Westchester office.  |
| 15                                  | 15              | Intellectual property   | Collen IP is a founding member of the Luxury Market Council of Connecticut and the Hudson Valley.  |
| 13                                  | 14              | Corporate & business law, creditors' rights & financial services, employment law, intellectual property, life sciences, litigation, real estate   | Dorf & Nelson recently expanded to Los Angeles, with a new location in the well-known Century Plaza Towers.  |





The Westchester Bank President and CEO John Tolomer (second from right) with some members of his management team, including Kenneth D. Walter, Eric J. Wiggins, Robert E. Geyer, Kristin Ball, and Tracey Zimmerman.

# Branching Out

With its neighborhood approach to customer service, The Westchester Bank has grown from a banking upstart to one of the county's premier community lenders. **By Bill Carlino**

It's difficult to envision a more challenging environment to launch a startup community bank than the economic landscape of 2008. The financial crisis was unfolding, and phrases like "too big to fail," "fiscal cliff," and "asset bubble" quickly made their way into the lexicon of the average American.

The Federal Deposit Insurance Corp. (FDIC) began closing banks with dangerously low capital levels and unattainable debt obligations at an alarming rate, including Washington Mutual, which collapsed with more than \$300 billion in failed as-

sets—the largest bank failure to date in the nation's history.

Yet it was that seemingly un navigable economic climate that served as the launching pad for The Westchester Bank, which began humbly out of two double-wide trailers parked off Central Avenue in Yonkers. The bank opened for business in June 2008 with eight employees, nearly \$23 million in seed money from a group of investors, and no depositors. The bank's early survival depended on penetrating a crowded Westchester market that already housed more than 30 banking brands including global and national players such as Citibank,

Chase, Bank of America, and HSBC.

The bank's founding board members, employees, and shareholders (more than half of whom reinvested in the bank during its second capital raise in 2011) all believed the Westchester market needed a local community bank to serve small and mid-sized businesses and were convinced there was a great opportunity to carve out a niche in that space. They made a grass-roots push to obtain their initial clients, making in-person calls to businesses and attending community events; early advertising efforts consisted of print ads and client testimonials.

John M. Tolomer, who has served as president and CEO of The Westchester Bank since November 2008 (the bank opened with George Dunkel as CEO; he retired four months later), recalls the early days. "When you focus on a problem instead of the solution, it only becomes larger," Tolomer says. "It was tough,

but there were some silver linings. Because of the [financial] crisis, there were a lot of layoffs from other banks, and we were able to hire, early on, some experienced people." Tolomer has quite the experience as well, having began his career in banking in 1977—literally the day after he graduated from Iona College with a degree in sociology. His extensive pedigree includes senior management posts in both the commercial and retail lending divisions with Citibank, The Bank of New York, and TD Bank.

Despite its early hurdles, The Westchester Bank has evolved to become the county's premier community lending institution catering to small and mid-sized businesses as well as consumers. It closed out 2014 with assets of more than \$520 million and \$437 million in total deposit balances within 5,200 accounts. Its 45 staff members are sprinkled among the bank's four branches in Yonkers, Mount Kisco, White Plains, and Thornwood.

Loan growth in 2014 grew 27 percent in year-over-year comparisons, versus an industry average of 5 percent to 7 percent for mature banks, while depositor growth

### The Westchester Bank

**Headquarters:** White Plains

**Leadership:** John M. Tolomer, president and CEO

**Assets:** \$520 million (est.)

**Deposit balances (2014):** \$437 million

**Accounts:** 5,200 (est.)

**Branches:** 4

**Loan Growth (2014):** 27 percent

**Depositor Growth (2014):** 29 percent

spiked at 29 percent from the year-ago period. In 2014, banking comparison site DepositAccounts judged The Westchester Bank one of the 200 healthiest banks in America. One of the site's primary indicators of a bank's solvency is the Texas Ratio, which measures available capital to at-risk loans; any grade at or near 100 percent indicates the institution is at risk. The Westchester Bank scored a Texas Ratio of 0 percent.

Tolomer credits the bank's neighborhood grass-roots strategy of service for its rapid ascent amid the national financial malaise, a blueprint amplified by the bank's marketing tagline: "Business Banking Made Personal."

"Every time someone would give me a reason why they couldn't bank with us, I would come back with four or five reasons why they should," Tolomer says. "People think that larger banks have resources that we don't, and that's just not true. Technology has leveled the playing field between the large and small players, so that helped us overcome a lot of early objections.

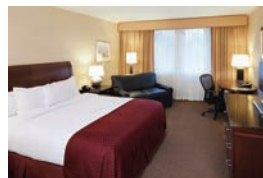


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"During the crisis, larger banks were focused on internal issues like legacy assets and, subsequently, small businesses began coming to us," he adds. "We offered everything the bigger banks did like free online banking and scanning technology and had all the products that the small and mid-sized businesses needed. We carry the exact same amount of FDIC depositor insurance of \$250,000 for every Social Security number as national banks. The only product we don't offer is residential mortgages. But we have affiliations with other companies that do, and we don't make anything off those referrals."

The bank closed out its inaugural year with a modest 376 accounts and \$45 million

**"People think that larger banks have resources that we don't, and that's just not true. Technology has leveled the playing field between the large and small players."**



—John M. Tolomer,  
president and CEO,  
The Westchester Bank

in assets. By the end of its second full year, the bank turned a small profit, and in 2011, a second round of capital raise generated \$27 million from a cadre of 320 investors.

Last year, The Westchester Bank reported profits of \$3.8 million. The bank also recently relocated its headquarters from Yonkers to Water Street in downtown White Plains.

But it's the personalized attention that forges the competitive point of difference between The Westchester Bank and the larger institutions says Tolomer, a resident of Chappaqua. "Think about it: Why does someone call a bank? It's usually because of a problem," says Tolomer. "Our model was, 'Hey, call us. We don't have 1-800 numbers. You get a live, local person on the phone, not someone in a different state who plugs your information into a computer and says either yay or nay.'" Tolomer makes a minimum of at least one personal visit to a customer or client each day. "Our bank is kind of like the

show *Cheers*, where everyone knows your name. Our job is not to sell a product, it's to provide solutions to the customer's banking needs. It's not always formulaic."

That personalized approach—in addition to a changing banking landscape—has worked out well for The Westchester Bank. Thanks to rival Hudson Valley Bank's pending merger with Sterling Bancorp, The Westchester Bank, along with Apple Bank and Webster Bank, stands strong as one of the county's few remaining community lenders.

"There have been very few, if any, new banks since the crisis—let alone one that has grown and flourished like The Westchester Bank," says Mike Smith, president and CEO of the New York Bankers Association. "John and his team have done as fine a job there as we have seen in New York State." In fact, The Westchester Bank was recently selected as a Top 100 Best Performing Community Banks in America according to SNL Financial; only one other community bank in New York State received this designation.

"The extraordinary growth of The Westchester Bank is an example of a true leader, John Tolomer, building on a keen understanding of the needs of the marketplace and creating a team that is successfully meeting the dynamic needs of our business community, even during complex financial times," echoes Marsha Gordon, president and CEO of the Business Council of Westchester.

In February, Tolomer agreed to serve as one of 15 members of the FDIC's Advisory Committee on Community Banking, which provides consultation and recommendations on a sweeping range of banking policies including compliance, credit and lending practices, and assessments of deposit insurance.

Going forward, Tolomer's plan for expansion is one of controlled growth—one branch a year. "We'll concentrate on building out Westchester first and then decide whether to go to Rockland or the Bronx. No customer should ever have more than a 10 to 15 minute drive to a branch," he says.

Adds Tolomer, "If the meltdown taught us anything, it's that it's the quality that counts. We have terrific employees who have driven our business model, and we know that the quality of our assets and our earnings are far more important than the size of a bank. From two double-wide trailers to where we are today. That's kind of a cool story don't you think?" •

*Bill Carlino is a freelance writer in Westchester. He is the former editor-in-chief of Accounting Today and also served as managing editor at Nation's Restaurant News. His work has appeared in Advertising Age, USA Today, Ring Magazine, and the New York Post.*

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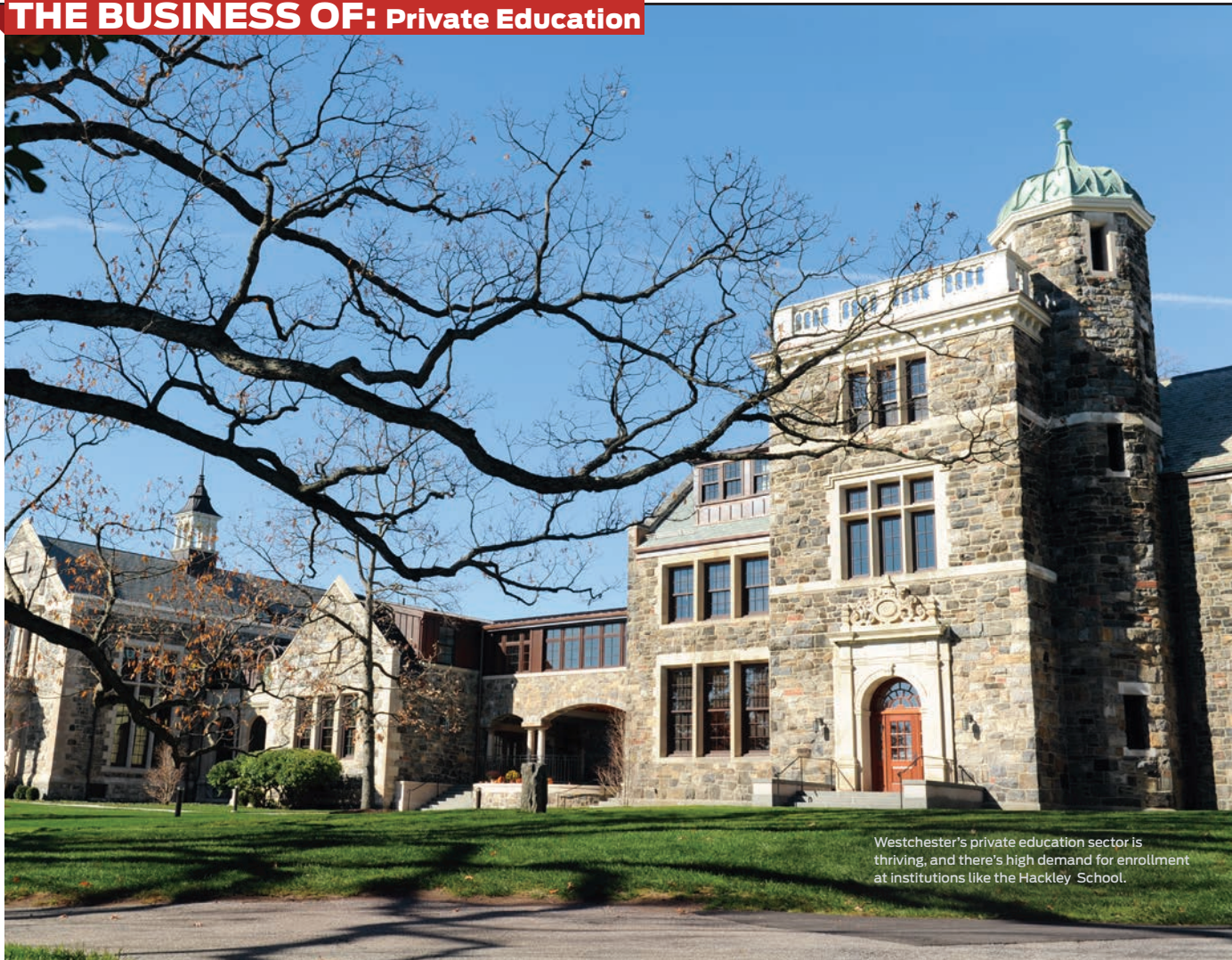
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Westchester's private education sector is thriving, and there's high demand for enrollment at institutions like the Hackley School.

# Small Schools Equal Big Business

Insatiable demand for admission drives private education revenues. **By Dave Donelson**

Here in Westchester, education isn't just education: It's one of the county's biggest industries. The schools here—and their nationwide renown—lure countless parents from New York City (and elsewhere) to live in the county. And a growing portion of those parents pay substantial tuition for their children to attend private schools, making that part of the education sector a multi-million-dollar business in the county.

The private school sector is far from monolithic, however. As Walter Johnson, headmaster of the Hackley School in Tarrytown, says, "In-

dependent schools are like going to Europe. From the outside looking in, they sometimes look the same; but inside, they're as different culturally as one country from another."

According to New York Department of Education figures for the school year ending in 2014, there were 96 non-public schools in Westchester, serving 23,266 students (K through 12 only). To put things in perspective, consider that Westchester's public schools had 147,219 K through 12 students last year. The private schools can be divided into four segments: 24 are independent, like Hackley and Rye Country Day;

15 are special education, 19 are non-Catholic religious affiliates, and 38 are Catholic.

Since 2001, independent schools have increased enrollment more than three times faster than public schools (+17.6 percent versus +5.2 percent). NYDOE reports that last year there were 5,791 K through 12 students enrolled in independent schools. The largest independent schools have close to 900 students; the smallest have a couple of dozen. Almost all of Westchester's independent schools operate as nonprofits (although not all), but like all businesses, private schools need to take in more money than they spend. And with some charging upwards of \$40,000 in annual tuition, that's not particularly difficult.

If demand for enrollment is any indication, those pricey tuition costs are apparently not a major concern for the parents who choose to send their children to private schools. For many non-public schools in the county, there are as many as eight

applications for each available classroom seat. "There are many markets in the United States where independent education is struggling, mainly because it's expensive," Johnson points out. Here, though, he says, "We have a larger number of applicants than ever before. It's getting to the point where it's like applying to elite colleges where we have so many talented applicants that it's painful."

For most businesses, having so many potential customers would be an indicator that it's time to increase capacity. But the situation presents a dilemma for the independent school: If you increase class size to meet demand, you undermine one of your school's primary advantages—low student-to-teacher ratios.

Accepting more students isn't high on Hackley's list of priorities, and Johnson says that's a strategic decision. "It's important to keep our size small because that's important to our culture." He observes that when he graduated from White Plains High School, his graduating class was as large as the entire enrollment at Hackley's Upper School.

"People seek independent schools for a variety of reasons. Sometimes

it's a family tradition. Others want a smaller school with a rigorous yet personal approach," says Scott Nelson, headmaster of Rye Country Day School in Rye. A small school means more than just low student-to-teacher ratios. "There are lots of opportunities in the scale of the school," he notes. "In any given season, half of our high school students are playing on an athletic team. You can write for the student newspaper as a freshman." On the academic side, he points out, "We don't drop courses if there are only two students." Those are among the reasons Rye Country Day this year will accept only 30 students from 240 applicants for the ninth grade.

It's all part of what Matthew Nespole, head of Rippowam Cisqua School in Bedford, calls the "value proposition" of independent schools. "What makes these schools so dynamic and engaging that people will be willing to pay for them?" he asks. "We provide an educational experience that taps into the inquisitiveness and collaborative spirit of children. We build our program around those tenets and believe that's our value proposition."

Ann Lefever, chair of the board

of trustees of The Ursuline School in New Rochelle, says they take a marketing-oriented approach. "One of our challenges is differentiation," she says. "We're not trying to be everything to all students. We try to be best at the things we're good at." That differentiation comes at least in part from an emphasis on community service by students at the all-girls

**"There are many markets in the United States where independent education is struggling, because it's expensive. [But in Westchester], we have a larger number of applicants than ever before."**

**—Walter Johnson, headmaster, Hackley School**

Catholic school.

Even with more applicants than available seats, the top independent schools are very cognizant of their competition. Since they're not bound by government school districts, they draw students from a wide area—and compete with schools all over the region. Around half of Rye Country

## Westchester's Top 10 Independent Schools

| School                                  | Enrollment | Employees | Annual Tuition* | Total Revenue | Total Expense | Net Income  |
|---|------------|-----------|-----------------|---------------|---------------|-------------|
| Rye Country Day School                  | 878        | 320       | \$36,100        | \$36,744,766  | \$34,668,304  | \$2,076,462 |
| Hackley School*                         | 834        | 306       | \$41,300        | \$39,103,344  | \$35,972,496  | \$3,130,848 |
| French-American School of New York      | 758        | 250       | \$29,970        | \$22,776,804  | \$21,752,823  | \$1,023,981 |
| The Masters School                      | 650        | 253       | \$41,100        | \$31,959,599  | \$28,308,625  | \$3,650,974 |
| Rippowam Cisqua School                  | 462        | 187       | \$38,250        | \$16,645,689  | \$17,289,420  | -\$643,731  |
| The Harvey School                       | 356        | 108       | \$37,750        | \$12,483,545  | \$12,327,372  | \$156,173   |
| German International School of New York | 331        | 72        | \$20,275        | \$6,530,208   | \$6,114,499   | \$415,709   |
| Keio Academy of New York                | 329        | 86        | \$24,500        | \$14,511,147  | \$13,085,646  | \$1,425,501 |
| Thornton-Donovan School                 | 141        | 43        | \$17,750        | \$2,591,380   | \$2,552,939   | \$38,441    |
| Milestone School                        | 100        | 32        | \$13,500        | \$1,410,128   | \$1,382,427   | \$27,701    |

Sources: 2013-2014 NYS Education Department; 2012 IRS form 990

\*Tuition: highest published tuition excluding boarding and other fees; \*Hackley School: revenues adjusted for one-time donation of \$49,268,000.



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Day's students come from nearby communities like Harrison, Rye, and Larchmont, according to Nelson. An additional 20 percent of the students come from Connecticut. "That's grown particularly over the last 10 years," he observes. "Probably the other 30 percent of our students come from 30 other school districts."

Among the competitors are Westchester's high-achieving public schools. Many parents have moved to specific districts expressly so their kids can go to those public schools. One district, Blind Brook-Rye, launched a marketing campaign two years ago to attract out-of-district students who will pay tuition for the privilege of going to school in Rye Brook. "It's worked out very well," says recently resigned Superintendent William Stark. "We don't say we're better than an independent school. But we offer an alternative, and our price is highly competitive." Tuition for out-of-district students is set by the state, but it generally runs slightly more than \$20,000 a year. For the coming school year, the Blind Brook-Rye School District budget includes \$325,000 for out-of-district tuition, close to the maximum number of new students the district can accept without hiring additional staff.

Another new competitor is Fusion Academy, a for-profit school that opened in 2013 in White Plains. Founded in California about 25 years ago, Fusion is an accredited college-prep school for grades 6 to 12 that uniquely teaches all classes one teacher to one student on a fully flexible schedule.

"The content is the same," explains Head of School Jennifer Walsh-Rurak, Ed.D. "So we are fully aligned with New York State standards, but the way we teach is incredibly different. When you teach one-on-one, you are totally in tune with that child seated in front of you." The school has 22 "classrooms" in an office park on Westchester Avenue, plus study areas and music, art, and science labs. Currently, the school has about 50 students but expects to grow to 70 with the addition of more space in the coming months. It employs about 30

teachers. Tuition is calculated by the number of courses a student takes, but a full-time schedule costs about \$45,000 per year.

One segment of the private school business not faring very well is Catholic schools, which experienced a substantial decline over the last 15 years, with some 28 schools closing and enrollment falling from 18,215 to 11,945 in the county since 2001. Most recently, Good Counsel Academy High School in White Plains announced it will close in July; its elementary school will relocate to Holy Name of Jesus' former school in Valhalla.

The other segments of Westchester's private education market are generally doing very well. The 10 largest independent schools, which account for 4,839 of the 5,791 students in the category, grossed al-

most \$185 million in 2013, according to their 990 federal income tax filings. The net income of the group that year was slightly more than \$11 million.

Meeting competitive challenges, at least financially, shouldn't be too hard for Westchester's independent schools. While about 86 percent of total revenue comes from tuition, independent schools also receive substantial support from alumni and other donors through annual appeals, along with

income from some pretty substantial endowments. "Hackley is very fortunate in having a community that has a very strong belief in the school," Headmaster Johnson says. "So our annual fund contributes more than \$3 million per year to our operating fund and our endowment income contributes an important piece, too."

One of the largest contributions in recent history came to the Hackley School in 2012, when a Monet and two other paintings donated to the school by Ethel Strong Allen were sold at auction for about \$50 million. As Johnson points out, "Right now, for Hackley, the question of finance is not our biggest challenge. ●

### The Expense of Education

Private schools have plenty of expenses that eat into what they earn from those hefty tuition fees. Here's a look at the cost breakdown, by percent of total expenses:

Salaries: 60%  
Financial Aid: 11%  
General & Administrative: 23%  
Depreciation: 6%

Source: Calculated using data from the 990 forms of Westchester's five largest private schools.

Freelance writer Dave Donelson, a product of public schools in the Midwest, marvels at the educational options available in Westchester.

WESTCHESTER MAGAZINE'S

# WINE & FOOD FESTIVAL

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# 2015 WINE & FOOD FESTIVAL EVENTS



**WEDNESDAY, JUNE 3**

## FASHION, FOOD & WINE

Bloomingdale's, White Plains, NY  
6:00PM – 9:00PM

Complimentary Admission – pre-registration required at [westchestermagazine.com/winefood](http://westchestermagazine.com/winefood)

Westchester Magazine and Bloomingdale's, White Plains, join forces to host the kick-off party for the 5th annual Westchester Magazine Wine & Food Festival.

- Meet & greet with Kathie Lee Gifford
- Special pouring of Ms. Gifford's Giffit wine
- Lively chef demonstration with Peter Kelly
- Tasty bites
- Exclusive fashion event

**THURSDAY, JUNE 4**

## BURGER & BEER BLAST

Kensico Dam Plaza, Valhalla, NY  
6:00PM – 10:00PM

Westchester's ultimate block party takes place with top local chefs competing for the title of best burger. Enjoy a night filled with:

- Burgers
- Music
- Beer
- Wine
- Spirits
- Food trucks
- Mercedes-Benz of White Plains Slovenia Vodka Lounge

Benefiting Charity: **Friends of Westchester County Parks**

Price: **\$65**

**THURSDAY, JUNE 4**

## WINE SEMINAR WITH PIERO INCISA DELLA ROCCHETTA

Tastings of Tenuta San Guido Sassicaia & Bodega Chacra

Sky Room at 42 Restaurant & Events, White Plains, NY

Reception: 6:00PM – 6:45PM

Seminar: 7:00PM – 8:15PM  
(limited to 90 guests)

Be among the first to taste the limited production, old vine, pre-phyloxera Pinot Noirs of Bodega Chacra and the debut release of the 2012 Super Tuscan Sassicaia. Renowned winemaker Piero Incisa della Rocchetta leads a seminar on the production of his wines and the history of how Sassicaia came to be.  
Price: **\$149.99**



# 2015 WINE & FOOD FESTIVAL EVENTS



## FRIDAY, JUNE 5

### AN EVENING WITH WESTCHESTER'S TASTEMAKERS

42 Restaurant & Events, White Plains, NY  
5:30PM VIP Entrance  
6:30PM - 10:30PM

Savor signature dishes and exceptional wines from around the world.

**ANTHONY GONCALVES**,  
42 Restaurant & Events  
**JAY LIPPIN**, Crabtree's  
Kittle House

**DAVE DIBARI**, The Cookery  
**CHRISTIAN PETRONI**, Fortina

**BLAKE FARRAR**, The Inn at  
Pound Ridge by Jean-Georges

**SCOTT FRATANGELO**, L'inizio  
**ETHAN KOSTBAR**, Moderne Barn  
**ERIC GABRYNOWICZ**,  
Restaurant North

**PETER LARSEN**, RiverMarket  
Bar & Kitchen

**ANDY NUSSER**, Tarry Lodge  
**ROBERTO PACIULLO**, Zero Otto Nove

Benefiting Charity: **Food Bank for Westchester**  
Price: **\$125, \$175 (VIP Entrance)**

## SATURDAY, JUNE 6

### GRAND TASTING VILLAGE

Kensico Dam Plaza, Valhalla, NY  
12:00PM - 5:00PM  
Chef Demos: 12:30PM, 1:00PM,  
2:00PM, 3:00PM, 4:00PM

Enjoy the all-new outdoor Grand Tasting Village featuring local takes on farm-to-table dishes.

- 35+ restaurants
- 100+ wines & spirits
- Mercedes-Benz of White Plains Slovenia Vodka Lounge
- NewYork-Presbyterian Chef Demo & Farmers Market Tent
- Food trucks

Benefiting Charity: **Friends of Westchester County Parks**  
Price: **\$75**

## SATURDAY, JUNE 6

### JR. CHEFS ACADEMY

The Ritz-Carlton, Westchester  
White Plains, NY  
10:00AM - 12:00PM  
1:00PM - 3:00PM  
(limited to 20 per class)

Junior chefs will enjoy a hands-on cooking class in the kitchen of The Ritz-Carlton, Westchester. With helpful guidance from the hotel's culinary team, these budding chefs will learn a variety of cooking techniques and bring home recipes they can share with family and friends. Limited to aspiring chefs ages 7 to 17.

Price: **\$95**



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Westchester Magazine's 5th Annual Wine & Food Festival proudly supports two local not-for-profit organizations: Friends of Westchester County Parks, committed to the preservation and conservation of 18,000 acres of parks and trails; and the Food Bank for Westchester, dedicated to ending hunger in Westchester County.



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# Yonkers:

## WESTCHESTER'S HOTTEST URBAN CENTER!

The secret is out. Yonkers is the hottest urban center in the region offering a vibrant place to live, work and play.

Under the visionary leadership of Mayor Mike Spano, Yonkers is bustling with business as a wave of companies has moved to the city where they find affordable office space, a variety of housing, easy access to public transportation, exciting restaurants and all with a vibrant and dynamic lifestyle. From digital marketing and biotech firms to new restaurants to companies involved in stage, movies, and TV entertainment, the new and growing ventures are breathing new life into buildings with historic character.

The city of 200,000 people has always had great assets. A short train ride from Midtown Manhattan, Yonkers is a haven for those who thrive in a lively urban setting with spectacular views of the Hudson River and Palisades, all of it in easy driving distance to New Jersey, Connecticut, and New York City. And now its time has come. Here are just few of the signs of the renewed confidence in Yonkers:

» Three major hoteliers—Hilton, Marriott, and Hyatt—have begun projects in Yonkers over the past year, boosting the city's position as a business hub. Diners can enjoy everything from cheap eats to fine dining to a brew at the newly opened Yonkers Brewing Company.

» Hudson Scenic Studio is expanding its business of providing scenery and sets for Broadway shows and stage productions around the world.

» Simone Healthcare is transforming the historic Boyce Thompson Institute property into an 85,000-square-foot complex of offices, medical space, restaurants, and retail shops. The \$35 million project is breaking ground in June.

» National Resources has unveiled a plan to build 100 micro-apartments called Uno I Park, a \$15-million project.

» Cintas and FedEx have announced plans for major regional service facilities in Yonkers, one in the South Westchester Executive Park and the other on Tuckahoe Road.

» Ginsburg Development is constructing River Tides at Greystone, a \$100-million, 330-unit luxury rental complex overlooking the Hudson River.

» Leggiadro, an Italian luxury fashion manufacturer and retailer, is relocating its headquarters to downtown Yonkers from Manhattan's Garment District.

Artists are adding a splash to the city scene as Yonkers becomes the new place to be for the cutting edge. A former city jail is being transformed by world-renowned sculptor Maya Lin, who designed the Vietnam Veterans Memorial in Washington, and her art collector husband Daniel Wolf. Contemporary artist David Hammons is converting a warehouse in Yonkers into a



River Tides at Greystone will feature 330 luxury rental apartments.

live/work space and gallery for himself and his wife. Those and other celebrated artists are leading the way for a surge of creative luminaries making Yonkers their home and base.

The city's Planning and Development Department works closely with businesses that want to move to the city as well as those looking to expand their operations here. The Yonkers Industrial Development Agency, with its targeted tax enticements, has helped along 13 new projects worth \$157 million. They are adding 950 construction jobs and 500 permanent full-time jobs.

The film and television industry continues to film major productions in Yonkers. Since the City's new Film Office began its aggressive outreach to producers three years ago, Yonkers has seen a 61 percent increase in film days and increasingly has seen Yonkers streets, parks, and buildings show up on the big and small

screens.

Last year, the city launched its innovative Generation Yonkers marketing campaign targeted to the Gen Y/Millennials. More than 20,000 potential investors in the city have visited the GenerationYonkers.com website that showcases business success stories and the many benefits of doing business in the city.

Education is integral to a successful city, and Yonkers is moving ahead in that area, too. Full-day pre-kindergarten begins in September, the district's graduation rate is on the rise, and two city schools—Saunders Trade and Technical High School and Palisade Preparatory School—are ranked among the top 10 percent in the nation.

With a newly thriving business climate, a school system getting better all the time, and a world of dining options, Yonkers is no longer a secret.



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# RESTORING THE PAST AND BUILDING FOR THE FUTURE

Historic Boyce Thompson site to be transformed into mixed-use complex



Courtyard view of Boyce Thompson Center.

Yonkers is home to many architecturally distinctive buildings that are part of the city's industrial past. Today some of those buildings have been redeveloped into modern office space—most notably the former Otis Elevator Plant, which is now iPark and the former Alexander Smith Carpet Mills building on Nepperhan Avenue.

The latest historic building in Yonkers slated for redevelopment is the former Boyce Thompson property on Executive Boulevard. Built in the early 1900s, the property was once the home of the Boyce Thompson Institute, a horticulture research center which moved to Cornell University in the 1970s.

The complex, which has been abandoned for many years, is being redeveloped by Simone Development Companies into an 85,000-square-foot mixed-use center. Simone was recently designated by the City of Yonkers as the developer of the

\$35 million project.

Simone's plan for the property includes offices for business and medical use on the upper floor of the building with the front and rear grade levels housing medical offices, retail stores, banking, and two restaurants. The Boyce Thompson building will be restored to its original character using materials to match or offset the period architecture. An addition will be attached at the south end to resemble the existing structure. A glass "greenhouse" connecting

**The existing 52,000-square-foot building will be increased to 70,000 square feet with the freestanding building totaling 15,000 square feet. The parking areas will be paved, landscaped, and illuminated using state-of-the-art materials selected to complement the architecture.**

the new building with the existing building will house an information gallery honoring the Boyce Thompson legacy.

As a nod to the property's historic greenhouses, a dramatic two-level freestanding glass and aluminum building will be

constructed at the corner of Executive Drive and Executive Plaza for either office, medical, and/or retail use. The plan includes a public space with a clock or fountain.

"Our development plan restores the Boyce Thompson Institute property, acknowledging its illustrious past and embracing its exciting future," says Joseph Simone, President of Simone Development Companies. "Taking cues from the heavy masonry of the main structure and the light open feel of the original glass greenhouses, our design will blend these elements together in a unique manner while still maintaining the character of the existing building."

Adds Simone, "We are very excited by the changing business character in Yonkers with emerging technology and biotech companies bringing new ideas and people to the city. It is our desire to make the Boyce Thompson Center a place that attracts a diversity of new and traditional businesses working together to further economic

growth in the city." He notes that the site's close proximity to St. John's Riverside Hospital on North Broadway makes the Boyce Thompson Center an excellent location for physician practices and ambulatory services. **>>**



The Boyce Thompson Center will feature a dramatic two-level freestanding glass office building, illuminated at night.

# YONKERS



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BE PART OF IT



"We are so pleased that Joe Simone and Simone

**Simone plans to break ground on the project in June with construction expected to require 20 months, including renovation of the existing structure, the addition to the Boyce Thompson building, and the new glass building.**

Development are bringing their talents, and their investment dollars, to Yonkers," says Yonkers Mayor Mike Spano. "The redevelopment of the historic Boyce Thompson building, which has long stood as an eyesore in the heart of Yonkers' corporate center, will bring new jobs and revenues to our city and help solidify Yonkers' place as Westchester's retail and business destination."

Simone Development Companies is a full-service real estate investment company specializing in the acquisition and development of office, retail, industrial, and residential properties in the New York tri-state area. Headquartered in the Bronx, the privately held company owns and manages more than 5 million square feet of property in the Bronx, Westchester County, Queens, Long Island, and Connecticut.

The company's portfolio includes more than 100 properties and ranges from multi-building office parks to retail and industrial space. The company's largest and most successful development is the 42-acre Hutchinson Metro Center office complex located directly off the Hutchinson River Parkway in the Pelham Bay section of the Bronx.

Simone Development has owned and managed properties in the City of Yonkers for more than 30 years. The company recently purchased 1034 North Broadway, a two-story building containing eleven retail and business tenants.

## ROYAL REGENCY HOTEL: Transformed and Reimagined



The Royal Regency Hotel's exciting new look and feel includes a luxurious Crystal Ballroom.

Inspired by its rich past and Yonkers' bright future, the Royal Regency Hotel has transformed itself into Westchester's first truly boutique hotel with sleek new guest rooms and suites, a luxurious Crystal Ballroom, and sophisticated and inviting new lobby and lounge. The family owned and operated hotel has emerged from its major multi-million dollar makeover with a new look, new trendy persona, and modern repositioning with a nod to its Greek American heritage.

The reimagined interior spaces, including meeting and event rooms, feature a color palette of deep purple highlighted with gray hues, complemented by modern amenities such as a state-of-the-art fitness center, complimentary high-speed Wi-Fi, on-site Hertz car-rental service, and a Business Center with 24-hour message/fax/copy service.

But, behind its exciting new look and feel remains the hotel's steadfast attention to detail and dedicated customer service. "This is a very exciting time for everyone at the Royal Regency Hotel," says Maria Pampafikos, Co-Owner and Vice President. "My family has owned the hotel since 1994, and as we looked to the ongoing accommodation needs of our guests, we knew it was time for a complete

redo. We are dedicated to providing our guests with excellent customer service in a welcoming, comfortable, and fun setting."

## FEA HOME: Discover the Art of Living

A hidden gem in the heart of Yonkers, FEA Home is considered Westchester's destination for home furnishings by many loyal customers. For more than 50 years, the family

owned and operated business' team has traveled throughout the world—curating an eclectic collection of antiques, art, and home furnishings.

With a passion for discovery, the Rose family has sourced a unique mix of Asian and Chinese antique furniture, garden sculptures, rare Asian antiquities, and decorative accessories. Their globetrotting travels have taken them to remote villages in China, Japan, Hong Kong, Thailand, Indonesia, and India, among other exotic locations.

Their massive collection is housed in the historic Alexander Smith Carpet Mills building (circa 1881), which contains more than 100,000 fascinating finds. Previously limited to only interior designers and the trade, the 170,000 square-foot, five-story facility is now open to the public.

The Rose family owns the Randolph Rose Collection, which features custom bronze sculptures and fountains. The collection's hundreds of unique designs—including children, animals, and classic and custom pieces—will enhance any landscape or outdoor décor.

Both home furnishings companies are part of the Nepperhan Design Center in the Carpet Mills Arts District (C-MAD) in the Alexander Smith Carpet Mills building, which has been utilized as a filming location, warehouse, office space, artist gallery, and event space.



FEA Home has curated a unique collection of antiques, art, and home furnishings from around the world.

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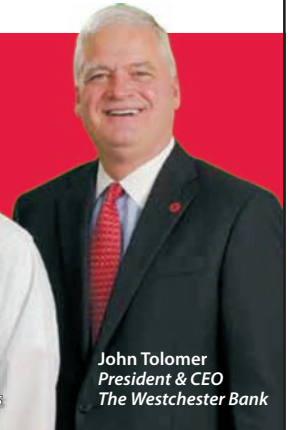
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# FIVE STAR PREMIER RESIDENCES OF YONKERS:

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With an ideal location on the picturesque Hudson River, Five Star Premier Residences of Yonkers offers seniors a home with exceptional river views, restaurant-style dining, social and recreational activities, and a modern wellness center all within a short 15-minute trip to access all that New York City offers.

Services span a full range of care. Five Star's independent living services support seniors who are active and engaged. The community's concierge model with trained staff and exciting programs makes it easy for residents to take advantage of the specific services, activities, and resources they desire. That includes the opportunity to stay fit and healthy through a comprehensive state-of-the-art Fitness Center featuring a new physical therapy department and extensive personal service.

For seniors who might require a higher level of care, Five Star Premier Residences of Yonkers provides all the comforts of home and more with the Assisted Living services. Along with 24-hour nurses on staff, the community offers personalized medication management, personal care services, housekeeping, and transportation for shopping, errands, and doctor's appointments.

A nationally acclaimed Bridge to Rediscovery, Five Star Senior Living's innovative approach to memory care,



Five Star Premier Residences offers spacious and comfortable independent living and assisted living options.

helps residents rediscover the joy in everyday life. The highly qualified and caring staff is on hand to help guide new residents and their families in the transition, helping to determine a level of care and options for a fulfilling lifestyle.

# THE WESTCHESTER BANK:

## Business Banking Made Personal

Nearly seven years after The Westchester Bank launched in Yonkers, President and CEO John M. Tolomer remains enthusiastic about the bank's continued impressive progress



The Westchester Bank

and growth. "We've had record-breaking years in 2013, 2014 and we're off to another great start in 2015," says Tolomer. "As part of that growth, we're continuing to expand in the Westchester market having opened a new branch in Mount Kisco and expecting to open a fifth branch later this year. We also have transitioned into the Wealth Management arena."

The bank also had the good fortune of receiving several recent performance accolades, including a Bauer 5-Star Rating, selection by SNL Financial as a "Top 100 Best Performing Community Banks in America" (one of only two banks in all of New York to receive that distinction) and a "Top 200 Best Banks in America" rating by DepositAccounts.com. Tolomer was also recently selected as one of only 15 bank leaders from across the country to serve on the prestigious FDIC Community Bank Advisory Board.

Tolomer attributes the bank's ongoing success in large part to the bank employees' ability to consistently execute the bank's business model—*Business Banking Made Personal*. "We're able to differentiate ourselves from the competition by giving our customers the same products and services offered by larger institutions, but delivering them in a highly personalized way," he explains. "As a community bank, we make decisions locally, not in another state. We get to know our customers by visiting them at their place of business to address their banking needs whether it's loan solutions, cash management solutions, or local service issues."

The bank's community efforts continue to expand as well. "We're committed to the communities we serve because it's the right thing to do and it's good business," Tolomer explains. "Our not-for-profit banking model helps organizations by simplifying their banking, reducing their fees, and allowing them to focus on their own initiatives rather than their banking."

In Tolomer's view, thinking like a customer, providing

services the way a customer would want, and attracting high-quality businesses help drive the bank's growth and profitability. "We understand our customers and can tailor products and services to their specific needs," he says. "We realize one size does not fit all."

# ST. JOHN'S RIVERSIDE HOSPITAL:

## Community Strong



Dr. Jonathan Arad, demonstrating the da Vinci surgical robot.

St. John's Riverside Hospital provides unmatched personalized care, an elite team of innovative physicians trained at leading medical centers, and the continuous introduction of new technologies and life-improving procedures. St. John's Riverside Hospital is making the community stronger. It's about attracting the best physicians for our patients. We have created an environment that attracts and empowers outstanding physicians from leading medical institutions around the nation. St. John's Riverside Hospital is home to innovators in robotic orthopedic surgery, one-step breast reconstruction, and single incision minimally invasive surgeries to name a few. These award-winning physicians

continue to make the latest in healthcare available to our community.

St. John's Riverside Hospital's Ashikari Breast Center has been recognized with a Women's Choice Award—America's Best Breast Center for meeting a higher standard of care for women and their families. This highly coveted award validates our commitment by empowering women to make smart healthcare decisions. In addition, the hospital has, again, earned the Commission on Cancer Award and the Five Star Maternity Award.

The St. John's Riverside Hospital team, including nurses and doctors who grew up and live here, take the time to get to know and understand what's important to patients and is committed to providing the most advanced technology in healthcare. By introducing procedures that result in faster recoveries and by providing the best outcomes, St. John's Riverside Hospital is Community Strong.

## WELCOME SUMMER AT SUMMERFEST 2015!

SummerFest, Cross County Shopping Center's annual summer series of outdoor concerts, fireworks, arts, and entertainment kicks off in May 2015 with two exciting new events!

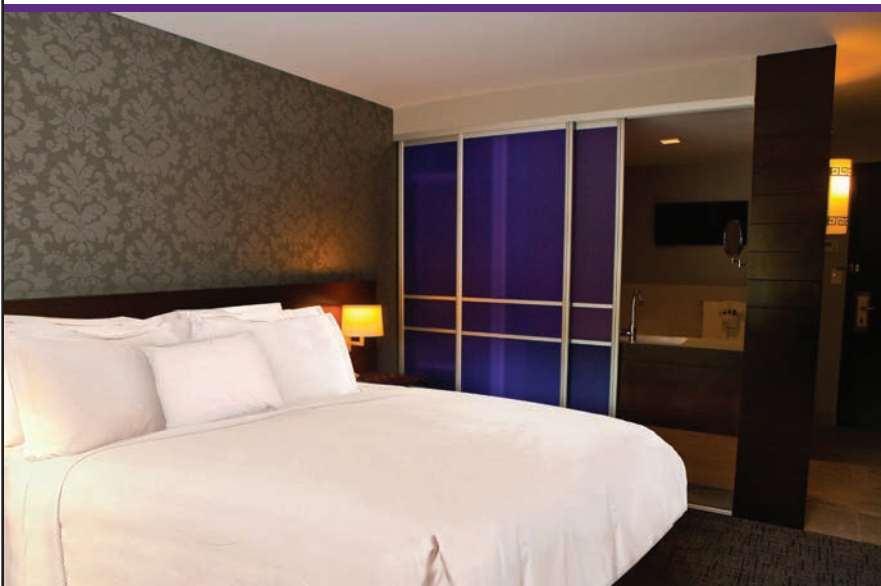


## FIT FEST 2015

Get swimsuit ready by joining Blink Fitness on The Green, in the center of Cross County Shopping Center on select Saturdays in May and June. Boost Camp classes will be held from 9 am to 11 am and include a mood-lifting session for participants ages 16 and up. The events are free, and following the classes, attendees can meet with a variety of vendors from the health and wellness industry.



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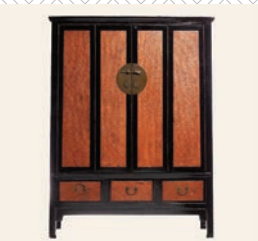




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# Another Exceptional Turnout for Expo



The Expo exhibit spaces bustled with hundreds of the region's business leaders and innovators.

This year's Westchester Business Expo was another big success as more than 1,500 businesses turned out to meet new clients, network with old ones and showcase their products and services.

Keynote Speaker Brandon Steiner of Steiner Sports Marketing regaled attendees with a lively 40-minute talk laced with humor and practical advice for everyone from senior executives to budding entrepreneurs. "Stop selling and start solving. Look at people's problems and be somebody who wants to help them, instead of worrying about making a sale," said Steiner whose many clients include such sports legends as Derek Jeter and Michael Jordan.

In its 13th year, this year's Expo, which was held March 18th at the Hilton in Rye Brook, was the largest in recent memory and once again proved itself to be the most influential business-to-business trade show in the Hudson Valley. The exhibit spaces bustled with hundreds of the region's business leaders, innovators and decision makers.

Nearly every industry in the county was represented, a virtual who's who of business leaders, trendsetters and decision makers. Exhibitors included the region's



From left, BCW Director of Special Events Allison Calvert; Westchester County Office of Economic Development Director William Mooney III; BCW Chairman Anthony Justic of Maier Markey & Justic; BCW Board Member Mercedes Garcia of MasterCard; Bridget Gibbons of Gibbons Digital; BCW Board Member Jane Solnick of Con Edison; Keynote speaker Brandon Steiner of Steiner Sports; Deputy County Executive Kevin Plunkett; former NY Mets All Star Dwight Gooden; BCW Executive VP and COO John Ravitz; BCW President and CEO Marsha Gordon and BCW Board Member Peter Herrero of New York Hospitality Group.

best in real estate, banking, law, health care, marketing, not-for-profits, hospitality, fitness and insurance.

"The Expo is a great way to promote growth and opportunities for businesses in Westchester," said Marsha Gordon, President and CEO of The Business Council. "We've filled two floors with exhibitors who are making the face-to-face connections with potential clients that are at the heart of successful entrepreneurship."



## Big Move for BCW

The Business Council of Westchester has a new home and it's at one of Westchester County's most prestigious office buildings. In early March the BCW moved its headquarters from Corporate Park Drive in White Plains to 800 Westchester Avenue in Rye Brook where it is leasing approximately 4,400 square feet of office space.

With its soaring domed atrium, pure white façade and dramatic setting, 800 Westchester Avenue has been Westchester's most visible corporate landmark for more than two decades. The 532,568-square-foot complex is owned and managed by RPW Group, whose founder is Robert Weisz.

"We are very excited to have our new headquarters at one of Westchester's finest office buildings. This is a significant move for the Business Council and strengthens our position as Westchester's most dynamic and influential business organization," said Marsha Gordon, President and CEO of The Business Council of Westchester.



# Message from the president...



**Marsha Gordon**  
President and CEO  
The Business Council of Westchester

We asked. You answered. Responding to a recent survey of our members, The Business Council of Westchester is unveiling a strategic array of programming to better serve businesses in Westchester County.

While we will continue to serve members in traditional ways such as through networking events, Hall of Fame, Rising Stars and other programs, we will also bring a laser-like focus to topics that you've identified as important to your businesses -- business and corporate leadership; government and advocacy; and creating a sustainable and economically strong future in Westchester County.

• **On Leadership:** Building on the success of our popular Key Bank Speakers Series and First Niagara Bank Leadership Conversation Series, we will expand into the areas of technology, advertising, media and information. Known as TAMl, these rapidly growing sectors are already transforming Westchester's economy and revitalizing its urban centers. Westchester is well positioned to capitalize on this vital sector.

• **Government and advocacy:** We're going to build on our successful Government Action Council's efforts to ensure our members hear directly from, and have access to, the policy-makers and decision-makers throughout Westchester and New York. In fact, we're moving quickly on this front and have scheduled meetings and events with members of Gov. Andrew M. Cuomo's administration, notably Westchester's own and Secretary to the Governor William Mulrow. We're also planning meetings with Board of Legislators Chairman Michael Kaplowitz, Vice Chairman James Maisano and State Senator Terrence Murphy. On April 28, we have a dynamic power panel and

not-to-be-missed program featuring County Executive Robert Astorino, Yonkers Mayor Mike Spano, Harrison Town Supervisor Ron Belmont and Bronxville Mayor Mary Marvin, who will discuss the challenges and opportunities of developing in Westchester County.

• **Westchester's future:** Our Economic Development Leadership Council met with the mayors of Yonkers, White Plains and New Rochelle over the past year and offered our expertise and insight on smart, sustainable economic development. Following up on these productive sessions, we're pleased to report that New Rochelle is taking us up on our offer to provide objective professional advice as it goes through with its exciting and ambitious plans to transform its downtown and waterfront areas.

• **Green Business Challenge:** Also worth noting is that we are growing our Westchester Green Business Challenge. The program, a partnership between The Business Council of Westchester, Westchester County and Green Team Spirit, will expand its highly successful business challenge by helping even more businesses to become environmentally sustainable while simultaneously improving performance and saving money.

All of this couldn't be happening at a better time as we've recently moved into fantastic new offices at 800 Westchester Avenue in Rye Brook. Come by and take a look for yourselves.

This is an exciting time for The Business Council and for me personally. What is especially rewarding is that our members play such an important part of our mission and direction. We're doing all of this because we are committed to developing all of our members' businesses.

## Business Council Delegation Advocates for Reforms in Albany

Showing its influence and understanding of how government policies affect businesses across New York State, a delegation of members from The Business Council of Westchester recently traveled to Albany as part of an all-day lobbying effort to reforms laws that are hurting New York.

As part of the February 20 visit to the State Capitol, BCW members met in-person with New York State's new Lt. Governor Kathy Hochul and members of Westchester's delegation including Senate Democratic Leader Andrea Stewart-Cousins of Yonkers, Senator George Latimer of Rye,

Senator Terrence Murphy of Yorktown, Senator David Carlucci of Ossining, Assemblywoman Sandy Galef of Ossining, Assemblyman Steve Otis of Rye, Assemblyman David Buchwald of White Plains and Assemblywoman Shelly Mayer of Yonkers.

The BCW members also met with key industry leaders including Gavin Landry, executive director of Tourism for New York State; Mike Elmen-dorf, president and CEO of Associated General Contractors of New York State; E.J. McMahon, president of Empire Center for Public Policy; and Robert Harding of Greenberg Traurig.



**BCW's Ravitz meets with Lt. Governor Hochul**

# Member Spotlight

## Clancy Relocating & Logistics: Diversification is the Key to Growth

There's a half-joke they tell at Clancy Relocating & Logistics about anyone who might ask the company for references.

The response: "How about the Pope and the President?"

It's no exaggeration. When Pope John Paul II visited New York in 1995, Clancy movers helped stage the Pontiff's appearance at St. Patrick's Cathedral in Manhattan.

A few years later, when Bill and Hillary Clinton moved from the White House to Chappaqua, Clancy was one company involved, unloading the former First Family's belongings.

That takes experience, and the 94-year-old Patterson-based company has got it.

"We have many, many long-term employees," company President John Clancy said. "The average tenure of our service crew is more than ten years. On any day, more than 95 or 100 movers and drivers are on the job. To have that kind of experience on a crew that large is significant."

The company's crews can handle almost any job, from moving a family across town to relocating a major corporation on a global scale. The

company also moves libraries and data centers. Crews work with hotels that are renovating, liquidating the old furniture and fixtures and bringing the new pieces from the factory.

They built their reputation on reliability.

"When a company that's moving shuts the office at five o'clock on Friday, they need to know that their six hundred employees will arrive at a new location that's up and running when the phones start ringing Monday morning," Clancy said.

Over the past 15 years or so, office relocations have gotten smaller, Clancy said. Staffs use less paper and smaller computers and many employees work from home. During that time, Clancy broadened its scope and services by, for instance, offering to warehouse equipment for a company whose new site is not yet ready. The items will be available in an on-line inventory system. Any material requested is delivered by 8 a.m. the next day.

"We'll store it safely and deliver it in an orderly fashion, in climate-controlled trucks," Clancy said.

They are services that grew from the skills developed in the moving business. "Our general theme has been that we try to diversify," Clancy said. "And we continue to try to diversify so that we don't have all our eggs in one basket."

It's a broad range of services for a company that started in New York City as Clancy Storage Co. in 1921. The company joined with United Van Lines in 1947. Back then, and through the 1950s, company's slogan was "Moving With Care Every-



**Company President John Clancy**

where" – an approach the employees still follow.

The company has been in John Clancy's family since 1968, when his father took it over several years after immigrating to the United States from Ireland. The younger Clancy took to the business early on. While still in school, he drove one of the company's trucks during the summer. He became head of the company in 1990.

The company expanded into Patterson in 1978. In 2001, Clancy opened a new headquarters there, and the business hasn't stopped growing. Over the past decade, it has opened facilities in Stamford, Conn., Pawling and, in 2012, in Newtown, Conn.

As much as it has changed, Clancy's affection for it hasn't.

"I grew up in it," he said. "It was just by being around it that I learned to love it. I love the action, I love dealing with different people and dealing with different challenges each and every day."



**Clancy's HQ and warehouse in Patterson**



# Business in Action

## VIP Board Member Reception

January 22,  
Memorial Sloan Kettering Cancer Center,  
West Harrison



1) From left, Business Council Executive Vice President and Chief Operating Officer John Ravitz; Borys Mychalczak, MD, Chief, Radiation Oncology Westchester Service; Karen Cadoo, MD, Assistant Attending Physician, West Harrison Medical Oncology Service; Business Council President and CEO Marsha Gordon; and Richard Barakat, MD, FACS, Deputy Physician-in-Chief for the Regional Care Network and MSK Cancer Alliance.

## Westchester Green Business - Certification to C.W. Brown

March 3,  
C.W. Brown, Armonk



2) From left, Scott Fernqvist, co-founder, Westchester Green Business Challenge; Marsha Gordon, President and CEO, The Business Council of Westchester; Erika Conradt, project manager, C.W. Brown, Inc.; Kimberly Nugent, Executive Assistant, C.W. Brown, Inc.; Renee Brown, President and CEO, C.W. Brown, Inc.; Westchester County Executive Robert P. Astorino; Dani Glaser, co-founder, Westchester Green Business Challenge.

## Westchester Business Expo March 18, Hilton, Rye Brook



3) At the Fordham Westchester exhibit were, from left, Ron Jacobson and Grant Grastorf



4) At the New York Hospitality exhibit were, from left, Ilya Fedyainov, Christine Varbero and Joseph Sasso



5) At the ArtsWestchester exhibit were, from left, William Mooney III, Director of the County Office of Economic Development; BCW President and CEO Marsha Gordon; Mary Kate O'Keefe, Development Coordinator for ArtsWestchester; and Deputy County Executive Kevin Plunkett



## 2015 Youth Summit

April 1  
Crowne Plaza, White Plains

6) From left, Business Council Chairman Anthony Justic; Putnam County Executive MaryEllen Odell; Westchester County Executive Robert P. Astorino; Business Council

President and CEO Marsha Gordon, and Donovan Beckford, Director of the Westchester-Putnam Workforce Investment Board.



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# WUNDER



**By Philip Garrity,  
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and Scott Simone**

Photographs by  
**Stefan Radtke**

Makeup by  
**Jenny Greene-Magliano**

Shot on location at  
**iPark Hudson, Yonkers**



# KINDS <sup>2015</sup>

Think Millennials are a bunch of slackers? These 22 Wunderkinds—Westchester's most impressive under-30 business professionals—will change your mind.







## Alexa D'Agostino, 25

Executive Director of Marketing,  
Mercy College

**H**ere's a winning combo in today's digital world: a marketing executive with a computer programming background. By executive, we mean 25-year-old Alexa D'Agostino, Mercy College's executive director of marketing. According to Mercy's Chief Advancement Officer Bernadette Wade, D'Agostino is using data analytics to "readjust advertising placements, target potential recruits in new ways, and create messaging that potential students find relevant." Why, at 25, is she qualified to do this? Education, for one. On top of her undergraduate degree from Pace University in information systems and business, she has an MS in cyber security and an MBA in management—both from Mercy. Hard work, for another. "I went from managing the college's website and digital marketing initiatives to running the entire marketing department," D'Agostino says. And how, exactly, did she do that? Using data to drive results. "Data, data, data," she says. "Everything I do, I support it with data analysis and metrics."

## John Behrens, 27

Associate Scientist and  
Product Developer, PepsiCo

**O**n a daily basis, people across the globe enjoy the fruits of John Behrens' labor. As a product developer with PepsiCo's Global Ready to Drink Beverages Team, Behrens has helped launch some 20 products, taking the lead on the creation of beverages including Mug Root Beer made with real sugar for the US, Mirinda Pineapple for Egypt, and Mirinda Orange for Korea. "I'm a scientist who gets to artfully craft products people love," says Behrens, who's been recognized as a co-inventor on two patents (one garnered while still an intern at PepsiCo) for his food- and drink-related discoveries. "You can work your whole career and not be lucky enough to discover something, but I'm most proud of seeing products I directly influenced in people's hands." And if all that success isn't enough, Behrens is working toward his master's in food science through the PepsiCo/Rutgers University distance-learning program.





## Katie Hatch, 29

Director of Marketing and Public Relations, Westchester Knicks

**W**hen more than 2,100 fans streamed into the Westchester County Center for the Westchester Knicks' sold-out inaugural game in November 2014, it was thanks to the tireless efforts of Katie Hatch. As director of marketing and public relations, Hatch spearheads those functions, as well as game entertainment, community relations, and social media efforts. At any given moment, you can find her organizing ticket promotions, updating the team's website and e-newsletter, or writing game notes and press releases. Hired before the team even had a name, Hatch developed a comprehensive marketing plan in April of last year that led to more than 14,000 fans across the team's Facebook, Twitter, and Instagram accounts—and 11 of the first 16 games selling out. "To start with nothing less than a year ago, to bringing professional basketball to Westchester and filling up the stands has been an immense source of pride for me," Hatch says.





**Kathleen Reckling, 29** Gallery Director, ArtsWestchester

**T**urning down Washington University's offer of a fully funded PhD, under the guidance of one of the foremost scholars in American art, has turned out to be Kathleen Reckling's best career move. She decided instead to "stay connected to the artistic community of New York"—and it has paid off. Since joining ArtsWestchester in 2011, she has helped strengthen the gallery's visual arts programming (up to six original exhibits each year)

through an expanded roster of artists, new veins of support, additional community and business partnerships, and larger audiences. In April 2014, Reckling recorded her biggest career milestone: ArtsWestchester won a coveted federal grant from the National Endowment for the Arts for its *Crossing Borders: Memory and Heritage in a New America* exhibit; Reckling was both grant writer and curator of the exhibit.





## Alexander Lopez, 29

Associate Manager, Sequencing & Lab Operations, Regeneron Genetics Center

**T**he mission is lofty at Regeneron Pharmaceuticals' shiny new Tarrytown subsidiary, the Regeneron Genetics Center: "to improve patient outcomes by identifying...genomic biomarkers for pharmacogenomics applications." Critical to reaching that goal is 29-year-old Alexander Lopez, who can explain to our science-starved minds what in the world genomics actually is: "A science wherein we try to better understand the human genetic code...and where mutations within our genetic code occur...to target those mutations within certain genes and see if we can create cures." Sound complicated? Try being the one who manages day-to-day operations at the genomics-sequencing lab. Regeneron plucked Lopez from the Yale School of Medicine in 2013 to do just that. (Lopez was an instrumental part of Yale's effort to build its own genetics center.) Today he oversees a team sequencing DNA samples at a rate of 50,000 per year.



## Matt Levy, 24

Head Brewer, Peekskill Brewery

**I**n March, Matt Levy took over as head brewer of Peekskill Brewery at the ripe old age of 24. But if his short history is any indication, he'll more than fill the large shoes of former brewmaster Jeff O'Neil. The first batch of beer Levy brewed as assistant brewer (a title he held since August) at Peekskill—NYPA, an American Pale Ale—won a silver medal at the Great American Beer Festival, one of the most prestigious beer festivals in the country. While working at Captain Lawrence Brewing Company in Elmsford, Levy brewed a pilot batch, called Matt the RIPA, which was soon turned into a 1,300-gallon production batch that was distributed throughout the tri-state area. Levy has come a long way from home-brewing in his parents' garage and begging Scott Vaccaro, owner of Captain Lawrence Brewing Company, for a summer internship. "My job allows me to make a multitude of different styles to keep our 16 tap lines diverse and interesting," says Levy. "It's a home brewer's dream."





## Anthony Amiano, 21

Trustee, Valhalla Board of Education;  
Legislative Aide, Westchester County  
Board of Legislators

**W**inning a seat on a school board, in a contested election, against an incumbent is a challenge at any age—and Anthony Amiano did it at the tender age of 20. The feat made him the youngest elected official in New York State when he became a Valhalla Board of Education trustee in May 2014. (His role includes handling budgetary responsibilities and being responsive to parents and community members.) The Valhalla native, who first became involved in politics at age 10 when he volunteered for County Executive Rob Astorino’s campaign for the Westchester County Legislature, is also a legislative aide for Westchester County Legislator Michael Smith. And he just finished up a near-perfect academic record while earning his bachelor’s from Manhattan College. What drives Amiano? He credits faith, family, work ethic, and passion. “Although my age may cause hesitation for some professionally, I always strive to earn respect through my contributions,” Amiano says.

## Lindsay Tanne, 25

Co-Owner, LogicPrep and NY College Coaches

**W**ho better to help students get into college than “a consummate nerd” who was accepted by Harvard, Yale, and Princeton? Since LogicPrep’s founding in 2007 Harvard grad Lindsay Tanne (the school’s “intellectual energy” won her over, she says) and her staff of 25 have helped more than 1,000 students navigate the college application process and achieve admission to some of the most elite universities in the country. (Tanne joined as a tutor in high school; she helped launch NY College Coaches in 2007 and is now co-owner of both companies.) Tanne’s days are a mix of strategic planning (goals include opening another office in Westchester and building an international client base) and sessions with students and families (tutoring for SAT, ACT, SSAT, ISEE, TOEFL, and Advanced Placement exams plus brainstorming essays and coaching for college interviews). “I love guiding students on this journey and helping them tell their stories,” Tanne says.





## Christopher W. Mitchell, 28

Analyst Manager, MasterCard International

**A** diverse workforce is not something MasterCard merely gives lip service to—its Global Diversity Office is tasked with nurturing an inclusive culture among its 10,000+ employees. Christopher Mitchell is an integral part of that effort, managing the company's affirmative action plans for the entire US and reporting directly to Donna Johnson, the company's chief diversity officer. Mitchell, who previously held a similar position championing diversity at New York Power, works to streamline, capture, and analyze data on ethnicity, gender, and other relevant criteria and present the data to MasterCard leadership for the development of new recruitment, retention, and engagement plans. The role is obviously a good fit for this Brown- and NYU-educated up-and-comer. "I have never been part of an organization where I felt so challenged yet appreciated," he says. "This role has fulfilled my desire to be part of an organization that incorporates global issues such as LGBT rights and financial inclusion in underdeveloped countries."





## James Bonavita, 25 & Sam Langer, 25

Co-Owners, GYMGUYZ

**L**ongtime friends James Bonavita (left) and Sam Langer bought the first GYMGUYZ franchise—a Long Island-born, at-home personal training service—in March of 2014 and earned back their initial investment by May of that year. They did it the old-fashioned way: an aggressive guerilla marketing campaign touting their brand of personalized physical fitness by way of flyers at county malls and train stations, in-person in-

troductions with local business owners, tables at bridal expos and trade shows, signs on lawns and at intersections, and a painted red van driving their message across Westchester. It paid off—today the duo has five trainers, 110 one-on-one clients in Westchester, plus an additional 15 corporate clients (Regeneron Pharmaceuticals and Phelps Memorial Hospital among them), and they're on pace to double 2014 sales.



## Matthew Slater, 29

Chief of Staff, New York  
State Senator Terrence Murphy

**A**t just 29-years-old, Matthew Slater is New York State Senator Terrence Murphy's go-to guy, regularly shuffling between Albany and his home base in Yorktown Heights (Senator Murphy's headquarters is in Jefferson Valley). But working in a position normally reserved for someone with decades of experience is nothing new to Slater, who previously served as the executive director of the New Hampshire Republican Party (he did that for a year starting in 2013 before leaving to work on Senator Murphy's 2014 campaign), as chief of staff to New York State Assemblyman Steve Katz, and as regional director of the Hudson Valley for New York State Assembly Minority Leader Brian Kolb. Says Christopher Arnold, one of New York State's top communication specialists and Slater's co-worker, "There are few people in the business as respected as Matthew Slater, a young individual of superlative character and potential who is always available for our community."



## Chris Tortu, 27

Owner and Sensei, Dobbs Ferry Karate;  
Co-Owner, Double Barrel Roasters

**M**any of our Wunderkinds are entrepreneurs, but few lay claim to running two successful businesses simultaneously. Chris Tortu's first business, Dobbs Ferry Karate, was born from passion: He'd been a student for 20 years when he took the reins from his father after graduating from Saint Joseph's University in Philadelphia with a degree in business marketing. Since assuming control in 2009, Tortu has more than tripled the size of the operation to roughly 80 families by offering a summer camp and specialty classes targeting a wider age group. Meanwhile, his coffee-roasting business, Double Barrel Roasters, was more of an accident: He hated coffee but grew to love it during his first post-grad job working for a family friend in the coffee commodity/trading business. Double Barrel launched in 2011 with two partners, and today it provides coffee and its ancillary products (filters, equipment, etc.) to more than 75 clients.



**Michele Milazzo, 28** Owner, Michele Lisa Salon

**G**oogle Michele Lisa Salon, and you'll find five-star Yelp reviews and a recently bestowed accolade from The Knot (the salon was voted a 2015 Best of Weddings winner). Enter the salon and you'll find an enterprise bursting with loyal, satisfied clients. When you leave, you'll have your hair done to your liking and your next appointment booked at checkout. It would be easy to assume this salon was under the guiding eye of someone with several

decades of experience—but that's not the case here. Owner Michele Milazzo launched her career at 16 as a stylist's assistant and opened Michele Lisa Salon in Cortlandt Manor the day after her 25th birthday. Less than four years later, the salon has a new location, and Milazzo has expansion plans to double capacity this spring. She has averaged 85 percent year-over-year revenue growth, and her 12 employees and six stations are humming away to the tune of 120 clients weekly.





## Kristoff Albanese, 26

Director of E-commerce,  
GraduationSource and Avanti Systems

**K**ristoff Albanese exemplifies the “work your way up” adage: His career with Port Chester companies GraduationSource (an online retailer of graduation merchandise) and Avanti Systems (a designer/supplier of interior glass partitions) began with a high-school job in the warehouse. Today, as the head of these two multimillion-dollar e-commerce sites, Albanese juggles everything from programming to conferencing with international web developers to analyzing key performance indicators for the sites, and liaising with search marketers and conversion optimization strategists. He’s helping the firm increase market share by focusing on “disrupting traditional methodologies and industries,” via e-commerce. “We’ve been successful at applying the same digital marketing tactics across two completely different industries,” Albanese notes.



## Stan Rosenberg, 22

Founder, Trip of A Lifetime

**A** summer trip in 2007 changed Stan Rosenberg. The three-week tour of the West Coast turned the then high school junior into a more confident person. It was the catalyst that sparked the creation of Trip of A Lifetime, a nonprofit that allows underprivileged children to have similar life-changing travel experiences. To date, Rosenberg’s Scarsdale-based organization—which consists of a five-member board and up to 15 interns—has raised more than \$500,000 and sent 44 students on trips (with another 15 set to embark this summer), leveraging partnerships with more than a dozen corporate partners including American Express Travel, Morgan Stanley, and the New York Knicks. “There’s no better feeling than meeting our accepted students and their families—it makes all the nights and weekends worth it,” says Rosenberg, who also works as a strategy and operations business analyst at Deloitte Consulting. “I always try to go above and beyond in anything I put my mind to.”



## Scott Kera, 29

Founder, Candidate Broker;  
Chief Operating Officer, Zwivel

**W**e had a feeling White Plains' Scott Kera was Wunderkind material back in May 2014 when he sold his first company, the online hiring platform Candidate Broker, to Milford, Connecticut-based DataViz for an "undisclosed number of millions" (he can't say how much). That feeling was confirmed when we caught up with him this time around: Eight months ago, Kera was recruited to launch Zwivel, as its COO. Zwivel, a New Jersey-based cosmetic surgeon's startup (of which Kera is a sizeable minority shareholder), is at the cutting-edge of online medical consultations. The platform will enable patients seeking cosmetic surgery to virtually consult—securely and privately—with doctors to gauge which doctor they would like to work with (you can consult with the physicians of your choosing or select surgeons by location). Currently, Zwivel is being used by doctors and their patients, but by the end of May, users will be able to access the service via Zwivel.com and use it to search for and consult with multiple doctors. During its latest round of fundraising, Zwivel was valued at \$30 million.



## Kaitlyn Corbett, 26

Mechanical Engineer,  
Entergy's Indian Point Energy Center

**N**uclear engineer (along with rocket scientist) is one of those jobs people jokingly boast of to seem smarter. But Kaitlyn Corbett is the real deal. She began working at Entergy's James A. FitzPatrick Nuclear Power Plant in Oswego County, New York, right after college graduation in 2010 and spent two years as the chairman of Young Generation in Nuclear. Now an engineer at the Indian Point facility, she was just named lead program owner in the area of monitoring and inspecting high-energy piping systems for Entergy's fleet of 11 nuclear power plants. On a typical day, Corbett is tasked with monitoring plant conditions and doing prep work for the plant's annual refueling and maintenance outages. Being young and female in a male-dominated field doesn't faze Corbett, who is currently the chairman of the local Women in Nuclear organization. "I bring a different voice to the table and hopefully a good perspective that benefits my company and colleagues," she notes.



A man with short dark hair and a mustache is smiling broadly, posing against a white brick wall. He is wearing a black quilted jacket over a dark blue shirt, grey trousers, and brown leather boots with laces. He is captured in a dynamic, mid-stride pose, leaning forward with his arms slightly out.

## Jim Morgan, 28

Brand Finance Manager, Heineken USA

**T**hough he spends his days at Heineken USA managing a \$200 million marketing budget and overseeing the planning, forecasting, and analysis of the largest brands within the Heineken portfolio, Jim Morgan is not your typical finance guy—not the least because he has just returned from what he calls “a month-long, life-defining, photo-filled trek through Vietnam and Cambodia.” Morgan is just as passionate about product branding and innovation as he is about finance. As a member of Heineken USA’s Innovation Steering Committee, he “plays a pivotal role in evaluating new brands, flavor extensions, and package extensions.” And this year, Morgan was selected—from more than 5,000 submissions in 40 markets—as one of Heineken USA’s five regional winners for its annual Innovation Challenge (employees across the world submit ideas that can end up being funded and produced globally). Morgan put together an entire business case for a top-secret new product, which he believes “has the ability to be a game-changer with its potential to expand and capture new consumers.”



## Jason Daniels, 28

Chief Operating Officer, Half Time

**B**efore Jason Daniels was old enough to drink, he was helping his dad set up the world's largest beer store—Half Time in Poughkeepsie, which opened in 2001 (Daniels was 14). When Half Time opened its second, 20,000-square-foot location in Mamaroneck in 2013, Daniels was a little more involved: He selected the location (an empty, run-down industrial building); managed its transformation (spaces were combined, interiors gutted, and parking and entrances realigned); and helped develop a signage system

for more than 10 aisles showcasing up to 4,000 beers. Today, as COO, he handles all the company's day-to-day responsibilities relating to growth and expansion. He's no slouch in the marketing department either: To help boost Half Time's exposure in Mamaroneck, Daniels organized (in fewer than 60 days) the first-ever Harbor Island International Beer Festival in 2014. The event attracted more than 4,000 attendees, four bands, and 20 food vendors, plus 300 different beers for tasting from more than 60 international and 100 domestic breweries.



## Elvis Ruiz, 29

Senior Manager Development, Digital,  
Acorda Therapeutics

**E**lvis Ruiz sums his job up in one word: innovation. As senior manager development, digital, for Ardsley-based Acorda Therapeutics, Ruiz is helping the biotechnology company stay on the cutting edge. Since starting there in 2007, the Dominican-born Ruiz has worked his way up the ladder by developing groundbreaking technology within the company. He's led the efforts to develop Acorda's digital workspace, Synapse; he's worked with Acorda's commercial team to improve digital tools and resources for field-based personnel, increasing their efficiency in the process; and he's currently developing a Google-esque search tool that will allow employees to find documents, videos, and other files housed across various IT platforms. "I've been able to advance my career based on taking risks and looking for new solutions. I improved systems that made the company more effective—and at the same time showed my professional skills and growth," says Ruiz.



## Jessica Lynn, 25

Singer/Songwriter

**J**essica Lynn isn't just a country singer. She's a Yorktown Heights-bred country starlet with a master's degree in special education. And she's not just politely knocking on the doors of success; she's blowing those saloon doors off the hinges. Lynn—who's been in the music industry since 13 and a published ASCAP songwriter by 16—has already had two nationwide television specials. The first, 2014's "This Much Fun" was seen by millions and sparked a national tour, during which she shared the stage with Brad Paisley, Hank Williams Jr., and Lady Antebellum. Her second PBS special, "Takin' Over" (filmed at the Paramount Hudson Valley) premiered this past April ahead of a second national tour this summer, during which she'll perform with bigwigs like Keith Urban, Tim McGraw, and Toby Keith. "When I have a goal or dream, I work incessantly to make it a reality and don't let negativity or other obstacles stop me," Lynn says. ●





# Biochester

Four years after our initial look at Westchester's biotech industry, the sector has gone from fledgling to powerhouse.

By **Steve Ditlea**





The Regeneron Genetics Center in Tarrytown will support advances in the emerging field of genomic research.

It's springtime for Westchester's biotech industry. All around, there are signs of a Biochester bloom: near Tarrytown, for instance, where two new sprawling office and lab buildings rise alongside a landmark biotech campus; and along the Yonkers waterfront, where a 21st-century infectious disease-treatment venture thrives inside a 19th-century factory building. Across the county, an ecology of institutions is emerging, working to further propagate the sector's presence in Westchester.

After reporting about our burgeoning local biotech enterprises for

914INC.'s Q1 2011 issue, we were eager to follow up on what has become one of the most promising technology terroirs east of Silicon Valley. In the four years since that story, several innovative Westchester-developed medicines have been approved for patients and aptly marketed, generating welcome revenue streams for their corporate discoverers (and stock gains for investors—see "Buying Shares of Biochester"). Breakthroughs made here have amounted to meaningful improvements in the treatment options for sufferers of chronic diseases like multiple sclerosis or macular degeneration.



## WESTCHESTER'S TechBOOM

Signs of Biochester's growth are everywhere. Consider Acorda Therapeutics. "We've more than doubled in size since the last time I spoke to you," says Ron Cohen, MD, Acorda's president and CEO. At the time, his firm's lead product, Ampyra, had been on the market for less than a year. "It is now a well-established drug. More than 100,000 people with multiple sclerosis have tried it. It is the standard of care for people with MS who have walking difficulties," Dr. Cohen explains. Ampyra now generates \$400 million annually in

net sales. Not bad for a firm that began, literally, in a rented office closet 20 years ago.

When we checked in for our 2011 story, the company, devoted to treatment of neurological disorders, was bursting at the seams of its office and lab space atop Hawthorne's Skyline Drive. In 2012, Acorda relocated its headquarters about eight miles south to an Ardsley office park originally built for Swiss multinational pharma pioneer Ciba in 1956 and renovated by another biotech firm that moved out because of a corporate merger.

Two years after its arrival, a growing Acorda added 20 percent to its space.

In 2011, Acorda's founder seemed burned out by failed attempts to promote the 914 area code as a biotech hub, including proposed biotechnology facilities—like the ambitious "North 60," to be built on 60 acres of the Westchester Medical Center Grasslands campus in Valhalla—that couldn't net approval or government funding.

"Now I feel there's help to push the noodle up the hill," explains Dr. Cohen, whose firm has benefited re-

Ardsley's Acorda Therapeutics has doubled in size since 2011 thanks to the runaway success of its MS drug, Ampyra.



cently from state and county tax credits and abatements—ranging from \$5.2 million as part of the New York State Excelsior Jobs Program for job retention to exemptions from the local sales tax on capital improvements from Westchester's Industrial Development Agency totaling more than \$5 million.

"The last few years are the first time I've seen a confluence of interest coming from various government arms, both local and state. I want to give a shout-out to Rob Astorino, our county executive, and Paul Feiner,

the Greenburgh town supervisor, and others who have made it clear that they are very interested in seeing us build a great biotech industry here." (There are even efforts by the county to revive the North 60 project.)

Also tilling the soil for biotech growth in Westchester is Acorda's landlord, San Diego-based BioMed Realty Trust, Inc., a real estate development company specializing in life sciences tenants across the US. With more than 153 buildings in biotech hot spots like Boston, San Francisco, and Seattle, BioMed has unique expertise

in meeting the needs of pharmaceutical research labs and their support staffs. "We are the biggest owners of real estate dedicated to the life sciences in Westchester and in New York State," says Laura Wozniatski, senior director, leasing and development for BioMed. "It's not just the real estate itself but also our staff catering to the requirements and the service levels that life sciences tenants need."

For Acorda, that meant flexibility in configuring facilities to suit its expansion.

About seven miles north of Acor-



## Buying Shares of Biocheater

Investing locally can pay off—if you have a strong stomach.

**W**estchester investors couldn't have done much better during the last four years with purchases of publicly traded biotech stocks (while advancing the cause of medicine in the process). Each of our original trio of 914-based lifesciences firms—Regeneron Pharmaceuticals, Inc., Acorda Therapeutics, Inc., and Progenics Pharmaceuticals, Inc.—all listed on the NASDAQ exchange, has delivered appreciable price gains to shareholders in that time. From the start of Q1 2011 to the start of Q1 2015, one stock (Regeneron) increased its daily closing price by more than 1,100 percent. (Contraindication warning: Investing in any research-based firm entails real risks and stomach-churning price dives as early tests go awry and regulatory approvals drag on.)

**Regeneron Pharmaceuticals, Inc. (REGN)**, the local company with the most spectacular results—rising from \$33 to \$410 per share in 48 months—suffered from earlier disappointments including failures in clinical trials of a potential treatment for ALS and a blockbuster weight-loss pill. The firm has since recovered, and its long-term stock trend curve resembles a steady Alpine ascent.

"In biotech, the law of averages is that you will likely go through a couple of failures," says Christopher J. Raymond, an analyst for financial investment firm Robert W. Baird & Co, which has an office in White Plains. "What Regeneron got really good at was failing quickly and cheaply then teasing out other product opportunities that would be successful."

The stock curve for **Acorda Therapeutics,**

**Inc. (ACOR)** is a roller coaster of dips and rises. Nonetheless, over four years, its shares have climbed from \$27 to \$41, rewarding any strong-nerved investor with gains of about 52 percent (on par with the Dow Jones Industrial Average's hot streak during the same period). "Acorda has been bouncing around in a tight range," analyst Raymond comments, "but long-term they've done a great job of marketing their drug for MS." Acorda has also delved into mergers and acquisitions, a crucial strategy in the highly competitive biotech business. "They've purchased a company called Civitas that has a drug for Parkinson's. That's their promise for the future," Raymond says.

To witness the most extreme drop, gaze at the stock chart for **Progenics Pharmaceuticals, Inc. (PGNX)**. On one nausea-inducing morning in July 2012, its shares lost nearly half their value following an adverse decision by the Food and Drug Administration. Ultimately, the drug in question (to counter side effects of cancer treatment) earned worldwide approval. Over a four-year span, this biotech stock shows a 31 percent stock price increase, offering a far better return than any savings account or CD.

**ContraFect Corporation (CFRX)** is the latest addition to Westchester's biotech securities suite. Also on the NASDAQ exchange, it began stock trading in September 2014, closing at \$5.21 its first day. Shares sank to about half that price over the next three months and lingered around \$3.80 at the start of January 2015—before rebounding to new heights in March, on the prospects for its pipeline of anti-infection drugs.

Motion sickness meds, anyone?





## Growing the Next Blockbuster

A biotech super-hybrid in our new incubator?

**T**he first seedlings at the BioInc@NYMC biotechnology business incubator were planted over the winter in a sunny refurbished building on the campus of New York Medical College in Valhalla—only about a mile away from Regeneron's posh headquarters. Any of these nascent life-sciences firms can aspire to grow as bountifully as New York State's premier biotech company.

What each has going for it is a distinctive biotechnology that could enhance health or medicine in years to come—along with affordable rents and access to New York Medical College's world-class faculty and researchers to help launch it. Any of these sprouts may produce the next blockbuster Biochester product:

**Conversion Energy Enterprises (CEE)** was originally based in Rockland County and developed over the last decade in Connecticut and New Jersey. The company is run by husband-and-wife team Barbara A. and Robert Stoltz, former optoelectronics researchers at the McDonnell Douglas Aerospace Company. CEE's technology uses unique light properties of diode lasers to activate infection-inhibiting, wound-healing surgical dressings or precise adhesive joining of delicate tissue in eye surgery. Clinical trials of the company's lab-proven lasers and materials are expected soon. According to CEE, one in every 24 US hospital surgery patients suffers from a wound infection, often antibiotic-resistant, causing up to 100,000 deaths per year. Such a life-saving application of light energy could convert practitioners and patients into true believers.

**MB Group USA** started just months

before moving to Valhalla, with the motto: "Making the world a naturally sweeter place." More botanical than strictly biotech, the firm was founded by Long Island-based plastic surgeon Dr. Emmanuel O. Asare, after he learned about sweetness-enhancing "miracle berries" from Ghana in Africa. A taste modifier in the berries, miraculium protein, temporarily binds to tongue receptors to make acidic or bitter flavors taste sweet. For cancer patients whose chemotherapy leaves their mouths with a metallic taste, the berries branded as MiraBurst™ can enhance vital food intake. The company is also preparing to market MiraSweet™, an all-natural zero-calorie sweetener derived from the oubli fruit of another African plant. Claimed to be up to 2,000 times sweeter than sugar, it may well produce revenues as splendid as Splenda's.

**MOE Medical Devices** was established in 2010 out of a basement in New Rochelle by co-founder Marc Zemel, a veteran medical device developer and the firm's CEO. This medical device company has been working on a low-temperature ion radiation source, employing a scientific principle similar to the electrically excited gas technology in plasma TV screens. Aiming its powerful, narrow beam will provide targeted zapping of infectious organisms and abnormal tissue without harming nearby healthy cells. MOE has already conducted human studies, with upbeat initial results in combating onychomycosis (a tenacious nail fungus) and intraepithelial neoplasia (pre-cancerous lesions). A market-ready product should be only a year or two away, nurtured by collaborations with nearby experts at New York Medical College.

da's site, off of Route 9A, new buildings are going up at the Landmark at Eastview, BioMed's original Westchester property and the epicenter of Biochester. Once the research labs of chemical manufacturer Union Carbide, this 140-acre industrial park, noticeable for its spectacular office bridge that spans across Old Saw Mill River Road, has been built out twice to accommodate Westchester's biomed whale, Regeneron Pharmaceuticals, Inc., with headquarters and labs here since 1989.

BioMed is building Regeneron's latest expansion: a four-story state-of-the-art facility that will house the company's newest genomics venture, the Regeneron Genetics Center. Regeneron will use the space to expand its foothold in the growing field of personalized medicine, using DNA analysis of tens of thousands of individuals' genomes to determine associations between specific genes and human diseases.

"We are now the fifth-largest US biotechnology company and one of the fastest growing," says Leonard Schleifer, MD, PhD, Regeneron's founder, president, and CEO. Since 2011, his company has added more than 500 jobs in Tarrytown to the almost 1,000 positions already there. Feeding the company's expansion have been the launches of Eylea, its injectable drug for eye disorders (generating more than \$1.4 billion in yearly sales) and Zaltrap, a potent protein that limits tumor growth in the body. Regeneron's stellar performance and exemplary work environment (named No. 1 biopharmaceutical employer in the world by *Science Magazine* for the last three years) have helped draw the interest of other biotechs to the county.

Says Dr. Schleifer: "Westchester has always been home for us, and for many years, we were one of the few biotech companies in this area. It's great to see the emerging cluster and to know that Regeneron was able to contribute to that growth."

Alongside Regeneron at the Landmark at Eastview resides Progenics Pharmaceuticals, Westchester's longest established biotech pioneer. The company, which started in 1988, hit a rough patch in 2011 and 2012. It cut about a quarter of its staff and refocused its efforts on cancer-related therapies. Relistor, a drug that treats

The WCA's annual HealthTech conference in Tarrytown brings together visionaries from across the lifesciences field, like Neil Stahl, PhD, of Regeneron.



constipation caused by opioid pain medication prescribed for cancer patients, has helped Progenics stay alive, with the prospect of renewed growth in its chosen field.

It's the nature of business to run into an abundance of downdrafts to go with the upsides, and Biochester is no exception. According to the New York State Department of Labor, from 2011 to mid-2014 (the latest stats available), Westchester actually lost a handful of biotech firms (down to 112 from 120), and employment in the sector grew by an underwhelming 1.5 percent.

Divergent corporate fortunes are on display at the former Otis Elevator Company factory—repurposed for office use—in downtown Yonkers. Four years ago, on the fourth floor, Aureon Laboratories, a firm with a novel diagnostic analysis for prostate cancer biopsies, seemed destined for success, only to succumb to financial problems, leaving the floor empty. Just one story below, ContraFect Corporation, which researches anti-bacterial molecules known as lysins, has doubled its space since arriving in mid-2011. The company began in

a Manhattan office and relocated to the county to create lab space. It currently has 23 on-site employees.

"We wanted to recruit people from the city and the immediate area, and we wanted them to have easy access," says Barry Kappel, MD, senior vice president for business development. "We saw that we could get space here for a third to a fifth of what it would have cost in the city. Yonkers was very welcoming with economic incentives. It's been a good match for us."

Adding to Biochester's fertile environment since 2011 is a startup support network the county had been previously lacking. For example, most prolific technology hubs across the country have gained sustenance from faculty and students of a major academic institution. The launch in 2014 of a biotech incubator, BioINC@NYMC, by Valhalla's New York Medical College, should help germinate some of tomorrow's local pharma phenomena (see "Growing the Next Blockbuster").

Also providing welcome reinforcement for the county's biotech community have been the efforts of

the Westchester County Association (WCA). As part of its BLUEPRINT for Westchester economic development initiative beginning in 2011, the business group has sponsored several meet-up groups for biotech innovators as well as an annual HealthTech conference with pitch contests for startups—like Mount Vernon-based Databean LLC, the first to win a \$10,000 award. Databean gained affiliation with WCA's Accelerator Network for small businesses, which is also currently offering startup mentoring and professional expertise to health app developers Mobile Health One and Nuvita Corporate Wellness Solutions. In early 2015, WCA launched the Hudson Valley Workforce Academy to help train potential employees for area health firms. "Health tech is a source of great, quality jobs," says Marissa Brett, WCA president. "We've never looked so attractive to this sector before. It's our time to capitalize on that." ●

*Steve Ditlea, 914INC. technology editor and Tarrytown resident, relished not having to get on a plane to visit a booming US tech mecca.*









# A Hint of Silicon Valley

For local businesses hoping to capitalize on tech trends such as cloud computing and mobile payment, the best provider might be just down the road.

By Kevin Zawacki

**B**roadview Networks, like so many other contemporary tech companies, has a spartan headquarters. Its offices are neat and orderly—no tangles of wires, no rows of clunky computers. After all, Broadview specializes in the cloud, the burgeoning technology that promises to store data safely, quickly, and, perhaps most importantly, out of sight.

But what's seemingly unusual about Broadview Networks—a company with a 19-year pedigree and clients across the Northeast—is its location. For years, the company has been headquartered not in Manhattan's Silicon Alley or San Francisco's sprawling tech community, but in Rye Brook. For Broadview CEO Mike Robinson, the location was an indisputable decision.

"[Westchester] is a sophisticated customer base," Robinson says. "The area gets it. There are people who have a vision." Throughout his decade-long tenure at Broadview, Robinson says he's witnessed Westchester fight to maintain—and improve—its tech savvy.

Broadview, like Westchester, realizes the importance of being nimble: It began as a traditional telecommunications provider but evolved to stay relevant. Now, Broadview provides cloud-based phone systems. The company's flagship product, OfficeSuite, can supercharge those stodgy office phones that populate cubicle desks. Landlines are brought online, and users' voicemails, contacts, and more can follow them from one location to another. "It lets you be mo-

bile," Robinson says. "[We] enable the customer to be present anywhere."

And those customers are diverse. Consider Polytemp, a Port Chester-based business that designs, installs, and services heating and air-conditioning systems. The cloud and HVAC are an unexpected pair, but Polytemp Vice President Chris Hutchins says Broadview's services are indispensable.

"I have all my technical notes, pricing documents, quotes, and many more things in the cloud, so I can access all of it when and wherever I need," Hutchins says. "With the weather we experienced this winter, we were able to turn our phones to cellphones [and keep] our business open, even when we could not make it into the office."

## A bustling business-to-business tech ecosystem

The pairing of Broadview and Polytemp is hardly an outlier. At first blush, one might imagine Westchester unprepared to sustain a robust business-to-business technology ecosystem. But they'd be wrong. Tech companies are anxious to set up shop in Westchester, with its abundance of small and mid-sized businesses and pool of gifted professionals. And local companies—eager to capitalize on key B2B tech trends like cloud computing, big data, and mobile payments—are thrilled to have IT partners just around the corner.

"In today's world, technology is touching

Much of IBM's \$7 billion cloud computing business is developed at its Armonk headquarters. Even its signature Watson computing system is now available via the cloud.





every business in new, meaningful ways," says Laurence Gottlieb, president of Hudson Valley Economic Development Corporation (HVEDC), an organization that works to boost the economies in Westchester and surrounding counties. From the real estate and healthcare industries to law and finance, Westchester mer-

technology is essential even for an art enclave, according to Sal Vaccaro, Caramoor's director of audience services. Progressive Computing helps Caramoor connect and converse with art admirers around the globe, providing network maintenance, software guidance, and a quick hand if there's an IT emergency. Caramoor is

## "Westchester has data-hungry firms in a tight cluster all within a stone's throw of New York City. It's ripe, fertile ground for growing a [tech] business."

— Laurence Gottlieb, president, Hudson Valley Economic Development Corporation

chants are seeking tech providers to help them stay current and better connect with customers—and their data—Gottlieb explained.

"Westchester has many firms with growing technology challenges in a very tight cluster all within a stone's throw of New York City," Gottlieb adds. "It's ripe, fertile ground for growing a [tech] business."

Another example of Westchester's flourishing business-to-business tech scene is the coupling of Katonah's Caramoor Center for Music & the Arts, and Progressive Computing, a Yonkers-based firm. State-of-the-art

also prepping for a full-scale migration to the cloud—and Progressive Computing is taking them there.

Progressive Computing has long been a fixture of the county's tech scene. Launched 22 years ago, the company started out writing software for local businesses but has undergone a series of transformations. "We've morphed our company three or four times," says Robert Cioffi, the firm's CEO and co-founder.

Now, the agency fills a critical role: "We're the IT department for small and midsized companies," Cioffi explains. Progressive Computing pro-

vides transitions to the cloud, disaster recovery, IT management, and help desk services for nonprofits, real estate companies, and other industries both locally and in Manhattan and the Bronx.

Cioffi has had a front-row seat watching Westchester's businesses cautiously experiment with tech trends—and then embrace them fully. When cloud computing first arrived, he says, "There was an initial feeling of, 'It's not here. It's not in my office, therefore I don't own it, and I don't trust it.' But with time, the small businesses I deal with have grown to accept [that the cloud] is not only a trusted source, but they need it to run their operations cost effectively or to provide layers of protection."

Fortunately, that acceptance was complemented by a potent local tech scene. "There are local tech companies—and even a data center or two—right here in our backyard that people can go to for their business solutions," Cioffi says.

In recent years, these resources have proliferated. A recent example is Level 3 Communications, the global telecommunications carrier that opened a Tarrytown location in August 2014. Level 3 provides data services, security, and other offerings to businesses in more than 60 countries. Now, they're expanding their influence here in the Hudson Valley.

"We are focused on empowering our customers to grow their businesses by providing local-to-global connectivity backed by end-to-end reliability and security," says Carl Bonitz, the Tarrytown location's general manager. In Westchester specifically, Level 3 is working with businesses in the healthcare, financial services, and manufacturing sectors, among others.

### A hub for innovation

The influence of this tech ecosystem extends far beyond the county's borders. John Sheldon is a senior vice president of innovation management at MasterCard's headquarters in Purchase, and it's here that he helps to oversee MasterCard Labs, a petri dish for the company's experiments in payment technology.

"MasterCard Labs was started about four years ago in recognition of the tremendous upheaval that's



Students at Pace University's Seidenberg School are finding plentiful job opportunities locally.

## The Tech Players

**Who:** Broadview Networks

**Where:** Rye Brook

**What:** A 19-year-old telecommunications company that enhances office landlines with cloud capabilities

**Who:** IBM

**Where:** Armonk, Somers, and Yorktown Heights

**What:** The tech juggernaut boasts resources around the world, but a central hub here in Westchester

**Who:** Level 3 Communications

**Where:** Tarrytown

**What:** A global tech company specializing in the cloud, data, and more

**Who:** MasterCard

**Where:** Purchase

**What:** The marquee credit card giant in the vanguard of mobile payment technology

**Who:** Progressive Computing

**Where:** Yonkers

**What:** A longtime staple in Westchester's IT world that's undergone several reinventions

**Who:** Pace University's

Seidenberg School of Computer Science and Information Services

**Where:** Pleasantville

**What:** A nationally renowned academy for teaching software engineering, computer science, and other disciplines

going on in the commerce payment landscape," Sheldon explains. "It's an organization focused on helping us look three to five years out...and getting ahead of the changes consumers are demanding."

Labs is a "safe space" for innovation, Sheldon says, where new concepts are often treated as independent startups. Currently, two of these concepts are in the mobile payments realm. The first—titled QKR!—allows stadium attendees to order food and drinks without leaving their seats. It's currently being tested in Yankee Stadium, but it will soon make its way into school lunchrooms in Australia and restaurants in the United Kingdom, Sheldon says.

The second idea, titled Simplify Commerce, is particularly relevant to small businesses: It allows merchants to implement electronic payment methods on their websites. For the jewelry maker or baker, for instance, it's a way to reach customers who are too far-flung to set foot in a brick-and-mortar location. Simplify Commerce helps local business owners "participate in the broader commerce sphere," Sheldon explains.

Just six miles north of MasterCard is IBM's headquarters, nestled in the grassy hills of Armonk. Here—and at nearby IBM locations in Somers and Yorktown Heights—the tech gi-

ant perfects its cloud offerings. IBM's cloud technology is used by 47 of the top 50 Fortune 500 companies, and cloud technology netted IBM some \$7 billion in revenue in 2014.

Shiva Kumar, a vice president of corporate strategy with IBM, who works in Armonk and lives in Scarsdale, says Westchester is a hub for IBM's cloud success. "Our cloud business is a global business," he notes. "That said, Westchester typically has all the leaders of the different units."

In Westchester, business development, investing, and technical experts come together to make the cloud a reality. "Many of the research innovations that happen in the space come from our labs in Yorktown Heights. And while the corporate function is located in Armonk, various product, services, and marketing teams are in Somers."

### A matter of course

Westchester's penchant for tech dates back decades: Pace University's Seidenberg School of Computer Science and Information Systems, based in Pleasantville, was founded in 1983. "Pace University was one of the first universities in the country to have a school of computing, which is currently the Seidenberg School of Computer Science and Informa-

tion Systems," says Bernice Houle, an assistant dean with the institution. The university offers bachelor's, master's, and doctoral programs in computer science, information systems, telecommunications, and software engineering.

Houle notes many students balance their coursework with internships at Westchester-based tech companies—and upon graduation, alums don't have to migrate to San Francisco or Manhattan. "There are a myriad of business opportunities [in Westchester]," Houle says. "There are more job opportunities than there are students to fill them."

Houle notes Seidenberg is part of a greater local environment where STEM (science, technology, math, and science) education is thoroughly embraced. She points to the 12 Westchester school districts that recently participated in Seidenberg's robotics tournament.

"Pace can continue to provide the education for students to go further, but it really starts in K through 12," Houle says. "Westchester County has a focus in STEM and technology. And I think that's really important." ●

*Kevin Zawacki is a Westchester-based journalist who writes about technology for The Atlantic, Fast Company, and other publications. Previously, he reported for The Journal News and edited for Patch.com.*





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# Healthcare's changing landscape



*Recent changes in the healthcare landscape, including mergers, acquisitions, and alliances in Westchester and beyond, are having a major impact on the way healthcare is delivered, received and perceived.*





## Transforming healthcare in Westchester and beyond

It's hard not to notice a recent and rapid evolution of healthcare not only through Westchester's healthcare providers, but also the far-reaching national healthcare reform. While providing excellent care remains the central focus, the way that care is provided has been taking a new form and being redefined. Within Westchester alone, mergers, acquisitions, and new alignments have reshaped the healthcare landscape. But what does it mean for the medical institutions that are providing healthcare and for the individuals receiving it?

### Putting the changes in perspective

Robert W. Amler, MD, shares his perspective on the evolving healthcare arena through the lens of his multiple roles of Vice President for Government Affairs at New York Medical College and Dean of the School of Health Sciences and Practice and Institute of Public Health, as well as Professor of Public Health, Pediatrics, and Environmental Health Science.

"The national trend for hospitals and medical centers to align with each other makes both good business sense and medical sense, as well," he notes.

Dr. Amler also cautions against examining

these recent activities through any one merger or alliance because each one is different. "Each situation is different. It depends on the actual institutions involved. That's why each deal has to be looked at on its own."

### Overarching themes

But, for the institutions involved, he does notice some overarching themes at play. "Overall, the larger institutions are looking for economies of scale and scope to expand their catchment area and referral network for those areas of basic and complex levels of care that will go to the parent institution. Whereas the smaller institutions, which have been the pillars of their communities with exceptionally talented people, are looking for scale, efficiencies in back-office operations, improved branding and recognition, and effective management of their reimbursement structure. Unlike larger institutions, they have been operating with far less bargaining power with insurance companies."

### Patient benefits

The benefit to patients of the sweeping changes in the healthcare arena depends on the needs of each individual patient and their



He survived with our expertise.  
And his daughter's love.

Sal Di Vitto  
Trauma survivor / Dad

*It was just another day at work for Sal, or so he thought. But when he suffered severe internal injuries and a crushed foot in a freak accident that day, his life changed forever. Fortunately, Westchester Medical Center's surgery and orthopedics teams were on the job that day too. Saving Sal's life and giving a daughter her Dad back.*



## Westchester Snapshot: Healthcare at a glance

Healthcare in Westchester remains strong and well-positioned for a healthy future. The numbers below offer a brief snapshot of the county's primary healthcare facilities (not including private practices) and professionals.



\*Data for 2012 Sources: American Hospital Directory, Westchester County Department of Health, County Health Rankings & Roadmaps, Westchester County Government

level of understanding of the institution's operations. As Dr. Amler explains, "For one patient it might mean greater efficiency and courtesy in a customer-centered organization where tests are copied directly to a specialist during treatment, for example, enhancing connectivity. Large institutions, on the other hand, can support the all-important patient modality, while also taking on the less-attractive, but necessary, administrative tasks."

Avoiding cumbersome and inconvenient travel to New York City for leading-edge treatments and procedures is another potential benefit that expands the options for patients in Westchester. "This allows people who are receiving treatment at Memorial Sloan Kettering to still go to Memorial Sloan Kettering in New York City for certain needs, but also receive a good portion of their care in Westchester," says Dr. Amler.

### Looking forward

As the healthcare debate continues, Dr. Amler expects the resulting benefits to be very relationship oriented for many patients. "Patients in Westchester will continue to receive the care they're used to from their providers and the relationships they have developed are likely to continue. But, they'll see different branding or opportunities and functionalities."

Looking further into the future, Dr. Amler adds, "Longer term, I hope that the overall focus on population health will be enhanced."

## Fast Facts

### Taking a closer look at two of Westchester's 20 hospitals shows how their healthcare resources are applied to serve the county's population.

Westchester Medical Center (WMC), the 895-bed medical system serving the Hudson Valley and beyond, encompasses an academic medical center, children's hospital, community hospital, two inpatient behavioral health centers, homecare and numerous outpatient and related programs, is a lifeline to the more than 3.5 million residents. With a workforce of 7,000 including 1,200 physicians, WMC and MidHudson Regional Hospital together are one of the region's largest sources of employment and economic impact, and its most advanced and innovative healthcare delivery system.

**Westchester Medical Center**  
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White Plains Hospital provides exceptional care, every day to thousands of residents of Westchester County and surrounding areas. WPH, a member of the Montefiore Health System, is currently transforming its campus to provide the most advanced level of care in a warm and welcoming environment. Located in the heart of Westchester County, the Hospital provides a range of comprehensive inpatient and outpatient medical and surgical services: maternity, cardiac catheterization, an award-winning cancer program, orthopedics, stroke care, robotic, vascular and bariatric surgery.

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# Sound Investments

Brooklyn-made mahogany headphones from Grado are just one sensory splurge we're making this season. Turn the page for more.

**Plus:**

An expert weighs in on how to handle an office fling.

page 93



## Plugged In

# Sensory Splurges

Presenting the latest and greatest in high-tech gizmos, gear, and gadgetry **By Steve Ditlea**

## Luxuriate in your own next-level robo massage chair.

Designed like the plushiest seat in first class, **Inada's DreamWave Massage Chair** combines traditional shiatsu massage with the latest in Japanese body-relaxing motion technology. Sink into its enveloping air cells while it scans your body to customize massaging for critical areas. You can select one of 16 preprogrammed sessions or up to 1,000 massage combinations from a handy remote control. Deep relaxation settings are also offered. **Available in black, brown, cream, or red from Amazon, \$8,999**



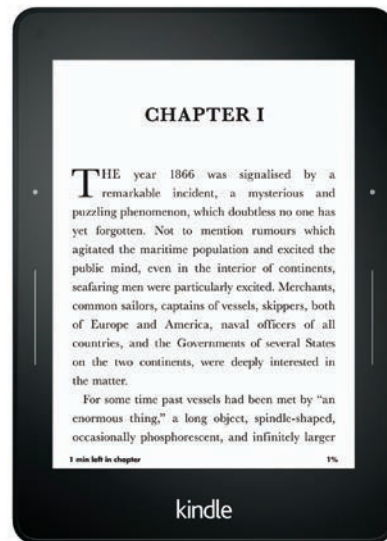
## Wear a smartwatch that looks smart, not geeky.

In the wake of the Apple Watch and other oblong wrist-screens resembling nerdy mini-phones, **Motorola's Moto 360** displays stylish confidence with an old-school round watch face. This voice-activated accessory links via Bluetooth to most late-model Android phones and shows updates and alerts on its screen. It comes pre-loaded with your choice of six museum-worthy watch faces and includes a built-in pedometer and heart-rate monitor to motivate your fitness regimen. An overnight wireless charging dock turns it into a glowing bedside timepiece. **Available from Best Buy, \$249.99**



## Relish lush sound through artisanal headphones wrought in Brooklyn.

Grado headphones, a perennial *Consumer Reports* favorite, took up half of the top-10 list in the Yonkers-based test lab's recent "home/studio-style stereo headphone ratings." Handmade in southwest Brooklyn for more than 60 years, the latest acoustically pampering Grado models still embody the firm's classic open-back configuration. The **Grado Reference Series RS1e** "cans" are warmly accented with locally cured mahogany wood, meant to reduce sound coloration and provide consistent reproduction across the entire listening range. **Available from Lyric HiFi & Video, White Plains, \$695**



## Enjoy reading on the clearest e-reader screen yet.

To lure bookworms from devouring e-books on their smartphones and tablets, Amazon has issued its seventh-generation dedicated e-book reading device: **Kindle Voyage**—the highest-definition, highest-contrast e-reader to date. With a print-book-worthy 300-pixels-per-inch resolution, the Kindle Voyage's front-lit, ambient-light-adjusting display illuminates crisp, easy-on-the-eyes typefaces. A new page-turning tactile interface buzzes when thumbed. At twice the price of its immediate predecessor, the Kindle Voyage could easily relight your fire for e-readers. **Available from Amazon or Best Buy, from \$199.99**



## Office Romance

# Rules of Engagement

Firing Cupid's arrow in the office **By Philip Garrity**

**Y**ou spend eight, nine hours (maybe more) a day working with colleagues, and, let's be honest, the laws of attraction don't exactly dissolve during that time. But they do become blurry, which begs the question: What are the laws of attraction in the workplace?

According to Ossining-based HR consultant Gregory Chartier, most companies—and the bigger they are, the truer this is—put limits on employee dating, but those limits may be less stringent than you think. “Generally [companies are] going to say that managers can't date people who work for them,” he says. That seems sensible enough. But what about peers dating peers? Or managers dating managers? Chartier says companies usually “don't want to get involved unless there's some kind of conflict.” Their approach, he explains, is: “We don't want you dating, but we can't stop you. So we don't want to know about it at all.”

So what's really going on in Westchester offices? We asked readers to share their tales of office romance—both sweet and scandalous. Here are some of our favorites:

### Eye on the Intern

I first met Mark when he was an intern and paid him little attention. But when he returned to the office two years later, I was immediately attracted to him. We kept our secret for a few months. Finally, we decided to take the plunge and tell HR.

We still work together, and because we're different levels—I'm in a management role—I often have to leave conversations when his performance is being discussed. But I wouldn't change it for the world! We'll be married this June!

—Jessica Jacaruso

### Foreign Affair

My husband-to-be was a summer intern from Great Britain, and I was the first-rung full-timer. We were given assignments together, which seemed always to devolve into a quick drink afterward. Our first date was the Garlic Festival in Gilroy, California; when we danced to the country band I realized, ‘Wow, this is a date!’ We drank too much that summer, fell into some back-of-the-cab kissing, and then it blossomed quickly into romance. He left to go home, and then we started five years

of to-ing and fro-ing. We dated other people, and then somehow, when I thought about who I really wanted to be with, it was him. Now we own a business in Westchester and have two teenaged kids! —Anonymous

### Gossip Magnet

I met my fiancé at work. I no longer work at the same company, but it isn't because of our relationship. I had worked at the company for a

**Most companies—and the bigger they are, the truer this is—put limits on employee dating, but those limits may be less stringent than you think.**

little over a year and a half when my fiancé started. I trained him when he started, since we were working in the same department at the same level. The HR rules were fairly relaxed, but gossip and rumors ran like wildfire around the close-knit office. So we decided to keep things quiet, especially early on while we were still trying to figure out the relationship ourselves.

—Joelle



Dressed 4 Success

# In the Spring of Things

Make sure your outfit is on par with your game this season in tour-worthy golf fashions designed with function and style in mind. **By Katie O'Donnell**

### Stay Cool

A racerback and silky, lightweight stretch fabric—which manages moisture and offers UV protection—modernize a classic polo tank style from Yaffa, a Westchester-based label. **\$82**

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[www.yaffaactivewear.com](http://www.yaffaactivewear.com)



### Like a Boss

The fresh-looking **Gioly golf bag** boasts 14 club compartments, pockets for every accessory, and a detachable padded shoulder strap. **\$645**  
**BOSS Green**  
[www.hugoboss.com](http://www.hugoboss.com)



### White-Glove Test

Designed for maximum comfort and durability, the **Titleist men's 2015 Players Golf Glove** gives a pro grip in super-thin Ethiopian cabretta leather. **\$21.99**  
**Dick's Sporting Goods**  
White Plains, Yonkers  
[www.dickssportinggoods.com](http://www.dickssportinggoods.com)



### Garden of Delights

Prints are in! And the **Ivy Skirt's** abstract floral is chic enough to wear straight to lunch after a round. **\$78**  
**Sport Haley**  
[www.sporthaley.com](http://www.sporthaley.com)

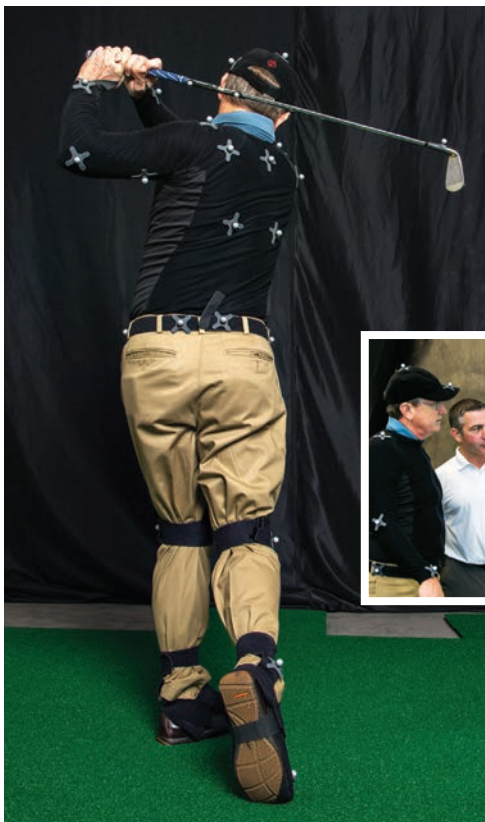
### Out of the Woods

Tiger's waterproof **TW '15 men's shoe** offers both stability and enhanced mobility in Nike's popular Flyknit construction. **\$199.99**  
**Golfsmith**  
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[www.golfsmith.com](http://www.golfsmith.com)



### Wind at Your Back

Made with Lycra for ease of movement, the water-repellant and wind-resistant **Zero Restriction Windbreaker** looks good on and off the course. **\$110**  
**Brooks Brothers**  
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The GEARS full-swing and body-tracking tool at CLAY uses 30 motion sensors and eight HD cameras to evaluate your swing.

## Downtime

# Swing Like a Pro This Season

CLAY Health Club + Spa opens Westchester's most advanced golf lab. **By Dave Donelson**

Golf is a simple game. But nearly everybody takes a more complex approach, especially these days, when technology can tell you whether you're hitting the ball with the clubs best suited to your swing.

CLAY Health Club + Spa in Port Chester has brought the most advanced club-fitting technology in the game to Westchester. It's a comprehensive sports lab equipped with the GEARS full-swing and body-tracking system under the management of golf professional Michael Manavian.

CLAY's dedicated lab measures every nuance of your swing, helping Manavian determine not just what you're doing right or wrong but what your clubs are doing to help or hurt your score, too. Golfers wear 30 motion sensors (some are attached to the club) and swing while eight ultra-HD cameras capture more than 600 images from all angles, providing instant biomechanical feedback. An on-screen avatar shows your movements in real time, then allows detailed measurements of every angle in the swing down to the hundredths of a degree.

"We measure—we don't guess," says Manavian, who has been working with area pros and players since the club opened in September. "This is where body movement analysis intersects with golf instruction."

**Details: A 60-minute GEARS three-dimensional golf analysis is \$250 and scheduled by appointment.**

CLAY Health Club + Spa  
11 Riverdale Ave, Port Chester (914) 937-5000  
[www.insideclay.com/portchester](http://www.insideclay.com/portchester)

## Happy Hour

# White Wines for Red Wine Drinkers

By Nancy Duran

You may see yourself as a red wine drinker because you like the dryness of Cabernet, the bold fruit of Merlot, or the smoky flavor of Malbec. But for every one of these reasons for choosing red, there is a white wine that will satisfy that very same preference. Here, local experts weigh in with suggestions for whites that could sway even the most committed red enthusiast.

**If you like big reds such as Zinfandels that have a spicy finish:**

### Domäne Wachau Grüner Veltliner 2013

Rich Credidio, owner of 12 Grapes in Peekskill, picks this complex white from Austria. While you may expect an Austrian Grüner to be sweet, this one is dry and boasts a peppery finish. It's a bold white that pairs well with strongly flavored chicken, pork, or fish.

\$9/glass; \$36/bottle at 12 Grapes Restaurant, 12 N Division St, Peekskill (914) 737-6624  
[www.12grapes.com](http://www.12grapes.com)



**If you like the acidity and structure of a red Burgundy from the Côte de Nuits:**

### 2010 Côtes du Jura 'Tradition,' Domaine Benoit Badoz

The Jura, from the French region of Franche-Comte, is Rochambeau Wines & Liquors General Manager Jeff Woody's choice. It's an intense blend of Chardonnay and Sauvignon, barrel-aged for three years. It carries the acidity and structure of red Burgundy, proving that whites have depth too.

\$29.99/bottle at Rochambeau Wines & Liquors, 389 Broadway, Dobbs Ferry (914) 693-0034  
[www.rochambeauwines.com](http://www.rochambeauwines.com)



**If you like a full-bodied Cabernet:**

### 2013 Chartron et Trebuchet Bourgogne Chardonnay

Pour's Owner Anthony Colasacco selects this full-bodied Chardonnay from Burgundy. The heavily textured wine is rich on the palate, like many reds. Drink it with an aged Bûcheron goat cheese.

\$13/glass at Pour, 241 E Main St, Mount Kisco (914) 864-0606; [www.pourmtkisco.com](http://www.pourmtkisco.com)



**If you like the minerality of a Napa Valley Howell Mountain Cabernet:**

### 2013 Clos des Rochers Auxerrois

This dry white starts with tangerine and finishes with salt and smoke. That, plus a subtle hint of residual sugar, convinced Westchester Wine Warehouse Director of Fine Wine Ken Irving that it's the white for even the most ardent red wine loyalists.

\$16.99/bottle at Westchester Wine Warehouse, 53 Tarrytown Rd, White Plains (914) 824-1400  
[www.westchesterwine.com](http://www.westchesterwine.com)







# Indian Odyssey

Two Heineken USA marketing men trekked 1,800 miles through India in little more than a souped-up golf cart. **By Kevin Zawacki**

André Woldt and Rob Ryder's first-ever trip to India was anything but ordinary. The two brand managers for Heineken USA spent their time navigating bumpy back roads in a three-wheeled, seven-horsepower rickshaw, equipped with little more than a single paper atlas. But this was precisely the adventure for which they'd traveled half the globe. Inspired by their company's motto ("We brew experiences that inspire legendary lives"), the duo participated in the Rickshaw Run earlier this year. The infamous event invites the intrepid to drive 1,800 miles across India in the most unreliable of vehicles.

The route through southern Asia is so treacherous that participants aren't even racing one another—they're simply trying to reach the finish line intact. "There's no set route. There's no checkpoint. There's no backup," 27-year-old Ryder says. "The idea was to get to the finish line with your vehicle and your team in one piece."

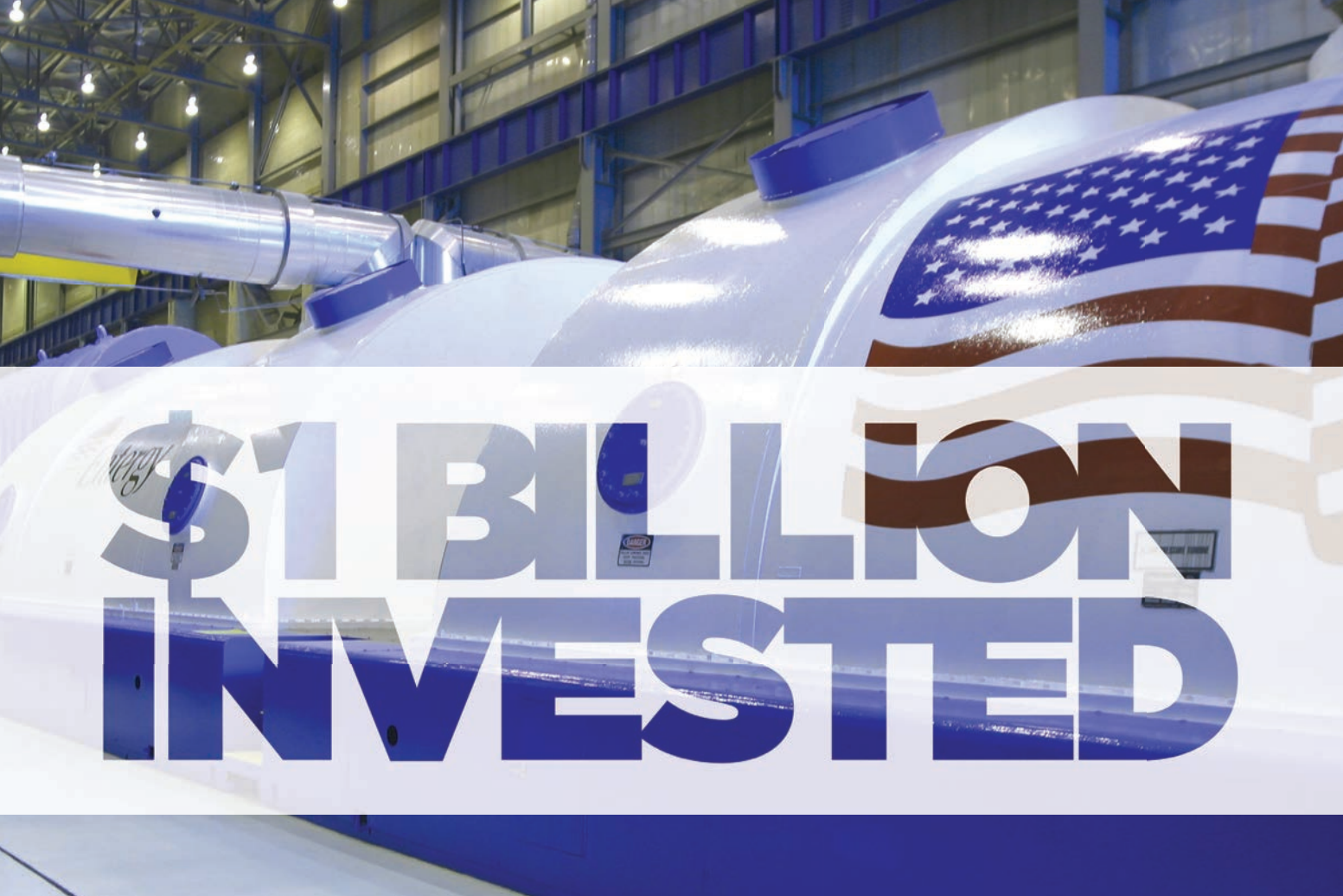
Woldt and Ryder were joined by three other friends and traveled in two rickshaws. The band of courageous motorists—dubbed team "High Five and Curry On"—lurched their way to the finish line in 14 days. Along the way were exotic sights, helpful locals—and countless hours behind the wheel. "We got up every morning between 5:30 and 6 am and started the engine," Woldt, 29, says. The team would then drive until about 7 pm, with plenty of unplanned stops along the way. "These rickshaws are notorious for breaking down," Ryder says. "In the first 10 days or so, our vehicle broke down every single day."

The odyssey's silver lining was the \$6,400 the group raised for the nonprofit charity: water. The two were later presented with the Heineken Hero Award for their efforts, and Heineken contributed an additional \$5,000 to the cause.

And the duo deservedly relishes in their snagged bit of glory. Says Ryder, "You definitely get bragging rights." ●



Team "High Five and Curry On," led by Heineken USA's Rob Ryder (left) and André Woldt (right), competed in the Rickshaw Run, an 1,800-mile race across India to benefit charity.



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