

Rockland ECONOMIC FOCUS

THE ED & IDA REPORT

Rockland Economic
Development Corporation

County of Rockland
Industrial
Development Agency

Summer 2006

Strength in Diversity

This spring, REDC hosted a breakfast meeting for the Supervisors of the five Towns of Rockland: Orangetown, Clarkstown, Haverstraw, Ramapo and Stony Point, to discuss ways in which the Towns and REDC can best work together. While each town has different properties and populations, there is a shared understanding that responsible commercial development is the engine for long-term economic well-being.

Orangetown Supervisor Thom Kleiner is deeply involved with the redevelop-

opment of the **Rockland Psychiatric Center** (RPC) site. "As a Board, we wanted office or commercial development there to add to our commercial rateables, but the market would not support it," the Supervisor said. He added that there were 13 initial responses to the RFP for the site that proposed active adult housing. "We need to increase the stock of over 55 housing," he said. "People want it and it's good for our Town." Presently, the Town is down to two development proposals. Either one is projected to bring in \$5 to \$7 million annually in taxes, as well as a \$15 to \$20 million initial payment.

A project in which the IDA has played a role is the redevelopment of the "Mercedes site" in Pearl River. **Hunter Douglas**, the window covering and architectural product company plans to build a 60,000 sq. ft. state-of-the-art corporate headquarters on the site. The Town board rezoned 2/5 of that site for active adult housing, but the western portion, closest to Blue Hill Plaza, will remain commercial. Hunter Douglas is the first anchor tenant, but there is room for others. "We have a longstanding relationship with REDC and the IDA," said Supervisor Kleiner. "The IDA was very helpful in putting together the Hunter Douglas project."

In Clarkstown, Supervisor Alex Gromack is changing the way that the Town goes after new business. "Over the last few years, economic

development had slowed," he said. "There were no aggressive moves on the part of the Town to foster economic development. We are trying to change that and go out for proposals."

The Town is in the process of hiring a firm to perform a visionary plan for economic development and the Supervisor has created a committee made up of a Town Councilperson and staff in Town Hall to focus on economic development. "We want to show that we can work with business," he told us. "However, siting is key to successful economic development. We must make sure that new businesses are compatible with existing neighborhoods. There must be a fit that does not negatively impact the neighbors. I believe that focus groups can really help with this."

The revitalization of the hamlet centers is a major part of the future of Clarkstown. Work is underway to make the hamlet centers more pedestrian-friendly. The revitalization of Congers was started in 2005; Nanuet should begin this summer, New City in 2007 and West Nyack for 2008.

"REDC and the IDA are important partners in our economic development efforts, Gromack continued. "It is great that, as we identify the types of business we want, they can use their network to match us with a business that is looking for a location. With their help, we can find a business that matches our needs and puts it on a fast track for approval."

The Town of Haverstraw is undergoing revitalization and beautification projects. Supervisor Howard Phillips said, "We're extremely excited about Encore Haverstraw. This 500 unit development, which will be a 55 and up community, will have the ambiance of a Charleston, South Carolina and New England town setting. It will consist of single family homes, townhouses, and condominiums, with beautiful amenities such as an indoor swimming pool, a fitness room and clubhouse."

Phillips added, "The Town will also utilize the revenue from this project to offer the residents of Haverstraw an indoor gymnasium, an indoor pool and ice skating rink. At the same time, the Town has begun a beautification project along the



PHOTO BY LEZ GRANSTON, REDC

Sentry Industries, a distributor of consumer electronic products to various retailers, relocated its operations from Westchester to an existing 65,000 sq. ft. facility in Ramapo. Undergoing extensive renovations at its new facility, it currently employs 15 people with plans to grow to 26 within seven years.

in this issue

- 2 The ED & IDA Report**
Increasing Support for Existing Business
- 3 Quality of Life**
Building Rockland's Future Workforce
- 4 REDC Stock Index**
Strong Performance Continues in '06
- 5 Q&A with Steve Dormer**
- 6 Agency News**
 - Real Estate Briefs
 - Rockland Community Business Week
 - Transportation Options in Rockland
 - Revolving Loan Fund Program

Continued on page 2

Continued from page 1

Route 202 corridor to increase the aesthetics of the gateway to the Town of Haverstraw."

"The best town to do business in" is the way that Supervisor Christopher St. Lawrence characterizes the Town of Ramapo. "We have the lowest taxes for business," he said. The Supervisor is proud of the cooperative efforts of the State, County, Town and Village in retaining **Avon** in Suffern, and is thankful for REDC and the IDA in bringing **Sentry Industries** to the Town. "We want to project a business friendly atmosphere," he shared. "Business allows us to spread the tax burden from a strictly residential base."

Ramapo is making significant improvements to its infrastructure. Eight million dollars is being spent to improve safety on Saddle River Road in Monsey. In addition, the New York Metropolitan Transportation Council has awarded a \$900,000 grant for a bike and pedestrian trail in Monsey Glen. The paved, eight-foot wide path will be built on an existing **MetroNorth** railroad right-of-way between Robert Pitt Drive and the Monsey Glen. Another project underway by the County is the process of completing an Advanced Wastewater Treatment for Western Ramapo, which will support current and future development in this area.

For now, the commercial development in the Town of Stony Point is relatively quiet. While there are several private commercial redevelopment projects underway, Supervisor Philip Marino has his attention set on the possible development of some Town property. "Our attorney has just finished the RFP for a 15-20 acre piece of property next to the golf course," he said. "We want to cast our line and see what hits. There was one proposal already for active adult senior housing and also interest in putting a corporate headquarters on the site. We want something that fits the kind of Town we want to live in. The IDA and REDC can help us because their net is larger than ours." The Supervisor is hoping that thoughtful development will help offset the effects of the Mirant settlement. "We've got to look now and also look to the future," he said. "In addition to development of this property, several entities have expressed a desire to buy the golf course. In the interest of our residents, we're open to ideas."

Increasing Support for Existing Business

Sometimes we find that people think of economic development primarily as offering outside businesses breaks and credits to locate in the area. We have had a lot of success with that, assisting foreign and domestic companies that want a presence in the region, but we also



William F. Helmer
Chairman,
Rockland Economic
Development Corporation

Eric Dranoff
Chairman,
County of Rockland Industrial
Development Agency

work hard to support existing Rockland companies. This year, we are placing extra focus on the superb businesses already located in the County. We want to retain them and we're here to help them if they are seeking to expand.

Rockland has a large number of diverse small businesses and everyone benefits from having them in the County. There are a whole host of things that we can do to retain our local businesses. All it takes is a phone call to the REDC office to start the dialog.

REDC offers direct assistance to existing business with the Revolving Loan Program and PTAC services, and we facilitate other types of assistance programs through our strong alliances with the IDA, Empire State Development, New York Business Development Corporation (NYBDC), the New York State Department of Labor and many other local, state and regional offices. REDC staff continues to expand our network of resources and to reach out to Rockland's profit and non-profit businesses with this information. Already this year,

we've helped to coordinate incentive and grant packages for 10 companies to assist their expansion efforts.

Recently, the Rockland IDA had the opportunity to participate in a "Special Needs Facilities Pooled Program," which through the issuance of tax-exempt bonds assisted the **Rockland County Association for the Learning Disabled** and **Crystal Run Village, Inc.**, with the costs of financing or refinancing the acquisition and renovation of its facilities and the acquisition of certain equipment and personal property. This financing enables both agencies to expand their services to people with developmental disabilities or other special needs. In this project, Rockland County collaborated with six other New York county IDA's and the New York City Industrial Development Agency; to provide financing to 10 non-profit special needs programs.

Through the Civic Facility Section of the New York State IDA Law, we have the authority to finance 501-c-3 projects. In addition to the special needs program, we're currently working with **Dominican College** as they continue to accommodate higher education needs and facilities, and with **Nyack Library** on their exciting expansion project.

This summer, REDC has scheduled "Rockland Community Business Week," a free open house for local businesses - profit and non-profit - to access information and assistance from 15 local, regional and state agencies. During the week of July 24-28th, the representatives from these organizations will be available to talk about how to strengthen and grow a business. See Page 6 for more details.

We welcome all businesses to attend this event, but also to call on us *any day* throughout the year or visit our website at www.redc.org.

Building Rockland's Future Workforce

High school students who are preparing for careers in business, engineering and technology find extensive opportunities for pursuing their dreams in Rockland County. Every Rockland County school district offers courses and after school clubs for budding business entrepreneurs, engineers and technologists.

There are courses that prepare students for entry into the world of business and technology and college-level courses that allow students to enter college with some credits already under their belts. College Accounting, Business Law and Business Administration are offered at nearly every high school in the County. North Rockland High School has the largest Business Education Department with 16 elective courses available to its students and was recognized as the Business Department of the Year by the State of New York in 2001, 2004 and 2005.

Courses in Marketing are offered in the Business Education Departments of many Rockland high schools, such as Tappan Zee High School, where Sports and Entertainment Marketing can be followed by a course in Advanced Marketing. Rockland students interested in marketing careers often form a chapter of DECA (Delta Epsilon Chi Association), an international association of high school and college students studying marketing, management and entrepreneurship in business, finance, hospitality and marketing sales and service. This year, DECA members from Clarkstown South High School achieved first place in the association's E-Commerce Management Team Decision Making competition and an International Top Ten standing in Technical Sales.

Spring Valley High School, in partnership with Johns Hopkins University, has become a Talent Development High School, offering advanced business courses at its Academy for Business and Law. Ramapo High School's Academy for Engineering, Technology and Trades offers intern opportunities at local companies and students can receive a technical endorsement on their Regent's Diploma.

Rockland County high schools, in all school districts in the County, uniformly offer a broad spectrum of computer classes

that help students achieve familiarity and facility with a variety of software packages for business, accounting, design and engineering. For example, Nanuet High School offers Design And Drawing For Production (DDP), Computer Aided Drafting (CAD), Architectural Drawing, and Technical Drawing to help students decide on the direction of their future studies.

Many Rockland high schools also offer courses in computer programming while a few, like Suffern High School, also provide instruction in advanced computer programming such as C++ or Java or a four-semester Cisco Networking Academy, which prepares students for certification in this highly desirable skill.

Introductory and advanced courses in engineering are also available at Suffern High School, Spring Valley High School and Pearl River High School, among others. Regionally, engineers are in short supply and the business community strongly supports students entering the field. For the last

five years, SUNY New Paltz has hosted an Engineering Day for middle school and high school students who are thinking about careers in engineering. Each year, students from Rockland high schools and middle schools attend the event, which was hosted by the New York State Office of Science, Technology and Academic Research, with such corporate sponsors as **IBM, Panasonic Plasma Display Laboratory of America Inc., Philips Semiconductors** and **Applied Materials Inc.** This year, 15 students attended from Nyack High School and 42 from Nyack Middle School.

Students with an interest in financial services careers at North Rockland High School can apply to the school's prestigious Academy of Finance. Only one of three candidates for entry to the Academy is accepted. The Academy offers courses such as Banking and Credit and International Business and college-level classes in Accounting, Business Administration and Business Law. For each of the past four years, a student at the Academy has been awarded a **Citigroup** Academy of Finance Scholars Award, which consists of a \$20,000 scholarship, a paid internship every summer of college, a mentor at **Citigroup** and a chance to network with financial professionals. Only 20 of these prestigious scholarships are awarded each year nationally.

REDC is a member of the Academy's advisory board, which includes individuals from the educational arena and representatives from companies such as **Fujitsu, Morgan Stanley, Provident Bank, Union State Bank, GE Capital**, as well as local accounting firms. Pamela Schaefer, Director of the Academy of Finance welcomes inquiries from companies that would like to participate in the Academy as members of the advisory board, as sources of internships or job shadowing opportunities or as sources for scholarships. For further information, contact Pamela at (845) 942-3376 or pschaefer@nrhs.nrcsd.org.

Internship opportunities for students are sought by every high school in the County and interested parties should feel free to contact the guidance office in order to promote the entrepreneurial spirit and keep it alive and well in our student population.

Rockland County Public High Schools

Clarkstown High School North
Phone: 845-639-6500

Clarkstown High School South
Phone: 845-624-3400

Nanuet Senior High School
Phone: 845-627-9800

North Rockland High School
Phone: 845-942-3300

Nyack High School
Phone: 845-353-7100

Pearl River High School
Phone: 845-620-3800

Ramapo High School
Phone: 845-577-6400

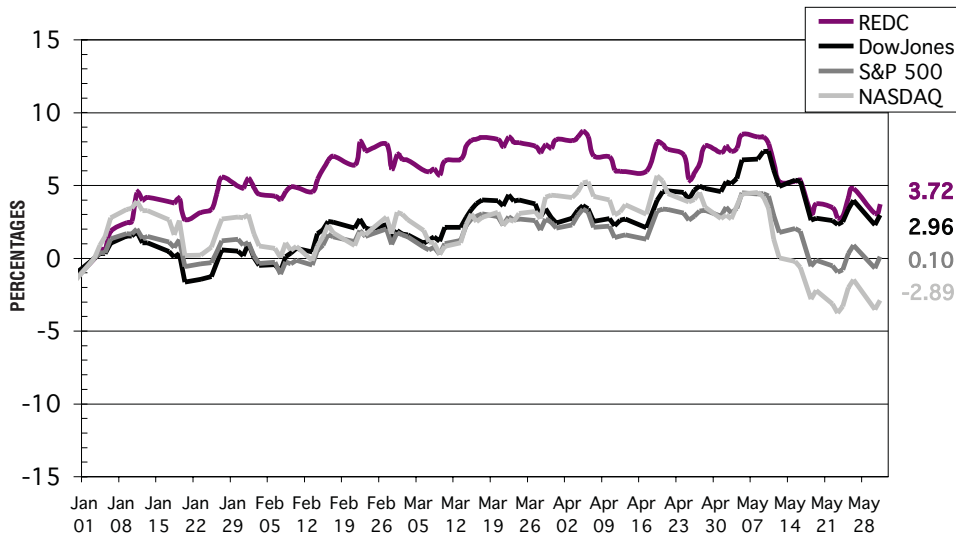
Spring Valley High School
Phone: 845-577-6500

Suffern High School
Phone: 845-357-3800

Tappan Zee High School
Phone: 845-680-1600

Strong Performance Continues in '06

PERCENTAGE CHANGE 2006 DAILY VALUES



January 3 - May 31, 2006, the REDC Index gradually increased, reaching a peak of about an 8% gain in April, ending this five-month period with a cumulative gain of 3.72%. This level of performance is substantially better than any other index. This gain exceeded the Dow Jones' gain of 2.96% and the S&P increase of 0.1%. On the other hand, the NASDAQ lost 2.89% during this five-month period.

By: **Dr. Karim A. Abood**



Dr. Karim A. Abood
HDR|LMS



Bruce Mason,
Senior Vice President &
Chief Economist,
Union State Bank

PHOTOS BY BOB VERGARA, AFS

REDC Stock Index Member List

AT&T Corp.	(NYSE:T)
Avon Products Inc.	(NYSE:AVP)
Bank of New York	(NYSE:BK)
Barr Laboratories Inc.	(NYSE:BRL)
Citigroup Inc.	(NYSE:C)
Mack-Cali Realty Corporation	(NYSE:CLI)
Cablevision Systems Corporation	(NYSE:CVC)
Dress Barn Inc.	(NasdaqNM:DBRN)
Consolidated Edison Inc.	(NYSE:ED)
Gannett Co. Inc.	(NYSE:GCI)
General Bearing Corporation	(NasdaqSC:GNRL)
Hudson Technologies Inc.	(NasdaqSC:HDSN)
JP Morgan Chase	(NYSE:JPM)
LeCroy Corporation	(NasdaqNM:LCRY)
M&T Bank Corporation	(NYSE:MTB)
Micros-to-Mainframes Inc.	(NasdaqSC:MTMC)
Novartis AG	(NYSE:NVS)
Provident New York Bancorp	(NasdaqNM:PBNY)
Parker Hannifin Corporation	(NYSE:PH)
Presidential Life Corporation	(NasdaqNM:PLFE)
Par Pharmaceutical Cos Inc.	(NYSE:PRX)
Praxair Inc.	(NYSE:PX)
Paxar Corporation	(NYSE:PXN)
Sound Federal Bancorp Inc.	(NasdaqNM:SFFS)
Suez	(NYSE:SZE)
Traffix Inc.	(NasdaqNM:TRFX)
USB Holding Co. Inc.	(NYSE:UBH)
Vision-Sciences Inc.	(NasdaqSC:VSCI)
Verizon Communications Inc.	(NYSE:VZ)
Wyeth	(NYSE:WYE)

Top Stock Performers

By: *Bruce Mason*

To date, leading the Index advance for stock price percentage gains is **Parker Hannifin Corporation** (NYSE:PH), with more than an 18% gain. Headquartered in Cleveland, Ohio, its local division - **Parflex Atlantic Tubing Operation**, located in Chestnut Ridge, is part of the Parker Hannifin Corporation. In July 2000, Parker acquired Atlantic Tubing Company, a manufacturer of premium quality tubing and extrusions for the semiconductor, bio-process and electronics industries. Parker Hannifan is the world's leading diversified manufacturer of motion and control technologies and systems, providing precision-engineered solutions for a wide variety of commercial, mobile, industrial and aerospace mar-

kets. Originally founded in 1918, Parker Hannifin Corporation has grown into a global business with worldwide product groups and annual sales exceeding \$8 billion. It employs more than 50,000 people in 46 countries and has 263 plants around the world.

Did you Know?... Parker recently marked its 50th year of consecutive dividend increases to shareholders, one of the top five longest-running dividend-increase records in the S&P 500 index.

For more information, visit the company's web site at www.parker.com, or its investor information site at www.phstock.com.

Q&A with Steve Dormer, Provident Bank



Steve Dormer
Provident Bank

PHOTO BY BOB VERGARA, APS

To learn more about the private and public companies that fuel our local economy, we spoke to Steve Dormer, Executive Vice President, Assistant to the Office of the President, Strategic Planning and Commercial Lending Office of **Provident Bank**. Steve serves on the REDC Board of Directors, is a member of the Task Force on Economic Development Research, and will chair Connections 2006, REDC's annual economic development conference and awards luncheon, held in November.

Provident Bank has long been known for its roots in Rockland County and the depth of its commercial and small business banking products. Opened in 1888, Provident Bank serves individuals and businesses in Rockland, Orange, Sullivan, Ulster and Putnam Counties in New York as well as Bergen County, New Jersey under the Towncenter Bank name.

Q: Rockland County has both publicly traded and privately owned businesses. How are these different in terms of impact on the local economy?

A: Aside from **Avon** and **Wyeth**, the vast majority of our 8000+ businesses with annual sales over one million are privately held companies. Privately held companies typically provide income to a family or group of families, rather than a group of stockholders. They are often located where the owner lives. Private companies mean more stability in the County – the companies stay where the entrepreneurs feel comfortable. That is not true for large corporations. For public companies not regionally based, the move will be to locate where the economics make the most sense. Private companies are also less tax-sensitive than publicly owned companies, because the owners may pay personal income taxes rather than corporate taxes.

Q: Is there a particular sector of business that predominates in Rockland?

A: We are fortunate that our economy is not made up of a concentration of one sector. We have manufacturing, services business and companies that fill a lot of little niches. I compare our economy to a small-cap mutual fund. Stable and flexible. It is wonderful for employment.

Q: Do you feel that Rockland holds opportunities for young people?

A: A recent article in the business news stated that in many areas of Upstate New York, young people are moving out, with some areas losing 30% of their young people since the last census period - and these were mostly college educated individuals. That belies what we hear in Rockland. While the cost of living here is high, there are good jobs. Providing jobs is one of the products of a healthy economy.

Q: What else do you see that signals opportunities for growth in Rockland?

A: Rockland is home to many business owners who are immigrants. You can tell just by visiting one of our banks. I always say that a good indicator of economic health is to look where the immigrants are. They know where the opportunities are. It's a great sign. After all, U.S. birthrates don't support our economic growth. Our growth is from immigration.

Q: What do you see as the challenges to new business in Rockland?

A: Acceptance is one of the big challenges to new business in the County. There is fear of overdevelopment that leads to resistance from municipalities. While

it is true that anything done now will have some impact, it's all a matter of balance. Businesses contribute to the economic health of the County. You can't turn off one part of the economy and keep the County going. REDC works to improve public

“I compare our economy to a small-cap mutual fund. Stable and flexible. It is wonderful for employment.”

understanding of how business benefits us all. All communities change and all you can do is direct the change so that it remains positive. A good economic base gives you choices.

Q: What innovations in the banking industry have there been in the past few years that help small and medium sized business grow and succeed?

A: Electronic banking and especially access to electronic cash management. When it was first introduced 20 years ago, large corporations were the only ones who could afford it. Today, any small business can use it. Another difference today is that most investment products are available right here in Rockland County. Businesses have access to business advice for pension plans, etc. Small business has access to tools in their backyard, not just in Manhattan. It's a change from 15-20 years ago.

Real Estate Briefs

■ **Garnerville Arts & Industrial Center** reported several lease deals including:

Westrock Pool & Spa signed a new lease for 10,000 square feet of space. Currently, Westrock employs five people at its Garnerville facility. **F&M Auto Parts**, an auto parts wholesaler, leased 1,200 square feet of space. F&M is owned and operated by a husband-and-wife team. **USA Margins, Inc.**, a cell phone accessory distributor signed a lease for 2,700 square feet of space. USA currently employs three people. **Dewey Howard, Inc.**, a stationery design and distribution company, leased 500



plans to grow to four.

square feet of space. Dewey has one employee.

■ **Koenig Management Limited** announced the following: Its new shopping center at 170 North Main Street in New City is now 100% occupied. Most recently, **Coldwell Banker®** signed a lease for 4,000 square feet of space. It will hire a total of 50 employees. **Agnello's Brick Oven Pizzeria** has signed a lease for 2,000 square feet of space. Agnello's has two employees with

■ **Mack-Cali** reported the following: **Fedex Corporate Services, Inc.** renewed its lease at One Blue Hill Plaza, in Pearl River, for more than 9,000 square feet of space. Currently, Fedex Corporate Services employs 15 people. Cushman & Wakefield of New Jersey, Inc. brokered the deal.

■ **McBride Corporate Real Estate** reported that **Maines Paper & Food Service, Inc.** signed a lease for a 3,045 square-foot warehouse in Congers. The Congers facility will serve as a staging area to better serve its customers in the lower Hudson Valley. Currently, it has three employees with plans to hire more locally.

To include your Real Estate Briefs in the next issue of *Rockland Economic Focus*, please send them to Liz Cranston, Director of Communications, at fax: 845-735-5736 or e-mail: lizc@redc.org.

Rockland Community Business Week

Your Opportunity To Make Important Connections.

July 24-28, 2006 11:00am-3:00pm



Monday

July 24 | Stony Point
Patriot Hills Golf Club Lounge
19 Clubhouse Lane
Stony Point, NY



Tuesday

July 25 | Haverstraw
Haverstraw King's Daughters Public Library
10 West Ramapo Road
Garnerville, NY



Wednesday

July 26 | Ramapo
Mack-Cali Corp Center Atrium
400 Rella Boulevard
Montebello, NY



Thursday

July 27 | Orangetown
Orangetown Town Hall Court Room 1
26 Orangeburg Road
Orangeburg, NY



Friday

July 28 | Clarkstown
Street Community Center Auditorium
31 Zukor Road
New City, NY

Participating Business Partners

County of Rockland Industrial Development Agency (IDA)
Contact: Holly Freedman, Executive Director
Phone: 845-735-0205

Empire State Development (ESD)
Contact: Christine Sculti, Regional Director
Phone: 845-567-4882, ext. 225

Hudson Valley Technology Development Center, Inc. (HVTDC)
Contact: Phyllis Levine, Manager of Marketing and Administration
Phone: 845-896-6934, ext. 3001

MetroPool
Contact: Carol Ryan, Manager, Employer Programs & Commuter Services-NY
Phone: 845-364-3472

New York Business Development Corporation (NYBDC)
Contact: Cedric Carter, Assistant Vice President
Phone: 518-463-2268

New York State Department of Labor (NYS DOL)
Contact: Kevin Downing, Manager,
Community Services Center
Phone: 845-426-2713

NYS Energy Research & Development Authority (NYSERDA)
Contact: Joe Littmann, Jr., Manager,
NYC Regional Office
Phone: 212-971-5342

New York State Small Business Development Center (NYS SBDC)
Contact: Jerry Kobre, Assistant Director
Phone: 845-356-6065

Procurement Technical Assistance Center (PTAC)
Contact: Maryann Williams, Director
Phone: 845-735-7040

Rockland Business Women's Network
Contact: Liz Benuscak, President
Phone: 845-708-9134

Rockland County Department of Planning & Public Transportation
Contact: Salvatore Corallo, Commissioner of Planning & Public Transportation
Phone: 845-364-3434

Rockland County Solid Waste Authority
Contact: Andrew T. Lehman, Executive Director
Phone: 845-753-2200, ext. 20

Rockland Economic Development Corporation (REDC)
Contact: Holly Freedman, President & CEO
Phone: 845-735-7040

Rockland SCORE
Contact: Mark Rothenberg, Chapter Chair
Phone: 845-426-1206/845-735-7040

Westchester/Rockland Revolving Loan Program
Contact: Steven Porath, Director of Economic Development
Phone: 845-735-7040

Transportation Options in Rockland

Transportation Demand Management (TDM)

Rockland County's Transportation Demand Management (TDM) program office seeks to improve mobility and access, reduce congestion and air pollution, and increase safety. Overall it works to reduce the number of drive alone vehicles on the road by promoting walking, bicycling, carpooling, vanpooling and public transportation. The County works cooperatively with businesses and institutions throughout Rockland and neighboring counties of Westchester, Orange and Bergen to plan and implement TDM measures.

Business Outreach Programs

The TDM office works closely with County businesses to encourage the implementation of TDM measures countywide. By offering TDM measures such as IRS Commuter Pre-Tax benefits, NuRide, Internet ride-matching, financial incentives and promotional programs, employers can have a significant impact on employee commuting behaviors. It acts as a resource to businesses, helping them identify applicable Federal, State and Local government programs and opportunities to implement a wide variety of TDM measures. On a broader scale, it attempts to encourage alternative travel by all those who live and work in Rockland, by taking advantage of the County's accessible public transit system and its high quality bike and pedestrian facilities.



TOR bus in Suffern.

Targeted Strategies

Major TDM strategies place emphasis on reducing single-occupant-vehicle (SOV) travel and the number of trips made by single-occupant vehicles. SOV trip reduction limits congestion and enables existing transportation infrastructure elements to move traffic more efficiently. Commuters frequently are the focus of TDM actions because their regular, predictable driving patterns and the possibilities of employer partnerships enhance the opportunities for ride-sharing programs.

Businesses interested in finding out more about transportation options can contact the County's TDM office at 845-364-2142 or George Persico at persicog@co.rockland.ny.us, to set up a site visit. All consultation services are provided without cost.



Funding Agreement Secures Assistance for Small Businesses Selling to the Government

County of Rockland and U.S. Department of Defense Continue Funds for PTAC

On April 24, REDC held a special award signing ceremony to cooperatively fund the Procurement Technical Assistance Center (PTAC) for 2006. Gathered for the official signing are (standing 1 to r) William F. Helmer, REDC Chair, Holly Freedman, REDC President and CEO, (seated 1 to r) Hon. C. Scott Vanderhoef, Rockland County Executive and U.S. Army Commander, Colonel Kermit C. Jones. Also on hand for the event were clients from all three Counties that REDC's PTAC serves - Rockland, Orange and Westchester.

Westchester/Rockland Revolving Loan Fund Program

The Westchester/Rockland Revolving Loan Fund Program was established and funded by New York State's Empire State Development in 1997. It is administered by REDC to support businesses that would not otherwise qualify for traditional bank financing. Businesses can receive loans of up to \$30,000 for a broad variety of purposes such as working capital, inventory and equipment.

Recent loans include:

J. S. Art & Trade Co., Inc., a Nyack-based cosmetic retail store that also offers professional services as a make-up artist as well as a proprietary line of make-up under the "Juliet Stewart" private label. The loan will enable J.S. Art to purchase additional inventory and create promotional marketing materials. It will retain one employee. Opened in 2004, owner Juliet Stewart was employed by Estee Lauder for more than ten years as an international make-up artist.



J.S. Art in Nyack

Mop Top, Inc., a full-service hair salon and boutique geared for children, will use the funds to purchase new inventory. Located in New City, Mop Top employs one full-time employee and five part-time hair stylists. In addition to offering salon services, Mop Top has a gift boutique and hosts birthday parties for children. For more information, contact Mop Top at (845) 639-4247.

Urban Landscapes, a Suffern-based corporate and residential landscaping business that provides interior and exterior landscaping services, will use the funds to purchase new equipment and inventory, as well as create marketing materials. Started in 2004, Urban has three employees with plans to add one more.

To learn more about the Westchester/Rockland Revolving Loan Fund Program, contact REDC at (845) 735-7040 or visit its website at www.redc.org.

REDC BOARD OF DIRECTORS

OFFICERS

William F. Helmer, Chair, Helmer-Cronin Construction, Inc.
Dr. Donald T. McNelis, Vice Chair/Treasurer, President Emeritus, STAC

Dr. Karim Abood, Ph.D, Vice Chair/Secretary, HDR | LMS
Jack F. Holt, Vice Chair, Holt Construction Corp
Hon. Thomas P. Zugibe, Esq., Vice Chair, Ferraro Zugibe
Holly Freedman, President and CEO

DIRECTORS

John Brugmann, UBS
Karyl Caplan, ARC of Rockland
George C. Cardona, Provident Bank
Hon. Harriet D. Cornell,** Chair, Rockland County Legislature
Tom Donovan, *The Journal News*
Steve Dormer, Provident Bank
Eric Dranoff, Esq.,** Chairman, County of Rockland Industrial Development Agency
Rafael Espaillat, El Clarin
Sandra D. Grannum, Esq., Davidson & Grannum, LLP
Howard Hellman,** All Bright Electric
Judith Hershaft, Innovative Plastics Corp.
Hon. Thom Kleiner,** Town of Orangetown
Jonathan Kupperman, Nice-Pak Products Inc.
Arlene Lapidus, Ramapo Land Co., Inc.
Paula Mandell, M & T Bank
John Maraia,** IBEW Local 363
Bruce W. Mason, Union State Bank
John D. McMahon, Orange and Rockland Utilities, Inc.
Dr. Clement Osei, Rockland Pulmonary & Medical Assoc.

A. Jon Prusmack, DHS Systems, LLC
Mark D. Rothenberg, SCORE, Rockland County Chapter
Dr. James M. Ryan,** Chair, Assn. of RC School Executives
Louis S. Schmukler, Wyeth
Michael Schnieders, Good Samaritan Hospital
Christine Sculti,** Empire State Development
Robert E. Seaman III, The Dorchester Group
Serge Seguin, Shock Tech, Inc.
Burt Steinberg, The Dress Barn, Inc.
Sr. Kathleen Sullivan, Dominican College
Janice J. Teal, Avon Products, Inc.
James B. Tully, C.B. Richard Ellis
Quinton C. Van Wynen, Jr., Pearl River Union Free School District
Hon. C. Scott Vanderhoef,** Rockland County Executive
Dr. Cliff L. Wood, SUNY RCC
Alan Yassky,* Rockland Realty Corporation
Steven Yassky, Rockland Realty Corporation
Jeffrey M. Zupan, Regional Plan Association

*Director Emeritus ** Ex-Officio

County of Rockland Industrial Development Agency (IDA)

MEMBERS

Eric Dranoff, Esq., Chair
Frank Borelli, Jr., Vice Chair
Hector A. May, Secretary

Veronica Lopez-Piccininni
Timothy Riley, Treasurer
Holly Freedman, Executive Director

Address: One Blue Hill Plaza, P.O. Box 1575, Pearl River, NY 10965 · The opinions expressed in *Rockland Economic Focus – The ED and IDA Report* do not necessarily reflect the views of Rockland Economic Development Corporation or the County of Rockland Industrial Development Agency. Tel: 845 735 7040 · Fax: 845 735 5736 · e-mail: info@redc.org · www.redc.org. **Rockland Economic Focus** is the official publication of the REDC; Liz Cranston, Editor. **Contributing Writers:** Dr. Karim Abood, Liz Cranston, Bruce Mason, and Karen Tarapata. **Published by** Suburban Publishing, Inc.; John Seng, Vice President/Publisher. **Graphic Design:** Spotlight Creative Services; Marty Felenstein and Margaret Blackler.

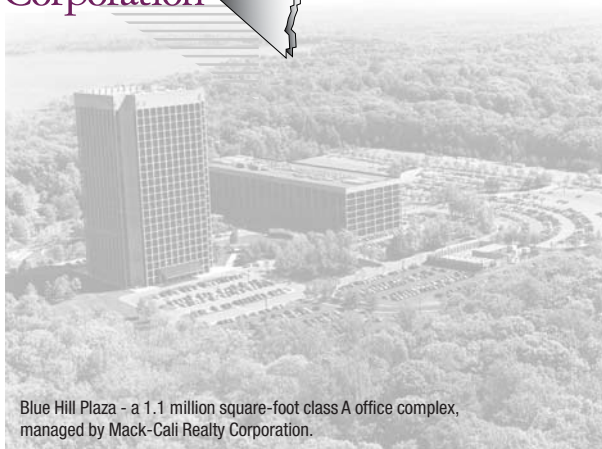
Rockland County businesses in this issue:

Agnello's Brick Oven Pizzeria	MetroNorth
Applied Materials Inc.	Mirant
Avon	Mop Top, Inc.
Citigroup	Morgan Stanley
Coldwell Banker®	Nyack Library
Crystal Run Village, Inc.	Panasonic Plasma Display Laboratory of America Inc.
Dewey Howard, Inc.	Parflex Atlantic Tubing Operation
Dominican College	Parker Hannifin Corporation
Encore Willow Grove	Phillips Semiconductors
F&M Auto Parts	Provident Bank
Fedex Corporate Services, Inc.	Rockland County Association for the Learning Disabled
Fujitsu	Rockland Psychiatric Center
Garnerville Arts & Industrial Center	Sentry Industries
GE Capital	Union State Bank
Hunter Douglas	Urban Plantscapes
IBM	USA Margins, Inc.
J.S. Art & Trade Co., Inc.	Westrock Pool & Spa
Koenig Management Limited	Wyeth
Mack-Cali	
Maines Paper & Food Service, Inc.	
McBride Corporate Real Estate	

Please send your comments on *Rockland Economic Focus* or news items/story ideas to Liz Cranston, Director of Communications, at 845-735-7040 or e-mail: lizc@redc.org.

Rockland
Economic
Development
Corporation

One Blue Hill Plaza
P.O. Box 1575
Pearl River, NY 10965



Blue Hill Plaza - a 1.1 million square-foot class A office complex, managed by Mack-Cali Realty Corporation.

NON-PROFIT ORG.
U.S. POSTAGE
PAID
MAILWAY
PERMIT #70
MONSEY, NY 10952