Report from the Executive Director

As I write this, it is important to note that we are still feeling the immediate impacts and devastation of Hurricane Sandy and our thoughts are with the thousands impacted by the storm. The neighborhoods we serve, like so many other communities, were majorly impacted. Since the storm hit, we have been working with hundreds of companies and residents to help them with disaster assistance programs. Southwest Brooklyn Industrial Development Corporation (SBIDC) has been a trusted leader in the community for 35 years and we understand that our programs and expert local knowledge are needed now more than ever. With that being said, I am pleased to present SBIDC’s 2012 annual report and highlight some of this year’s major accomplishments.

SBIDC Services
This year SBIDC continued to assist local businesses on an array of services, we helped local resident’s access jobs, and we worked on neighborhood revitalization and planning programs to enhance economic development efforts in the neighborhoods we serve. SBIDC helped local businesses save thousands through various incentive programs and helped businesses generate revenue by helping them land government contracts. We also assisted businesses with government navigation issues and helped 14 businesses access $16.6 million in financing. SBIDC’s workforce team worked with close to 200 local residents this year. The team also assisted local businesses by helping with their job descriptions, thinking through pay range, and helping them with hiring related tax incentives. SBIDC knows local employment opportunities, particularly those in the industrial/manufacturing sectors, are vital to the economic and social health of the working class neighborhoods of Southwest Brooklyn. Through SBIDC’s Red Hook Main Street Program, we worked with local business and property owners to design and install new trash receptacles. We expanded tree pits to reduce flooding, and we placed locally manufactured tree guards, made from wood from the Coney Island Boardwalk, along Van Brunt Street in Red Hook. Finally, SBIDC worked with a project team on the Sunset Park Brownfield Opportunity Area Program. Our knowledge of the local industrial business community was crucial to the team and helped inform the recommendations for business re-use and redevelopment of strategic industrial sites in Sunset Park.
Strategic Partnerships

In addition to the services mentioned above, SBIDC continues to develop strategic partnerships and creative programming that benefit the businesses and residents of SW Brooklyn. For instance, we are leading a collaborative funded by the New York City Workforce Funders Group. The collaborative is exploring the role a business intermediary could play in matching job ready candidates to small businesses. This is in essence taking SBIDC’s highly effective employment matching workforce program and seeing if it can be replicated borough wide. We also completed the second year of our highly successful Plan Ahead Brooklyn program with our sister organization in North Brooklyn (EWVIDCO). The Plan Ahead program focuses on small and mid-sized industrial firms. Our focus in the second year was to educate businesses on best practices when doing business with government agencies and to teach them how to access procurement opportunities. For example, at our 2nd annual Brooklyn Small Business and Procurement Expo, we hosted a series of workshops that introduced businesses to the procurement process for city agencies. Finally, we continue to work with Lutheran Family Health Services and a number of other employment partners in Gowanus, Sunset Park, and Red Hook on the Procurement Access & Youth Development Program (PAYD). In the PAYD program, we help companies win contracts and create jobs and then work with them to hire local youth who have been disconnected from traditional educational and workforce opportunities.

The impacts of Hurricane Sandy will be felt for a long time and it has altered the landscape of the neighborhoods we serve. It’s important that SBIDC helps businesses think through resiliency and best practices as we prepare for the potential of future surges. I continue to be inspired by all of the residents, volunteers, and businesses in SW Brooklyn that are working around the clock to re-build and help those that were most impacted. SW Brooklyn is a resilient place and I’m happy that the board and staff at SBIDC are able to provide such important services at such a critical time. Again, we realize our work now is more important than ever!

Sincerely,

David D. Meade

In Sunset Park: 241 41st Street, Brooklyn, NY 11232 • In Red Hook: 402 Van Brunt Street, Brooklyn, NY 11231
(718) 965-3100 • Fax: (718) 577-5858 • www.sbidc.org
HIGHLIGHTS OF 2012

Groundbreaking of Federal Building #2

On October 11, 2012 SBIDC Executive Director David Meade joined Mayor Michael R. Bloomberg, City Council Speaker Christine Quinn, NYCEDC, Congress members Velzquez and Nadler and Borough President Marty Markowitz, to break ground on the renovation of Federal Building #2 in Sunset Park. Federal Building #2, a vacant 1.1 million-square-foot warehouse in Sunset Park, will create approximately 1,300 permanent industrial jobs and 400 construction jobs, and when completed, the building will be used for light manufacturing.

SBIDC Goes to Russia

In July, 2012, SBIDC’s Deputy Director Elizabeth Demetriou was invited to speak at Strelka Institute in Moscow. She participated in Strelka Institute’s summer program titled “Agents of Change”. She gave a presentation of the Revitalization & Development of Red Hook Brooklyn and led a discussion on possible tools Russia could apply to the industrial areas surrounding Moscow.
Business Intermediaries Planning Grant

Director of Workforce Services Claire Michaels attended a conference in October hosted by the New York Workforce Funders Group, a group of Foundations that fund workforce development in NYC. At the conference, SBIDC, the Brooklyn Chamber of Commerce, the Brooklyn Navy Yard Development Corporation (BNYDC), CAMBA and Opportunities for a Better Tomorrow (OBT) discussed working together to help residents gain access to jobs in communities throughout Brooklyn. We formed a collaborative with the purpose of engaging the leadership at organizations throughout Brooklyn who serve small businesses to discuss local employment needs. The collaboration was awarded a planning grant to explore the feasibility of expanding the model of a business intermediary matching job-ready candidates to small businesses. The group has hired a graduate student intern from Pratt, Andrea Devening, who has been leading the planning process and a report will be released in February 2013 highlighting our findings.

SBIDC beats our rival EWVIDCO at Kickball

In the summer of 2012, SBIDC beat our rivals EWVIDCO at kickball. The losing team graciously bought pizza for the winners. Six Points Craft Ale generously provided the beer and a good time was had by all.

SBIDC Boards the Clipper City

Did you know that Clipper City docks in Red Hook? On October 18th, 2012, SBIDC staff joined local residents and business owners on Clipper City’s last trip of the season. Ticket distribution was coordinated by SBIDC and tickets were provided by the New York City Economic Development Corporation (NYEDC).
BUSINESS SERVICES

Business Services continues to provide comprehensive technical assistance to the businesses in Southwest Brooklyn in a variety of areas. In fiscal year 2012, we assisted over 108 businesses with 195 service requests. The top 3 areas were helping businesses access incentives with 70 requests, government regulation/guidance with 52 requests and access to financing with 14 awarded loans totaling $16.6 million. Assisting businesses access needed capital has helped them to remain in the neighborhood and expand their business. Six Points Craft Ale purchased the space they were leasing earlier this year for $2.2 million. Gourmet Croissant was able to expand their business and purchase a larger location for $1.9 million. These are just 2 examples of the dedication the businesses have to establishing roots within the SW Brooklyn community, as well as creating jobs. SBIDC was instrumental in helping these businesses navigate the best loan program available, connecting them to the best resources and assisting in loan packaging.

SBIDC has also helped a number of businesses access a variety of incentive programs that have helped them save thousands on their property taxes through the Industrial and Commercial Abatement Program, provide rent rebates to tenants through the Commercial Expansion Program and save on energy costs through the Energy Cost Savings Program. These are just a few examples of the many programs SBIDC has provided assistance with to help local business owners lower the cost of doing business in New York City.

Gourmet Croissant

Incorporated in NYC in 1993, Framar Restaurant Corporation dba Gourmet Croissant is owned by two brothers with over 20 years of experience in the baking industry. The business has been able to grow since it started as a deli business in South Street Seaport in the mid to late 1980’s. In 2004, Gourmet Croissant outgrew its space and the owners looked for an SBA loan to purchase a building at 320 36th Street. In 2004, they purchased the building at 36th street using an SBA 504 loan and made a permanent home in Sunset Park.

When the business decided to expand, they came to SBIDC because we had already established a good working relationship with them, and they knew they could trust us. The business approached SBIDC in July 2011 for assistance with securing a low cost loan, and we referred them to the New York Business Development Corporation (NYBDC). Having received an SBA 504 loan in the past, Gourmet Croissant was a good candidate for this program. Complications arose during the process and SBIDC stepped in to assist the business to ensure that the deal did not fail. When a new business plan had to be developed, SBIDC brought in City Tech Small Business Development Center for assistance. In addition to needing a new business plan, NYBDC needed a partner bank to make this deal happen. SBIDC reached out to several banks on behalf of the business and in the end, Flushing Savings Bank partnered with NYBDC to move this project forward. The final financing received was $1,952,000, which allowed for the acquisition of the property and additional equipment.
SBIDC’s Workforce Program helps local businesses save time and money in the hiring process. We screen local job seekers and maintain a pool of job ready candidates. When a business is looking to hire, we can assist with things like developing the job description, determining the pay range, and screening candidates for employment related tax incentives. Instead of having to sort through hundreds of resumes, we send a few resumes of screened individuals who have the skills and experience the employer is seeking. We’ve also hosted screening days in our conference room for employers who are hiring for multiple positions.

We know that many of our businesses don’t have a HR department, so we continue to offer support for the first year of employment. We troubleshoot problems in the workplace so that our employers can retain their employees and see the benefits of investing in the local workforce. During Fiscal Year 2011, SBIDC enrolled 188 applicants, and placed 74 job seekers in jobs with 39 companies.

Workforce Success Stories

Cesar Ramos is a 51 year old resident of Sunset Park who was referred to SBIDC by the Center for Family Life. He is a trained security guard and former Venezuelan military police officer who had recently lost his job where he was making $10 per hour. Sims Metal Management was looking for a security guard to watch over their construction site and wanted a local person who knew the area and population. After making it through the interview process, drug and physical tests, and background check, Cesar was hired directly by Sims. Since Sims decided to hire their security directly, Cesar started at $13 per hour with full benefits, which is better pay than most security jobs offer. He was trained at Sims’ headquarters and learned about all aspects of the recycling process. Cesar likes the hours and the company, and he likes that he gets paid for training- for example he was trained to operate a forklift. He has made 6 months at his job and is now a vital part of a new business in the neighborhood.

SBIDC helped 30 year old Red Hook resident George Jones find local employment with Blue Marble Ice Cream as a distribution associate receiving $14 hr. George was placed in April, 2012, and since then he has received a $5 increase in salary and benefits. Prior to George’s placement through SBIDC, he worked part time at $11 hr. with no benefits. George lives by himself and was determined to find a position that pays $13 hr. or more to make ends meet. SBIDC made suggestions to George about how to revise his resume and assisted him in his search for employment. Blue Marble Ice Cream is a new comer to Sunset Park and was looking for an intelligent person to work in their warehouse. For the interview, they asked applicants to look at their website and be willing to discuss the company at the interview. We are happy to report George has made 6 months at Blue marble Ice Cream and is still employed. He is also attending a CUNY college to complete his 4 year degree.
The Plan Ahead program is supported by the Brooklyn Community Foundation (BCF) and was launched in 2010 to address the absence of business services designed to support growth for existing small and mid-size industrial businesses. The program facilitates job growth through a unique, two-pronged approach to business services that combines interactive, expert-led workshops with project based micro-grants. Each year a focus is chosen to devote the funds toward. The first year was dedicated to human resources, while this past year was centered on procurement. Naturally, the second year’s focus made Plan Ahead a perfect companion program to current procurement assistance already happening at SBIDC, so workshops were developed and micro grants were dispersed with a focus on procurement.

At the conclusion of Plan Ahead’s second year, two workshops and a four day workshop series were conducted that included subjects, such as: Introduction to the Government Marketplace, Writing a Competitive Proposal, and Doing Business with Government Agencies, where over 100 businesses were in attendance. In addition, three businesses were selected from a competitive process to receive micro-grants to undertake specific procurement-related projects. Blue Marble Ice Cream, Mercury Paint, and Cookie Fairy Sweets received micro-grants to pay for food production and safety training courses, paint chemist consultant fees, and website design services, respectively.

Blue Marble Ice Cream

In 2007, Jennie and Alexis started Blue Marble Ice Cream with a simple mission: to offer a product that made taste buds happy and hearts feel good. These humble beginnings launched a rising NYC ice cream empire that boasts a super-premium, certified organic product, and a company that practices fair sourcing and is involved in the community. One major factor in their continued growth and success is the opening of their very own and only NYC certified organic ice cream production facility in Sunset Park. This new facility required a well-trained production manager, and SBIDC provided Blue Marble Ice Cream with a micro-grant to send their production manager to Penn State’s world-renowned ice cream school and food safety training courses. In turn, these trainings enabled the company to better their ice cream and assure that their product and operations will meet all food quality standards of potential government and private contracts.
This past year saw a lot of growth in SBIDC’s procurement assistance to local businesses, particularly through the launch of the Procurement Access & Youth Development Program (PAYD) and the second annual Small Business and Procurement Expo.

PAYD

On May 2, 2011, SBIDC, in partnership with Lutheran Family Health Services, officially launched the Procurement Access & Youth Development Program (PAYD). This new program, which was funded by the JP Morgan Chase and Trinity Wall Street Foundations, provided direct technical assistance to Brooklyn-based businesses seeking to secure government contracts and offered educational and job training for local youth ages 16-24, who have been disconnected from traditional educational and workforce opportunities.

At the end of year one, five businesses enrolled in PAYD were awarded a total of six contracts and eight youths were placed in open positions at businesses. In addition, several other PAYD businesses were assisted in receiving certifications, preparing proposals, marketing, and various other tasks that advanced the companies’ competitiveness in the government and private marketplaces, while numerous youths received their GED and/or job skills training (or were put on the right track). This work will continue and again be funded by the same foundations for a second year and already a connection has been made between the two program parts, where a youth was directly placed into a firm for which SBIDC secured a new contract.

One business that gained a lot from SBIDC’s direct procurement assistance was Kevin’s Restaurants and Events (Kevin’s). Kevin’s has been providing seasonal local food in its Red Hook restaurant along Van Brunt Street, as well as through its catering operation for close to five years. Looking to grow their business, Kevin’s and SBIDC met several times to assess their operations through discussions and analysis, and opportunities were identified for additional work. After a few opportunities fell short, a RFP from the Trust for Governor’s Island was found by us that seemed to match up perfectly with the business. The opportunity entailed running a food cart/stand on Governor’s Island during the summer seasons in 2012 and 2013. SBIDC assisted Kevin’s in reviewing the bid, commenting on several draft proposals, and easing anxiety in a long decision-making process. After about three months, a decision was finally made, where Kevin’s found out they were one of the businesses awarded the contract. This new location will provide an additional revenue stream and allow the business to showcase their food to a larger audience.
2nd Annual Brooklyn Small Business and Procurement Expo

On March 9, 2012, SBIDC and LaGuardia Community College Business Services held the National Grid sponsored 2nd Annual Brooklyn Small Business and Procurement Expo at the Brooklyn Cruise Terminal. Over 100 exhibitors and 700 individuals, including small businesses, government agencies, nonprofits, and prime contractors, were in attendance to meet and discuss potential contracting opportunities and establish business relationships. In addition to networking opportunities, educational workshops were held during the event, such as: Developing Growth Strategies, Opportunities for DBE Participation, Construction Loan Program, and Attaining Opportunities with NYCEDC, and several political officials spoke, including: Congresswoman Nydia Velazquez, Council Member and Small Business Chair Diana Reyna, NYCEDC President Seth Pinsky, NYS Senator Velmanette Montgomery, and Brooklyn Borough President Marty Markowitz.

SBIDC was chosen as part of a consultant team, led by WXY Architecture + Urban Design and also included HR&A Advisors, that worked on the Step 2 Brownfield Opportunity Area (BOA) for Sunset Park. UPROSE administered the Step 2 BOA grant that sought to provide an in-depth and thorough description and analysis of existing conditions, opportunities, and reuse potential for properties located within an area of Sunset Park. SBIDC was asked to participate in this project due to the organization’s long-standing relationships with and on-the-ground knowledge of businesses, property owners, and real estate brokers in the Sunset Park community. This familiarity with the neighborhood allowed SBIDC to provide the team with historical and current information, which ultimately contributed to a comprehensive final report that included a detailed economic and market trends analysis, as well as key findings and recommendations to advance strategic site redevelopment and to revitalize the area.
NY MAIN STREET PROGRAM

The Red Hook Main Street Program, as it has come to be known, has several goals. Our first goal was to utilize local goods and services wherever possible, since funds would go much further if spent at local firms, particularly those that hired from within the community.

Out of the $600,000 we were awarded, $75,000 of these funds could be used for streetscape enhancements. After setting up a committee and meeting with local business and property owners, it was clear that trash receptacles, expanded tree pits, and tree guards would help create a consistent streetscape in Red Hook. We discovered early on that very few companies were certified to provide trash receptacles that the Department of Sanitation would service. The designs available did not meet our Committee’s approval because they failed to account for illegal dumping (by having a U shape) and graffiti (by being solid in nature). Since the product we wanted was not available, we decided to create it. We approached Linda Tool, a local tool and die company, to see if they would be interested in creating a prototype for us. They agreed and after the prototype was finished, we brought it to DOS for approval. This process took time- but in the end it was worth it. Our new cans have cut outs of anchors in them to celebrate our nautical history (while discouraging graffiti) and are designed to discourage dumping. Now that Linda Tool is certified to make cans that DOS will service, any neighborhood can now purchase custom made cans produced right here in NYC. We are proud to say that all streetscape enhancements purchased through this program were made locally including our wooden tree guards made of reclaimed wood from the Coney Island Boardwalk, an old NY water tower and maritime spikes.

MEMBERSHIP

While most of the SBIDC’s funding comes from government, foundation and corporate sources, it relies upon its membership for financial support. These unrestricted funds cover important obligations, such as rent, office supplies and postage. A large membership base allows us to represent Sunset Park, Red Hook and Gowanus businesses with authority. Additionally, the SBIDC members serve as ambassadors in the community, spreading the word about our business services and mission to foster economic development throughout Southwest Brooklyn.

The organization currently has over 150 strong, local business memberships and it’s expanding rapidly. We would like to thank all of our members for their ongoing support and encourage both individuals and businesses to join our ranks as we aspire to improve the economic climate in Southwest Brooklyn. Together, we can secure the economic gains and expanded opportunities that have been achieved, and forge ahead to empower one another.

The Southwest Brooklyn IDC has been proactive in attracting a great deal of government, corporate, and private investment to Sunset Park, Gowanus, and Red Hook. In order to provide its broad business programming, the organization relies heavily on membership support. Membership dues are fully tax deductible.

For more information about membership, or to join the organization, please visit sbidc.org/join.htm
120 41St Realty, LLC
1-800 MR-RUBBISH
A-1 Tool Rental
A. Stein Meat Products, Inc.
Admiral Insurance Brokerage
AFLAC New York
Aladdin Bakers, Inc.
ALB Industrial Supplies, Inc.
Alma Bank
Almar Press
Amertech Industries, Inc.
Anchin, Block & Anchin
Architectural Grille
Astoria Federal Savings
Atlantic Paste & Glue Co.
Bank of America
Barone Steel Fabricators
BayRidge Federal Credit Union
Benjamin Maintenance
Benson Mills Co., Inc.
Breuckelen Distilling Co. Inc
Brooklyn 13th Street Holding Corp.
Bruno Frustacci Contracting
Buck Consultants
C&F Second Ave. LLC
Caulktite Corporation
CDE Air Conditioning Co., Inc.
Citi Bank
City Beautiful Carpentry
City Merchandise
City One Real Estate LLC
Clem Snacks
Commodore Manufacturing
Con Edison
Controlled Dismantling
Cynthia King Dance Studio
Dealer Storage
Delco Electrical Corp.
Delong USA Corp
Delta Phase Electrical Corp.
DYAD Inc.
Eastern Security Corp.
Eastern Effects
Eastman Real Estate
Etna Contracting, Inc.
EWWIDCO
Eye Graphics & Printing
Ferrara Bros Building Material
Fixture Hardware
Flickinger Glass Works
Flushing Bank
Fox Paper, Ltd.
Framar Restaurant Corp.
Fulton Ferry Liquidators
Geremedix
GOExpress
Goltens; New York
GreenLogic Energy
Harris Beach, PLLC
Health Plus
Herba Natural Products, Inc.
Hess
HSBC
Human Condition
IKEA
Industry City Associates
Industry City Distillery
J & M Special Effects
JAS Meat Supply
JP Morgan Chase
Jim Electric Corp.
Jomat New York, Inc.
Kamco
Key Material Handling Equipment Co.
King Solomon Foods, Inc.
Klein’s Naturals, Ltd.
Lee Spring Co., LLC
Linda Tool
Local 1814 ILA
LWP Home Products
M. Early Plumbing & Heating Corp.
MADE LLC
Maximum Security
Mercury Paint Corp.
Metropolitan Paper Recycling
Millenium Steel and rack Rental
MJM Jewelry Corp. d/b/a Berry Jewelry Co.
MLVCement
National Grid
National Leather & Shoe Findings CO
New Project, LLC
NY Business Development Corp.
One Stop Blueprinting
Opportunities for a Better Tomorrow
Paske & Co.
PDS Development
Pete’s Place Pizzaria
Petroleum Tank Cleaners, Inc.
Pinnacle Realty of NY
Phoenix Beverages
Platinum Maintenance Services Corp.
Premium Millwork
Professional Quality Cases dba Tenba
Profoot
Ramallah Trading
Royal Industries Inc
Sahadi Fine Foods
Salmar Properties
Sand Automotive Warehouse
Sergis Images
Shung Kee Food Co. Ltd.
Simon Liu, Inc.
Sims Metal Management
Six Point Craft Ales
Spinner Industries
Solar Energy Systems
Sovereign Bank
Summit Business Solutions
Sunset Industrial Park LLC
Superflex Management LLC.
T.R.F.L. & B12 18th Ave realty Corp.
Tamco Mechanical Inc
TGI Office Automation
The Gowanus Alliance Board of Trade Inc.
ThinkForward Financial Group, LLC
The O’Connell Organization
The Old American Can Factory
The Rockefeller Group International
Top Catch
Trans Express Inc.
TransCare
Tumbador Chocolate
Uncommon Goods
US Recycling, Inc
Utility Brass
V.C Vitanza & Sons, Inc.
Vigilante Plumbing & Heating
Vintage Food Corp.
Virginia Dare Extract Co.
Vistage International
Weather Champions, Ltd.
Wiggby Precision Machine Corp.
William Hird & Co., Inc.
Williamsburg Paper Stock Company
Window Fix
Wiss & Co.
World Cheese Co. Inc.
Young Dancers in Repertory
Zerah & Co.
SBIDC Funders and Supporters 2011-2012

In addition to membership dues and income raised at our Annual Gala, Sunset Swing!, SBIDC also receives funding from the following sources:

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<th>FOUNDATION</th>
<th>GOVERNMENT</th>
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<tr>
<td>Robin Hood Foundation</td>
<td>NYC Department of Small Business Services</td>
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<td>Tiger Foundation</td>
<td>US Small Business Administration</td>
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<td>Trinity Wall Street Foundation</td>
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<td>JP Morgan Chase Foundation</td>
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<td>Brooklyn Community Foundation</td>
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Support & Revenue

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<td>Contributions</td>
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<td>Special events (net of direct benefit to donors $40,500)</td>
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<td>Interest Income</td>
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<td>Net assets released from restrictions</td>
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Total Support & Revenue                          | $751,836  |

EXPENSES

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<td>Supporting Services Management and general</td>
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<tr>
<td>Fundraising</td>
<td>25,224</td>
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Total Supporting services                      | $209,231  |
Total expenses                                | 775,282   |
Change in Net Assets                           | (23,446)  |
Net Assets – beginning                         | 242,635   |
Net Assets – ending                            | 219,189   |
SBIDC BOARD & STAFF

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Dealer Storage

J. David Sweeny, 1st Vice Chair
PDS Development

Greg O’Connell, 2nd Vice Chair
Pier 41 Associates

Howard Smith, Jr., Treasurer
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