



New York's Intellectual Capital™

Office of Economic Development

thinkingWestchester.com

**** BREAKING NEWS: 19 COUNTY STUDENTS NAMED INTEL SCIENCE SEMIFINALISTS (CLICK TO READ PRESS RELEASE) ****

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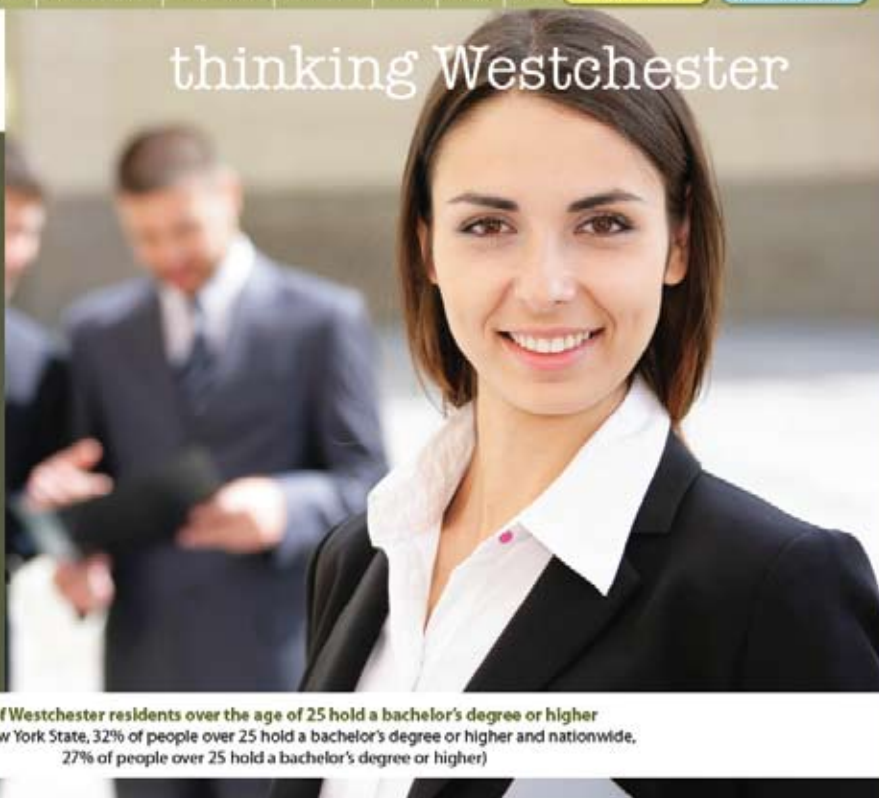
**Westchester
County**

New York's Intellectual Capital
Office of Economic Development

What are you thinking about?

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- ▶ [think Global](#)
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- ▶ [think Workforce](#)
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- ▶ [think Green](#)
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thinking Westchester



45% of Westchester residents over the age of 25 hold a bachelor's degree or higher
(in all of New York State, 32% of people over 25 hold a bachelor's degree or higher and nationwide,
27% of people over 25 hold a bachelor's degree or higher)



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The Westchester County Office of Economic Development, along with the Westchester County Industrial Development Agency, offers business resources, financial assistance and a wide range of related services and incentives to help attract and retain business in Westchester. Use this ThinkingWestchester site as a resource to learn about assistance opportunities to grow your business.

Travel Mug Announcement Bundle



ADVERTISING

Print Ads (Trade)

Westchester County Business Journal:
November 1; December 20; January 17; February 14; March 14; April 4; May 2; June 27; July 4

914 INC Magazine:
November; February; May; August

El Aguila:
October 20; November 17; December 15

Westchester County Press:
October 14; October 21; November 4; November 11

Free Standing Inserts

Westchester County Business Journal "Wrap": (Trade)
October

Wall Street Journal:
October 15

Search Engine Marketing

Pay Per Click campaigns on Google, Yahoo, etc.:
November - May

Radio Commercials (Trade)

WFASAM/FM; WFAF-FM:
165 spots October – November

WHUD-FM; THE PEAK FM:
70 spots October

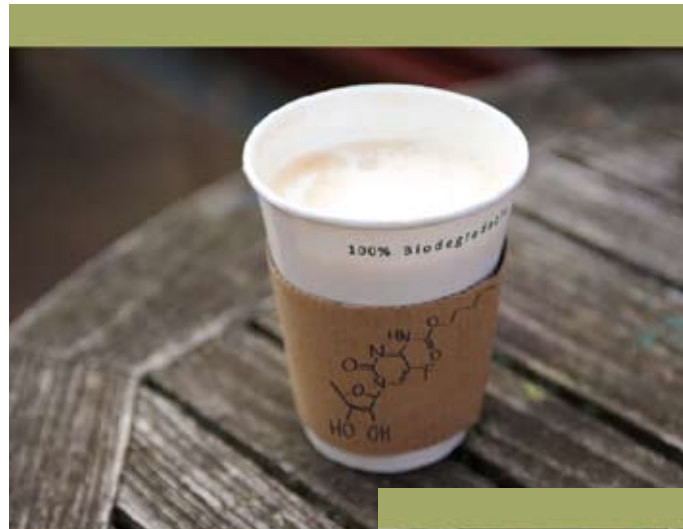
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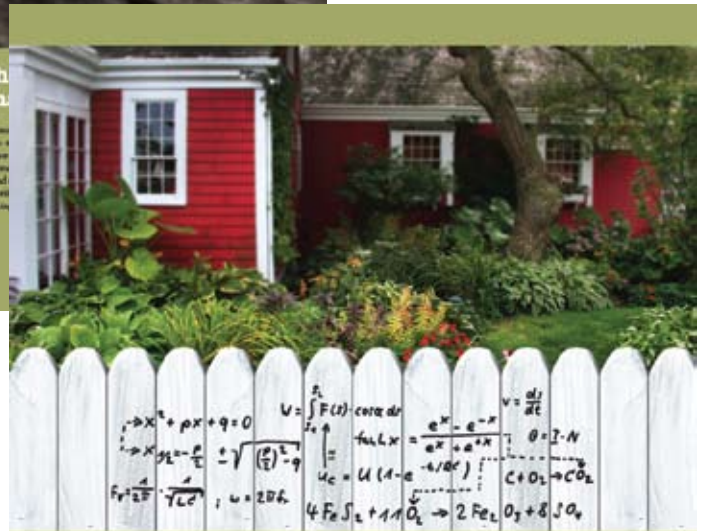
Westchester County Press:
October 14; October 21;
November 4; November 11



**In Westch
brilliance happen**

These may call this hoodlum. But so do thousands of brilliant men
spoke to them. Loud and clear. That's one of the reasons we're
financial power - no money here and expanding. We're New
creative inspiration, with a lifestyle that is second to none.
world-renowned colleges, universities and research centers. And
financial center. If you're thinking about a highly educated world
then you should be thinking Westchester. Visit us at www.thinkingWestchester.com

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**In Westchester,
brilliance happens everywhere.**

This may look like graffiti but it's just another part of the Westchester landscape. We're New York's Intellectual Capital,
every day and enjoy a lifestyle that is second to
science to healthcare - all Westchester, from
colleges, universities and research centers. And
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**In Westchester,
brilliance happens every day.**

For the thousands of brilliant men and women who live and work in Westchester, a scientific breakthrough may start
with just a few scribbles of unassuming brilliance. We're New York's Intellectual Capital, a place unlike any other where
inspiration is everywhere and the quality of life is unmatched. Companies in today's fast-growing industries, from life
science to healthcare to environmental technology are tapping into New York's brain power - drawn from
world-renowned colleges, universities and research centers. And New York City - the financial center of the world - is
right next door. If you're thinking about a highly educated workforce, convenient location and unparalleled lifestyle,
then you should be thinking Westchester. Visit us at www.thinkingWestchester.com or call 914-995-2963.

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**In Westchester,
brilliance is building all around us.**

This may look like graffiti but it's just another part of the Westchester landscape. We're New York's
Intellectual Capital. A dynamic center where brilliant men and women find inspiration every day and
enjoy a lifestyle that is second to none. From a research lab to a construction site, there are brilliant minds
at work in Westchester. The exceptional quality of the workforce crosses all job categories from scientists,
engineers and mathematicians to the construction trades, healthcare technicians and educators. It's a key
factor in attracting and keeping world-class companies in Westchester. If you're thinking about a highly
skilled workforce, convenient location and unparalleled lifestyle, then you should be thinking
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In Westchester, brilliance happens all the time.

Westchester County is a world-class intellectual capital hub. From the global leaders in biotech and pharmaceuticals to the cutting-edge research and development in nanotechnology, the county is a hotbed of innovation. The county's diverse economy is a testament to the county's commitment to excellence. The county's vibrant culture is a reflection of the county's rich history and heritage. The county's stunning natural beauty is a source of pride and inspiration. The county's world-class education system is a source of pride and inspiration. The county's vibrant culture is a reflection of the county's rich history and heritage. The county's stunning natural beauty is a source of pride and inspiration. The county's world-class education system is a source of pride and inspiration.

Westchester County
New York's Intellectual Capital

Thinking Westchester



New Ad Campaign Positions Westchester County as NY's Intellectual Capital

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Wall Street Journal:
October 15

New Website Gets Business Thinking About Westchester County

The new website is a valuable resource for business leaders. It provides a comprehensive overview of the county's economy, culture, and education system. The website is designed to be user-friendly and easy to navigate. It features a variety of content, including articles, videos, and interactive tools. The website is a testament to the county's commitment to excellence and innovation.

Valuable Resource for Workforce Development

The county's workforce development programs are a valuable resource for businesses. These programs provide a variety of services, including training, education, and job placement assistance. The county's workforce development programs are designed to meet the needs of businesses and the workforce. They are a testament to the county's commitment to excellence and innovation.



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Ten Brilliant Facts About Westchester

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Westchester County
New York's Intellectual Capital

WESTCHESTER COUNTY BUSINESS JOURNAL



Thinking Westchester

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Westchester County Business Journal:
"Wrap" (Trade)
October

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Office Signage ▼



Horizontal Indoor/Outdoor Banner ▼





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New York's Intellectual Capital
Office of Economic Development

News and Views on New York's Intellectual Capital

Smart Focus

Biotech

Westchester's fast-growing biotech industry has been making news with new breakthrough drugs. Epic/Cpt Corporation recently announced that it has reached an agreement on all outstanding issues with the U.S. Food and Drug Administration (FDA) on a regulatory path forward for Ciptene, the company's lead product for the remission maintenance and prevention of relapse of patients with acute myeloid leukemia. Epic/Cpt is based at the Landmark at Eastview, the largest biotech office and lab complex in the state and home to leading biotech firms such as Regeneron Pharmaceuticals and Progenics.

Information Technology

The IT wizards at IBM are at it again! Scientists at IBM's world-renowned Watson Research Center in Yorktown Heights recently unveiled a new chip technology that integrates electrical and optical devices on the same piece of silicon. This new technology enables computer chips to communicate using pulses of light - instead of electrical signals- resulting in smaller, faster and more power-efficient chips than is possible with conventional technologies. IBM said the patented technology will change and improve the way computer chips communicate - by integrating optical devices and functions directly onto a silicon chip, enabling over 10X improvement in integration density than is feasible with current manufacturing techniques.

Healthcare

A major cancer care facility is coming to northern Westchester County. Hudson Valley Hospital Center in Cortland Manor recently broke ground on a \$12 million Cancer Center and Medical Office Building. The 54,000-square-foot building will house a new state-of-the-art Cancer Center and medical offices. The Center will offer radiation and infusion therapy as well as support services. The new Cancer Center follows the recent opening of a \$100 million four-story, all-private room patient tower at Hudson Valley Hospital Center.

Green

Things are heating up for Westchester's "green" industries. Mercury Solar Systems of Port Chester, which is one of the leading integrators solar energy services on the East Coast, recently completed a 103 kilowatt (KW) solar energy system for Esotec Lander Companies' Automated Storage Facility in Long Island. The solar energy system, which consists of 385 solar panels, is expected to generate over 120,000 kilowatt-hours annually. Mercury Solar also has completed the installation of solar systems totaling 1.2 megawatts (MW) on two public schools in Newark, NJ.

Hospitality

The county's hotel industry has something to smile about with business on the rebound, according to a recent report in the Westchester Business Journal. The Tarrytown House Estate & Conference Center sold its first- and second-quarter bookings were double over the same time last year. Joseph Santoro, general manager of the Tarrytown House and president of the 31-member Westchester Hotel Association said other Westchester hotels are also reporting an uptick in their business from a year ago. A big reason for the rebound is an increase in corporate meetings and training sessions for new hires - another sign that our economy is getting better.

Construction

One of the largest real estate developments in the region took another step forward with the recent grand opening of its new Information and Design Center. The Club at Briarcliff Manor, a \$350 million continuing care retirement community, is under development in Briarcliff Manor.

Brilliant Fact

Westchester's high school graduation rate is 91%, well above the national average.

Brilliant Move

Add another marquee name to Westchester's long list of prominent corporations. Sabra Dipping Company, producer of America's top-selling hummus, is moving its headquarters from Queens to White Plains. Read more about this big move.

Intellectual Capital

 The sanctity of the entrepreneurial spirit is a powerful force and exactly the right cure for mending America's economic ills."

Laurence P. Gottlieb
Director
Westchester County Office of Economic Development

Read "Economically Speaking"

Brain Trust

FIND Out Why Microgrids May Be a Solution to Our Energy Crisis

READ What IBM's CEO Has to Say About a New Urban Future

SEE What's Fueling Westchester's Office Market

Quick Links

 Westchester County Association

 Industrial Development Authority

 Westchester Community College

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How Can We Help?

Midtown Office Building 140 Madison Avenue, Room 601, White Plains, NY 10601, phone: 914-465-2900, info@thinkwestchester.com
The Gateway Center, Room 214, Westchester Community College, 75 Crosswicks Road, Yonkers, NY 10583, phone: 914-465-2817

December 2010



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New York's Intellectual Capital
Office of Economic Development

News and Views on New York's Intellectual Capital

Smart Focus

Biotech

Westchester's fast growing biotech industry got another big shot in the arm with the announcement last month that ContraFect Corporation, an emerging biotechnology company, plans to build a new 60,000-square-foot headquarters and lab facility in the iPark complex in Yonkers. The company, which is pioneering the use of monoclonal antibodies and lysins for the treatment of life-threatening diseases, expects to expand its workforce from 60 to 200 people. Meanwhile, BioMed Realty Trust Inc. is moving ahead with its plans to build four new biotech buildings totaling 600,000 square feet on the Mount Pleasant side of its Landmark at Eastview campus.

Information Technology

For the 18th year in a row, Annam-based IBM has led the nation in U.S. patents with a total of 5,896 in 2010. That's the conclusion of a recent survey by the Healthcare Association of New York State (HANSYS) which found that hospitals and health systems are responsible for 696,610 jobs and generate \$108 billion in economic activity statewide each year. That \$108 billion represents more than 9% of the Gross State Product. According to the survey, hospitals in the Hudson Valley generate approximately \$8.3 billion in economic activity, the third largest total in the state behind New York City (\$47 billion) and Long Island (\$14.6 billion). The healthcare industry in the Hudson Valley also generates 50,400 jobs.

Healthcare

The healthcare industry is vital to the health of New York's economy. How vital? \$106 billion a year to be exact. That's the conclusion of a recent survey by the Healthcare Association of New York State (HANSYS) which found that hospitals and health systems are responsible for 696,610 jobs and generate \$108 billion in economic activity statewide each year. That \$108 billion represents more than 9% of the Gross State Product. According to the survey, hospitals in the Hudson Valley generate approximately \$8.3 billion in economic activity, the third largest total in the state behind New York City (\$47 billion) and Long Island (\$14.6 billion). The healthcare industry in the Hudson Valley also generates 50,400 jobs.

Green

The challenges that small and mid-sized companies face in addressing sustainability and implementing green strategies will be the topic of the Westchester Green Business Challenge Breakfast to be held Tuesday, January 25 at 8 am at the Edith Macy Conference Center in Briarcliff Manor. Panelists include David Vogt, General Manager of the Edith Macy Conference Center, Karen Magne, Analyst, WhiteClanning, Sharon Rowe, President, ECOBAGS, and Peter Sutton, owner, Riviera Baskinhouse. The Westchester Green Business Challenge, sponsored by Con Edison, is a joint initiative of Westchester County and The Business Council of Westchester.

Real Estate

Westchester's residential brokerage community has a new member and it happens to be New York's largest residential broker - Prudential Douglas Elliman. The company is expanding into the Westchester-Danman area with its recent acquisition of Prudential Holmes & Kennedy Real Estate, which has six offices in Westchester. In other realtor news, the luxury real estate firm of Julia B. Pev Soderby International Realty opened a new office in Brewster.

Construction

Development is picking up in the county with several retail projects moving ahead in downtown White Plains. Ridgeman-Meyer Properties recently received approval from the White Plains Common Council for the first phase of a \$7 million mixed-use redevelopment project. In other good news for downtown White Plains, the Westchester County Business Journal recently reported that the city is getting three new restaurants. Buffalo Wild Wings recently opened in the City Center complex on Monroeville Avenue. Opening soon on Main Street are Five Guys Burgers and Fries and Chipotle Mexican Grill.


Brilliant Fact

20% of New York State's biotechnology workforce - around 8,000 employees - is employed by Westchester firms.

Brilliant Move

In addition to attracting new companies here, Westchester is also holding on to some of its biggest names. According to the Westchester County Business Journal, PepsiCo is renewing and expanding its bottling division's lease in Somers. The company is expanding its current space of 390,000 square feet to the entire 540,000 square foot building.

Intellectual Capital

 We realized that Westchester County was part of the hottest biotech cluster in New York State if not one of the hottest in the country."

Laurence P. Gottlieb
Director
Westchester County Office of Economic Development


Read "Biotech Firms Bring Jobs to Region"


Brain Trust


READ what IBM's Institute for Business Value discovered about the future of electric cars.


LEARN more about the tax incentives in the new Small Business Jobs Act.

Quick Links

 Community Capital Resources

 NYS Small Business Development Center




 WEDC
Westchester Economic Development Council

 Westchester County Business Journal

Like this newsletter?
Send a copy to a colleague.

Can We Help You?
Let us point you in the right direction.

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How Can We Help?

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The Gateway Center, Room 214, Westchester Community College, 75 Crosswicks Road, Yonkers, NY 10583, phone: 914-465-2817

January 2011



**Wishing You a
Brilliant Holiday Season.**

from
Laurence P. Gottlieb

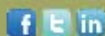


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Westchester County Airport Mural



54' x 8' Mural
in baggage claim area at Westchester County Airport