

Rockland ECONOMIC FOCUS

THE ED & IDA REPORT

Rockland Economic
Development Corporation

County of Rockland
Industrial
Development Agency

Winter 2007



William Schmeelk (r), President of Wellington Enterprises, showcases his magic switchboard at REDC's "Research in Rockland" event. Wellington's products are developed, engineered and constructed in Garnerville.

Rockland Research Reaches the World

Rockland County is home to a wide range of forward-looking businesses and industries. These companies perform world-class research and development that spurs the economic growth of the County and the region. Research performed in Rockland is utilized regionally and worldwide by the military, commercial and consumer customers, and the scientific community. In addition, Rockland County healthcare institutions, such as the newly opened **Active International Cardiovascular Institute at Good Samaritan Hospital**, are active in important medical research and clinical trials. Recently, "Research in Rockland" was held at the **IBM Palisades Executive Conference Center** in conjunction with REDC's annual "Connections" event, to showcase some of the County's most important innovators. More information about the event can be found on page 6.

Rockland-based for 15 years, **Insl-x Products Corporation** produces a complete line of specialty paints and coatings. They are the largest private held coating company in the United States and the nation's largest manufacturer of pool paint suppliers to customers in the US, Canada, England, Ireland and the Caribbean. The company employs 120 people at its Stony Point production facility. "In 2006, Insl-x began manufacturing paint under the Stainmaster™ name," reported Jim Boyce, Technical Services Manager. "They [Stainmaster] wanted a paint that has the same quality level as their carpeting and we developed it right here in Rockland."

Systems 4 Security (SYS4S) develops threat detection, surveillance, identification and counter terrorism products for the use by military, law enforcement, counterterrorism and security personnel. The company is a new division of **901D**, an innovative engineering firm designing and manufacturing military-grade shock, vibration, and thermal management solutions in Rockland County for more than 10 years. One of SYS4S's newest products is the Bioprotect® Biological Mask. The lightweight hood, in R&D for more than two years and then tested for a year, protects first responders and

emergency medical technicians against the threat of biological agents including SARS.

For 40+ years, **O.C. Lugo Company, Inc.** has found new uses and markets for world producers of chemical products as a leading global supplier of chemical products to the health/nutrition and critical filtration markets. Their newest filtration product is an emergency unit designed to maintain a safe breathable atmosphere for four people in a closed room for twenty-four hours. The unit, PACU 4-24, based on advanced submarine technology, is about the size of a small filing cabinet and is entirely self-contained. "We've been working on this for four years," said Daniel Miccio, VP of Sales and Marketing. "The military has even tested the unit at Elgin Airforce Base. It would save your life in the event of a chemical spill or biological attack."

C.A.M.P. Technologies LLC is a subsidiary of Rockland-based **DHS Systems LLC**, which engineers and manufactures mobile shelters and trailer systems for military deployment operations. The C.A.M.P. RTV System brings the latest in military sheltering technology to the high-end camping market. "It was named Best of the Best for 2006 by *Field and Stream Magazine*," said Thomas Slaughter, who represented the company at Research in Rockland. "The camper uses many of the same components as the DRASH Sheltering Systems, created by DHS Systems and includes electric lights, running water, a generator, refrigerator, shower, toilet, a sink, a stove, even Direct TV."

Even Rockland's governmental agencies are involved in research. **Rockland's Solid Waste Management Authority** is a leader in environmentally responsible waste management techniques - processing, bundling and selling Rockland's recyclables, processing household chemicals and other hazardous waste and creating commercial compost from ground wood waste and the biosolids generated at Rockland's five wastewater treatment plants. In addition, through a program cosponsored by the Authority and the Rockland County DOT, Rockland residents are participating in a worldwide environmental movement called the Global Action Plan Sustainable Lifestyle EcoTeam Program,

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which increases the level of community awareness about waste-to-resource concepts in everyday life.

Lamont-Doherty Earth Observatory (LDEO) is a world-renowned research facility that has been located in Rockland for more than 50 years. Home to more than 200 research scientists seeking fundamental knowledge about the origin, evolution and future of the natural world, recently released research from the observatory describing a new technique that allows scientists to use an isotope of manganese to track the processes that shaped earth's landscape over millions of years.

Rockland research also touches the world of entertainment. **Wellington Enterprises** has been developing custom illusions for over three decades. The president, William J. Schmeelk, has built dramatic effects for magicians such as David Copperfield, including an effect that appears to cut a lady in half lengthwise. "Rockland is a perfect location," said Mr. Schmeelk. "I have the space I need to work and access to the entire world."

For over 100 years, **Star Kay White** has been manufacturing flavoring, with a primary focus on the ice cream industry, including flavoring extracts, nuts and the crunchy toffee and chocolate pieces that are consumer favorites. Every product of this family owned business is certified kosher. Recently the company was certified as an organic ingredient manufacturer and can produce most of its flavor bases and candies using only organic ingredients. Another Rockland business with roots in the "organic" world is the **Brickhouse Soap Company**, which manufactures a variety of natural and organic bath and body products for boutiques nationwide.

The range of innovation being produced in Rockland is impressive and the impact of these new ideas reaches far beyond the borders of the County. Our researchers, public and private, are bringing new products and services to the world while supporting a healthy, varied local economy here at home.

To get noticed in *Rockland Economic Focus*... send your company's news items to Liz Cranston, Director of Communications at lizc@redc.org.

Build Your Business With Us

Although some analysts are focusing their attention on slowdowns in consumer spending and the housing market, regionally and nationally, Marc Goloven, retired senior economist for **JPMorgan Chase**, recently noted at REDC's annual economic development conference that economic opportunity in the Hudson Valley is robust and Rockland's business environment continues to show solid growth and offer outstanding opportunities for existing and new businesses. In this first issue of *Rockland Economic Focus* for 2007, we want to highlight some recent successes.

As they say, the third time's a charm, with the assistance of the IDA, **Dominican College** continued to expand its campus when it purchased and renovated Rosary Hall, an existing 55,000 square-foot facility, to house 160 students. Since 1998, Dominican College has financed three projects with IDA tax exempt bond funding. Today, according to Cathleen Kenny, Dominican's vice president for fiscal affairs, they still look to the IDA to accommodate its financing needs. Located in Orangeburg, it currently serves nearly 1,800 full and part-time students.

After a 25-year absence, **Merco Tape**, a manufacturer and distributor of pressure sensitive tape products, returned to its roots and relocated back to Rockland. With the assistance of REDC, Merco moved its operations from Bergen County, New Jersey to an existing facility in the Hillburn Industrial Park in Hillburn. Founded in 1972, according to company president, David Rose, its new Rockland location offers easier commutes for its employees and is located closer to major trucking routes, a vital necessity for its distribution. Located in a Rockland County Empire Zone, Merco may be eligible for Empire Zone benefits. Merco currently employs five people.

Facilitated by REDC, **Zagwear**, an Orangeburg-based distributor of promotional items, was recently approved to receive a \$60,000 grant from Empire State Development. The grant will be used for improvements to its facility, as well as for computer upgrades and additional equipment making it possible to add employees to its current staff of 20. Zagwear, which also received benefits through the IDA when it relocated to Rockland in 2002, is

one of the most recent beneficiaries of REDC's aggressive account management and business partners programs.

Recently, REDC welcomed **Baystate Flowers** to Rockland's business community. Located in Congers, and headquartered in New England, Baystate Flowers is a distributor of flowers and floral arrangements to large retailers. Initially employing four people with plans to immediately add more, the company is working with **Tomorrow's Workplace**, as a result of a meeting with REDC.

In January, the 11-member Rockland County Zone Administrative Board (ZAB) adopted its by-laws. Appointed by the Rockland County Executive and approved by the Rockland County Legislature, the mission of the ZAB is to foster economic development in those portions of Rockland County designated as a New York State Empire Zone.

ZAB MEMBERS

ZAB Chair, Hon. C. Scott Vanderhoef, Rockland County Executive
Hon. Harriet Cornell, Chair, Rockland County Legislature
Nelson Weinstein, DHS, Local Business Representative
McCalvin Freeman, Innovative Plastics, Zone Resident
John Maraia Jr., IBEW Local Union #363, Organized Labor Representative
Eric Tommasi, M&T Bank, Financial Institution Representative
Paul Trader, Rockland Cornell Cooperative Extension, Community Group Representative
Stephanie Gouss, Rockland BOCES, Educational Institution Representative
Doug Brusa, Lamont-Doherty Earth Observatory, At-Large Member
Dorothy Filoramo, Dominican College, At-Large Member
Paul Mapelli, Orange and Rockland Utilities, Inc., At-Large Member

As always, we welcome comments and suggestions throughout the year and encourage participation in maintaining the economic vitality of Rockland County. Let's build on our success and continue to make Rockland *the place* to live and work.

Local Programs Honor and Enable Future Leadership



Gathered at the Forty Under 40 reception are several of the selection committee members (l to r): Nicholas Illobre, Carolyn deLisser, Holly Freedman, Roberta R. Zampolin, Sabrina Vargas, Leonard J. Birbrower, Sr. Mary Eileen O'Brien, Co-chair, Dr. Cliff Wood, Co-chair, Dufresne Nicolas and Ram Nagubandi.

If the strength of a community can be gauged by the level of service exhibited by its residents, then Rockland is healthy and fit. Each year, Rockland County sponsors programs that honor, encourage and educate these current and future community leaders. Two such programs are the **Forty Under 40 Program** and **Leadership Rockland**.

Going into its sixth year with 200 recipients, **Forty Under 40**, sponsored by REDC and *The Journal News*, honors forty Rocklanders under the age of 40 who are making a positive impact on the Rockland community through their community involvement or professional success. Honorees are from the private and public sectors, financial institutions, medical professions, the classroom, service industries, and the list goes on.

"Candidates are nominated by their peers, employers, clients, community organizations, and even family members," said Dr. Cliff Wood, President of **SUNY Rockland Community College** and a Co-chair of the program. "Some of the candidates are involved in many areas of their communities, for example sitting on the boards of community organizations, while others are involved at the hands-on level, like the young police officer who volunteers with the Police Athletic League. We work hard to honor both kinds of commitment."

"These are individuals whose accomplishments and commitment to the community identify them as the individuals to watch in the future," added Sr. Mary Eileen O'Brien, President of **Dominican College** and the other Co-chair. "As an educator, I

know how important it is to acknowledge young people who make an extra effort." "Through recognizing and honoring their work, the program is a way to encourage young adults to give back to the community," added Dr. Wood.

Roberta R. Zampolin, former Superintendent of Nyack Schools, is a member of the **Forty Under 40** selection committee. "I've been involved in the program since its inception and I've enjoyed the process. I have seen a number of graduates of Nyack Schools that have stayed in the area or have come back after college. Our goal is to encourage the best of our young people, so hopefully they will stay here." Organizations interested in nominating an individual for **Forty under 40** should contact REDC directly.

Roberta is also the Chair of **Leadership Rockland**, a ten-month program designed to prepare an informed, energetic and visionary leadership base to serve Rockland County. "The program was developed by C. Scott Vanderhoef in 1990," Ms. Zampolin said. "He has called it an MBA in Rockland County. I graduated from the program in 1996 and it really does give you an education about the County."

Participants meet monthly to discuss issues of importance to the County. "It's an opportunity for people to see how issues intertwine and affect every aspect of life in the County," Roberta added. "We don't have the answers, but the program is an opportunity to discuss the issues." The monthly sessions are led by coordinators, many of whom are graduates of **Leadership Rockland** and all of whom are experts

in their fields. Currently, the Board of Trustees of **Leadership Rockland** is working to augment its curriculum to reflect the changing face of the diverse community in Rockland. "We're working with leaders from many communities, including the Haitian, Chinese and Indian communities, to incorporate the issues that affect them," said Roberta.

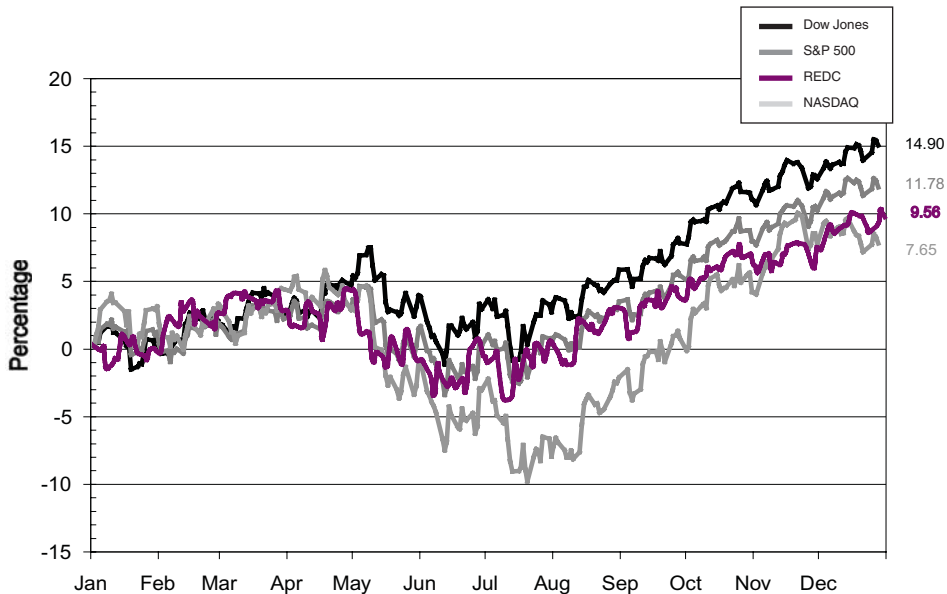
"As an educator, I know how important it is to acknowledge young people who make an extra effort."

Annually, the **Leadership Rockland** class begins in September and applications are due in April. Candidates for **Leadership Rockland** are selected through a competitive application and interview process. There are typically about 25 participants each year. "Participants are already accomplished leaders, often sitting on the boards of organizations," said Roberta. "**Leadership Rockland** is designed to inspire, encourage and enable them to create a focused energy that can bring Rockland County forward."

To learn more about **Forty Under 40**, contact Liz Cranston, Director of Communications, REDC at 845-735-7040 or info@redc.org. To learn more about **Leadership Rockland**, contact 845-598-7006 or info@leadershiprockland.org

Local and Global Companies Lead the Index

PERCENTAGE CHANGE DAILY VALUES



The REDC Stock Index tracks the performance of key publicly traded companies with a sizeable presence in Rockland County (see member list). Dr. Karim Abood of REDC's Board of Directors created the index in March 2000 with a benchmark of 1000.

January 1-December 31, 2006—During the late winter/early spring, the REDC Index outperformed all indices. Year to date, however, it was below the Dow's 14.9% and the S&P's 11.78% increase, but above the NASDAQ's 7.65% increase. *By: Dr. Karim Abood*



Dr. Karim A. Abood
HDR | LMS



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

PHOTOS BY BOB VERGARA, APS

REDC Stock Index Member List

AT&T Corp	(NYSE:T)
Avon Products Inc.	(NYSE:AVP)
Bank of New York	(NYSE:BK)
Barr Pharmaceuticals, Inc.	(NYSE:BRL)
Cablevision Systems Corporation	(NYSE:CVC)
Citigroup Inc.	(NYSE:C)
Clarins SA	(OTHER OTC:CRASF.PK)
Consolidated Edison Inc.	(NYSE:ED)
Dress Barn Inc.	(NASDAQ:DBRN)
Gannett Co., Inc.	(NYSE:GCI)
General Bearing Corporation	(OTHER OTC:GNRL.PK)
Home Depot Inc.	(NYSE:HD)
HSBC Bank USA, N.A.	(NYSE:HBC)
Hudson City Bancorp Inc.	(NASDAQ:HCBK)
Hudson Technologies Inc.	(NASDAQ:HDSN)
JPMorgan Chase & Co.	(NYSE:JPM)
LeCroy Corporation	(NASDAQ:LCRY)
Mack-Cali Realty Corporation	(NYSE:CLI)
M&T Bank Corporation	(NYSE:MTB)
Novartis AG	(NYSE:NVS)
Par Pharmaceutical Cos Inc.	(NYSE:PRX)
Paxar Corporation	(NYSE:PXR)
Praxair Inc.	(NYSE:PX)
Presidential Life Corporation	(NASDAQ:PLFE)
Provident New York Bancorp	(NASDAQ:PBNY)
Suez	(NYSE:SZE)
Traffix Inc.	(NASDAQ:TRFX)
USB Holding Co. Inc.	(NYSE:UBH)
United Parcel Service	(NYSE:UPS)
Verizon Communications Inc.	(NYSE:VZ)
Vision-Sciences Inc.	(NASDAQ:VSCI)
Wyeth	(NYSE:WYE)

Top Stock Performers

By: Bruce Mason

To date, leading the Index for stock price percentage gains are **Suez** (NYSE:SZE) and **Provident New York Bancorp** (NASDAQ:PBNY). During 2006, Suez increased cumulatively by 25.13% and Provident by 20.35%. Suez, headquartered in France, is a global leader in energy, water and waste services. It's an international industrial and services group that designs sustainable and innovative solutions in the management of public utilities including electricity, gas, energy services, water and waste management. Locally, **United Water New York**, operating under its parent company United Water Resources, a subsidiary of Suez, provides water to 266,000 people throughout Rockland County. United Water New York was founded as Spring

Valley Waterworks and Supply Company in 1893.

Provident New York Bancorp, located in Montebello, operates as the holding company for Provident Bank, which provides financial services to businesses and individuals in New York and New Jersey. Founded in Spring Valley in 1888, today, Provident Bank stands as one of the leading regional financial institutions serving Rockland, Orange, Sullivan, Ulster and Putnam Counties in New York as well as Bergen County, New Jersey under the Towncenter Bank name. In 1990, it merged with First Federal Savings of Suffern, and in 2002, it acquired the National Bank of Florida. Two years later, it acquired The Ellenville National Bank and Warwick Community Bancorp.

Q&A with Michael Schnieders, Executive Vice President/Administrator, Good Samaritan Hospital

With Research in Rockland being the theme of this issue of *Rockland Economic Focus*, it is fitting that we showcase the new **Active International Cardiovascular Institute at Good Samaritan Hospital** by speaking with **Michael Schnieders**, Executive Vice President/Administrator at Good Samaritan Hospital.

Q: What makes the opening of the Active International Cardiovascular Institute at Good Samaritan Hospital so important?

A: The completion and opening of the Active International Cardiovascular Institute is the culmination of a widespread, five-year effort that had broad-based public support. The Institute is a first for the area, serving a 130-mile corridor that stretches from Albany to the New Jersey border. The Institute is also a breakthrough for the region—allowing patients to stay close to their homes and families while they get the advanced cardiac care they need.

Q: What is the history of the Institute?

A: In 1986, we opened the first diagnostic catheterization clinic that could identify blockages in the heart. We soon realized that diagnostics were not enough to fully serve our patients, so we took on the challenge to enhance our level of service. By 2003, we were approved by the State to do primary angioplasty. Since that time, we have saved over 400 lives. Then, through a lengthy process that was only accomplished with tremendous support from the community, we received a Certificate of Need from the New York State Department of Health in January of 2006, which allows us to perform adult open-heart surgery.

Q: How did the Institute get its name?

A: In August, **Active International**, a marketing and business solutions company, became our Name Sponsor, pledging to raise \$2.5 million. Alan Elkin, Co-founder, Chairman and CEO and Arthur Wagner,

Co-founder and President of Active International have been philanthropic leaders in our community for a long time and we are sincerely grateful for their participation and support for the Institute, which helps us save lives and enhance the quality of healthcare in the region.

Q: Who is leading the Institute?

A: In September 2006, we were able to recruit a nationally renowned surgeon, Dr. Edward Lundy, M.D., Ph.D., to be the Chief of Cardiac Surgery. Dr. Lundy brings over two decades of experience and excellence to Good Samaritan. Since his appointment, he has been actively establishing the clinical procedures and protocols for the new cardiovascular program and assembling a top-



*Michael Schnieders
Executive Vice President/Administrator
Good Samaritan Hospital*

“The Institute is a breakthrough for the region - allowing patients to stay close to their homes and families while they get the advanced cardiac care they need.”

notch team of cardiovascular surgeons, nurse practitioners, nurses and other support staff.

Q: Will the Institute have a research component?

A: This is one of the reasons we feel so fortunate to have Dr. Lundy. In addition to his surgical credentials, Dr. Lundy has a well-earned reputation in research. He has published professional and research articles in the *Journal of Surgery*, *Stroke*, *Journal of Critical Care*, the *Journal of Vascular Surgery* and the *Journal of Thoracic and Cardiovascular Surgery*.

Q: What do you see as the economic impact of the Institute for Rockland County?

A: The Institute will have a very positive impact on the County. Since the appointment of Dr. Lundy, we have already hired

over 100 people throughout Good Sam to accommodate the needs of the Institute. In addition, the hospital spent over \$20 million to gut, renovate and establish the Institute. I want to express my appreciation for the assistance and support that was provided by REDC and other organizations as we put together the Draft Environmental Impact Statement and Final Environmental Impact Statement.

Q: Is there other construction associated with the opening of the Institute?

A: A number of physicians associated with the Institute are opening offices in the new Suffern Medical Pavilion, which was built adjacent to the hospital in a joint project of Good Sam and a private development company. Besides providing convenient office space for our doctors, the building is on the tax rolls, which benefits the entire County.

Connections 2006—A Rockland County Small Business Summit



The morning program speakers at Connections 2006 included (l to r): Steve Dormer, Provident Bank, Marc Goloven, economist, Michelle Violetto and Tanya Ehrlich, Little Scoops, and Michael Garvey, License Monitor, Inc.

In November, REDC hosted the 11th Annual Connections Business Conference and Economic Development Awards at the **IBM Palisades Executive Conference Center**. Focusing on entrepreneurship and small business development strategies, the event brought business leaders, small business owners and business students from area colleges and high schools together for a day of interactive panel discussions and the Economic Development Awards Luncheon.

Keynote speaker Marc Goloven, a former senior regional economist with **JPMorgan Chase**, spoke about the profound changes in the demographics and economic structure of the Lower Hudson Valley. "Fifteen years ago, technology companies were leaving New York State and college-educated young people were moving south to follow opportunity. Today, the flow is reversing, with Albany becoming a major technology center and economic opportunity existing for the entire Hudson Valley." Mr. Goloven predicted that the region's continued growth would be based on five aspects he labeled TEETH: Technology; Educational excellence; Entertainment opportunities; Tourism; and Healthcare, plus real estate and construction.

The morning's panel discussion included entrepreneurs Tanya Ehrlich and Michelle Violetto, Founders of **Little Scoops** and Michael Garvey, Founder/

Chairman of **License Monitor Inc.** in a conversation about small business and entrepreneurship moderated by Steve Dormer, Chair, Connections 2006 and Executive Vice President, Assistant to the Office of the President, Strategic Planning & Commercial Lending Office at **Provident Bank**.

Jeff Marks, Partner & Managing Director, **Westchester Business Accelerator (WBA)** and Jeffrey Zink, Partner & Managing Director, WBA, and former Vice President, Yahoo! were the speakers at the Awards Luncheon. The WBA is a business development resource that provides commercialization and funding advisement for early stage companies. The Awards rec-

ognized those who have demonstrated a commitment and substantially enhanced the local business climate. 2006 Award recipients were: **The Flynn Group LLC**; **Lamont-Doherty Earth Observatory**; **Rockland Bakery**; **Tappan Wire & Cable, Inc.**; and the **Times Square Lighting Company**. 2006 Certificates of Recognition were also given to **Anka Tool & Die**; **Bel-Bee Products, Inc.**; **Iron Horse Antiques & Restorations, Inc.**; **Sentry Industries, Inc.**; and **Signature Accessories, Inc.**

A "Research in Rockland" showcase was held throughout the day, with representatives of the exhibiting companies presenting their newest developments to the more than 200 event attendees.

Save The Date

REDC'S PROCUREMENT TECHNICAL ASSISTANCE CENTER (PTAC) ANNOUNCES FREE MARCH WORKSHOP

REDC encourages all businesses to attend the FREE Procurement Technical Assistance Center (PTAC) workshop in March.

Date: Thursday, March 8, 2007

Topic includes: This program will help small businesses learn how to sell their products and services to the Defense Supply Center Columbus (DSCC), the Defense Internet Bid Board System (DIBBS) and Radio Frequency Identification (RFID).

Location and Registration:

New City Library • 220 North Main Street • New City, NY 10956

Registration begins at 9:00am



Financing Rockland County Business Development

A FREE program for local businesses — profit and non-profit

Sponsored by: Rockland Economic Development Corporation (REDC) and Commerce Bank

Friday, March 9, 2007

8:30am • Continental breakfast

9:00am-Noon • Financing program

Pearl River Hilton

500 Veterans Memorial Drive*

Pearl River, NY 10965

** For directions, call 845-735-9000*

A unique opportunity for Rockland County businesses to learn more about financial resources available and meet one-on-one with participating representatives.

Panelists include:

- County of Rockland Industrial Development Agency (IDA)
- New York Business Development Corporation (NYBDC)
- Rockland County Empire Zone Program

Seminar topics include, but are not limited to:

- Learn how to create a financing package for your company
- How the IDA can benefit a Rockland County company or not-for-profit agency
- Access to capital
- Empire Zone benefits
- Innovative loans to small and medium-size businesses

Registration (Seating is limited - Registration is required)

Name: _____

Company: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

You can register three ways:

Fax: The completed registration form to 845-735-5736

E-mail: The registration information to info@redc.org

Mail: The completed registration form to REDC

One Blue Hill Plaza, P.O. Box 1575

Pearl River, NY 10965-1575



Register by March 2, 2007

For more information, contact REDC at 845-735-7040

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Rockland County businesses in this issue:

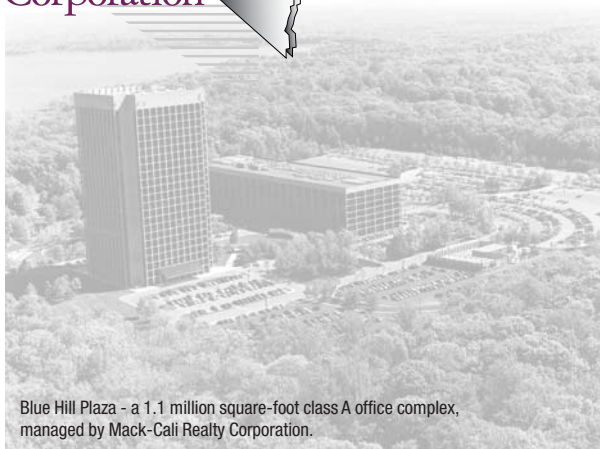
901D
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Rockland Bakery
Rockland County Solid Waste Management Authority
Sentry Industries, Inc.
Signature Accessories, Inc.
Star Kay White
Suez
SUNY Rockland Community College
Systems 4 Security (SYS4S)
Tappan Wire & Cable, Inc.
Times Square Lighting Company
Tomorrow's Workplace
United Water New York
Wellington Enterprises
Zagwear

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

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Pearl River, NY 10965

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