

# SOLUTIONS

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## BEDC Honored With State's Small Business Not-for-Profit Organization of the Year Award

In September, Lieutenant Governor Mary Donohue presented the Brooklyn Economic Development Corporation (BEDC) with the 2006 Small Business Not-for-Profit Organization of the Year Award. The award is presented annually to recognize outstanding contributions to New York State's small business community.

"New York State has benefited from Governor Pataki's business-friendly policies for nearly 12 years, elevating us from 25th to third in the nation in attracting new facilities and investment," Lieutenant Governor Donohue said at the September 22 ceremony. "Combined with the hard work and dedication of organizations such as Brooklyn Economic Development Corporation, New York's small business community is continuing to grow stronger."

Since its establishment in 1979, BEDC has been providing training and technical assistance to over 900 companies annually resulting in the creation and retention of over 10,000 jobs. BEDC has also created a place for individuals wanting to start a new business and has trained over 1,000 current or aspiring entrepreneurs through its 15-week Entrepreneur Assistance Program and other programs and workshops.

Under the leadership of President Joan Bartolomeo, BEDC has raised over \$10 million in grant and fee income for services and programs, while developing outside income streams to finance additional internal and external projects.

Ms. Bartolomeo said, "I was really gratified to learn that BEDC would be the recipient of this award, especially since we were judged with our peers throughout the State of New York. BEDC takes its commitment to small business development very seriously and with the support of the state, we have been able to deliver quality services to meet the needs of the small business community. We thank our partner, the Boricua Small Business Development Center, for nominating us and for collaborating with us on workshops and other projects that benefit small businesses."

Charles A. Gargano, chairman of Empire State Development (ESD), which sponsors the awards with the New York State Small Business Advisory Board said, "New York's economy depends on small businesses, which employ more than three million workers. Our Small Business Awards allow us the opportunity to honor

our small businesses and to note the valuable contributions they have made and will continue to make to New York's economy."

New York State Small Business Advisory Board Chairman Ross M. Weale said, "Reviewing Small Business Award nominations and selecting finalists is one of the Small Business Advisory Board's most challenging and rewarding tasks. It is truly an honor to join with Lieutenant Governor Donohue in recognizing this exceptional organization."

More than 200 Brooklyn organizations including local development corporations, business improvement districts, and community improvement groups actively participate in BEDC's quarterly meetings. They have focused on the New York City Olympic Games bid, Real Estate Mapping Resources, Summer Jobs for Youth, and the New York City Department of Small Business Services initiatives. Additionally, BEDC conceived and established the Regional Economic Development Assistance Corporation in 1991, a non-profit created to address the special needs of New York City's small business sector. The Corporation has now closed 99 loans totaling over \$2.4 million.



Joan Bartolomeo, president of BEDC, and Lieutenant Governor Mary Donohue, center with award, surrounded by members of BEDC's board of directors. Left to right: Jon Benguiat, representing Borough President Marty Markowitz; Jim Clarke and John Reinhardt, of Fillmore Real Estate; Carlisle Paul, of the New York City and Vicinity Carpenters Labor Management Cooperation Trust Fund; Ms. Bartolomeo; Ricardo Rodriguez, Morgan Stanley; Lt. Governor Donohue; Michael McMillan, AT&T; Stuart Leffler, Con Edison; Christine Wimpenny; and Domenic Abbatiello, KeySpan.



Joan Bartolomeo, president of BEDC, Lieutenant Governor Mary Donohue, and Angel Roman, director of the Boricua Small Business Development Center, who nominated BEDC for the State's Small Business Not-for-Profit Organization of the Year.

## ELAN-SA INTERNATIONAL HANDBAGS EXPANDS BUSINESS

Elaine Wilshire has been working with BEDC for over three years. In that time, her high quality, hand-crafted handbag business, Elan-Sa International Handbags, has flourished.



Elaine Wilshire

Ms. Wilshire has marketed her products, which she calls “wearable works of art,” to boutiques in Brooklyn, Harlem, and other locations in Manhattan, as well as at BEDC’s entrepreneur bazaars, crafts fairs, and to private clients throughout New York City.

Ms. Wilshire came to BEDC with over 20 years of experience as a fine fashion designer and creator of wearable art in many forms. Her work has won recognition at design centers and has been shown in exhibitions at the 53rd Street YWCA Craft Students League, and at the Brooklyn Waterfront Artists Coalition.

While at BEDC, Ms. Wilshire participated in workshops, created a business plan, and received one-to-one technical assistance from a business counselor. Most recently, BEDC offered her the opportunity to apply for a cash grant for

her business through the Abilities Fund and Citigroup’s Women & Co. Ms. Wilshire was awarded the grant to help expand her business, hire a part-time sub-contractor, and better manage her business finances. She says of the award, “Without the award I don’t know how my business would have continued to grow and become a success.”

Ms. Wilshire’s forte is custom design and her products include not only handbags but also cosmetic purses, shoes, cell phone cases, wallets, pillows, and evening bags. She works with a variety of materials including tapestry, cowhide, silk, leather, decorative hardware, and handmade glass beads.

For more information about Elan-Sa International Handbag’s products, or to make a purchase, please contact Ms. Wilshire at [elansa@verizon.net](mailto:elansa@verizon.net).

## VAN GOGH MOVERS THRIVING FIVE YEARS AFTER 9/11

For two months after the attacks on the World Trade Center on September 11, Van Gogh Movers couldn’t get its trucks into Manhattan.

“Immediately after 9/11, it was dead,” said Ralph Ventra, owner and president of Van Gogh Movers, a residential and commercial moving, storage, and trucking company located at 4210 2nd Avenue in Brooklyn. “You couldn’t get access to the city.”

And even when the trucks were allowed to cross the bridges, they were stopped at five checkpoints and remained at each one for a half hour. The delays meant that the company had to eat the cost of labor, waiting time, and fuel or lose the job.

Mr. Ventra never considered laying off employees because most of his crew had been working for him for 10 or 15 years. Instead, he turned to BEDC for a loan that helped him get through the crisis and stay in operation. He also received loans from other nonprofit and government sources.

“The experience with BEDC was very positive,” Mr. Ventra said. “I didn’t have any difficulties and they were very helpful.”

Today Mr. Ventra is happy to report that thanks to the assistance he received his business has completely recovered from 9/11. With nearly 20 employees and five trucks, Van Gogh Movers is thriving.



Congratulations to BEDC client Nashid Sabir, owner of Sabir’s Exterminating Services, who was awarded a Trickle Up Grant to support his business. Mr. Sabir, center, is shown here with Sydney Wayman, BEDC business counselor, left, and Nina Sampayo, BEDC program assistant.



Congratulations to Caylin Sanders, founder of the Internet travel site, EscapeMaker.com, and a graduate of BEDC’s Entrepreneur Assistance Program, who was awarded a contract with New York State to market its “I Love NY” campaign.

## BEDC STUDY OF OCEAN HILL-BROWNSVILLE HIGHLIGHTS BUSINESS OPPORTUNITIES IN AREA

A bookstore, sit down restaurant, bank, health club, and department/variety store are among the retail stores and services sought by residents in a section of Ocean Hill-Brownsville, according to a study commissioned by BEDC.



City Council Member Darlene Mealy greets guests at the Community Development Breakfast.

Findings from the BEDC study were released in May at a Community Development Breakfast, Meeting the Needs of a Growing Ocean Hill-Brownsville, that marked the completion of the first phase of a \$12 million, 132,000 square foot commercial complex Gilbert Rivera, founder of Park Avenue Building and Roofing Supplies and AM&G Waterproofing, built for his companies in the neighborhood on Atlantic Avenue.

“The construction of the new facility for Park Avenue Building and Roofing Supplies and AM&G Waterproofing on Atlantic Avenue is an example of the exciting new development our study identified as taking place in Ocean Hill-Brownsville,” said Joan Bartolomeo, BEDC president. “Park Avenue Building and Roofing Supplies and AM&G Waterproofing will serve as an anchor

for future development in the area and complement the other changes in the community, which include new housing, rising property values, and an influx of new residents with higher incomes.”

“We looked at Ocean Hill-Brownsville and recognized an opportunity,” said Mr. Rivera, who has operated his businesses in Bedford Stuyvesant for 25 years. “This is a growing neighborhood and we want to be part of it just like we were on Park Avenue in Bedford Stuyvesant. When we first moved to Bedford Stuyvesant, we were surrounded by vacant lots and abandoned property and we worked to change that. We hope to do the same thing in Ocean Hill-Brownsville and that’s what this community development breakfast is all about, to talk about what we can do to help revitalize this community.”

BEDC’s study of Ocean Hill-Brownsville, which was prepared by consultants from New York University’s Wagner Graduate School of Public Service, found that the neighborhood’s population is rising faster than the population of Brooklyn as a whole due to the construction of 1,000 new homes in recent years, and that additional retail services are needed to serve the growing population.

The study found that the community has the following characteristics that make the area suitable for new business development:

- An aggregate income of \$340 million, distributed among the area’s 31,000 relatively young residents.
- A high proportion of vacant lots.
- A high number of newly constructed homes.



Left to right: Gilbert Rivera, Jr.; Charles Koehler, executive vice president of Carver Federal Savings Bank and chair of the BEDC board; Gilbert Rivera, founder of Park Avenue Building and Roofing Supplies and AM&G Waterproofing; attorney Robert Goodkind; and Kenneth Adams, former president of the Brooklyn Chamber of Commerce.

- Local religious institutions own and lease out many properties.
- Consumers and residents that are dissatisfied with the quality and types of goods and services offered and would like to see new businesses such as a bookstore, diner/sit down restaurant, florist, café/coffee shop, children’s store, gift store/card shop, bank, health club, and art supplies store.

To gather data for this study, BEDC distributed surveys to residents and retail businesses in an area bordered by Fulton Street, Rockaway Avenue, Eastern Parkway Extension, and Buffalo Avenue. Surveys were mailed to about 600 businesses surrounding the Prospect Plaza complex. Separate surveys were mailed to 900 homeowners in the area to gather additional information about local spending habits, services used, and the types of stores or businesses shoppers would like to see in the area. BEDC’s work on this project was funded in part by the NYC Department of Small Business Services. A copy of the full report and the survey results are available at [www.bedc.org](http://www.bedc.org).



Park Avenue Building and Roofing Supplies, which opened in October 2006, is an example of the new development taking place in Ocean Hill-Brownsville.

### In Memoriam **Gilbert Rivera**

It is with great sadness that BEDC acknowledges the passing of Gilbert Rivera, an inspiring entrepreneur, visionary, and community leader.

**1957–2007**

# COMMUNITY REVITALIZATION

## TECHNICAL ASSISTANCE OFFERED FOR COMMERCIAL REVITALIZATION

BEDC is pleased to announce the launch of *Re-New Brooklyn*, a technical assistance and capacity building program for community based organizations engaged in commercial revitalization efforts.

### As part of this program, BEDC will:

- Conduct a series of interrelated workshops over the course of the year which will be open to all Brooklyn development organizations and draw from the

following subjects: board development; legal issues; revenue generation and diversification; market research; strategic planning; introduction to GIS and mapping systems; business outreach strategies; engaging local stakeholders; commercial real estate development, and conducting needs assessments.

- Provide a leadership training institute to a selected group of organizations which will include a monthly meeting facilitated by a leadership expert and at least one individual consultation.

- Provide one or two workshops and one-on-one legal consultations through the Lawyers Alliance for New York.
- Provide board consulting and board recruiting assistance through the Volunteer Consulting Group.
- Develop and implement a customized scope of work for selected organizations, which could include demographic and retail analysis, assistance on commercial development studies, including pro forma development and analysis, GIS mapping, economic development planning, and marketing.
- Provide 20 hours of business consultation services to community-based businesses identified by local organizations.



This before and after photo of a storefront in Prospect Lefferts Gardens illustrates the commercial revitalization improvements currently taking place in Brooklyn.



This program is funded by the NYC Department of Small Business Services and the U.S. Economic Development Administration.

More information is available from Matthew Rao, project manager for Community Development, 718-522-4600, ext. 25, or [mrao@bedc.org](mailto:mrao@bedc.org).

## RETAIL OPPORTUNITIES IN BROOKLYN

Entrepreneurs seeking to open franchises should look in the untapped areas of Brooklyn where the demand for retail services has increased due to new commercial or residential development but the rents for retail space are still relatively low, according to representatives of local economic development groups.

Speakers from BEDC, Cypress Hills Local Development Corporation, Grand Street BID, and the Myrtle Avenue Brooklyn Partnership highlighted the advantages of opening businesses on Nostrand Avenue in East Flatbush, Myrtle Avenue in Fort Greene, and in Cypress Hills and East Williamsburg during a workshop at the spring Minority Franchise Buyers Conference.

Margaret Nelson, director of Real Estate for BEDC, said that retail space in established neighborhoods in Brooklyn ranges from \$50 to \$75 per square foot and up, while other up and coming neighborhoods that are showing positive trends in both population size and incomes have rents in the \$15 to \$35 range, thereby presenting a great opportunity for new retailers.

In addition, Brooklyn's demographics create a favorable environment in which to open a franchise. For example, the borough has a population of 2.5 million people in 70 square miles, or 35,000 people per square mile; an average household income of \$55,000 in 2005, a growth of 18 percent since 2000, and projected to go up another 16 percent by 2010; and

a daytime population of 2.1 million, with 703,000 in the daytime work population. Ms. Nelson pointed out that Brooklyn is under retailled with only 5 square feet per capita of retail, compared to the national average of 20 square feet, and that national retailers that have opened stores in Brooklyn such as Home Depot, Target, Costco, Lowes, and Chucky Cheese have been very successful.

More than 225 entrepreneurs turned out for this year's Minority Franchise Buyers Conference at Long Island University to learn about trends and opportunities in the \$1.5 trillion franchising industry.

The all-day event was designed to boost Asian, Black, and Latino involvement in the franchising business and featured presentations by Gregory W. Meeks (6th CD), New York City Comptroller William C. Thompson, Jr., workshops, and an inspirational discussion by a group of successful minority franchise owners. The Minority Franchise Buyers Conference was presented by the KIP Business Report newspaper and sponsored by Citibank.



Left to right, Margaret Nelson, director of Real Estate for BEDC; James Sanford, director of Community Development at BEDC and project manager for the Nostrand Avenue Revitalization Initiative; Renzo Sosa of the Cypress Hills LDC; Max Javier of the Grand Street BID; and Jennifer Stokes and Blaise Backer, both of the Myrtle Avenue Brooklyn Partnership, highlighted the advantages of opening a franchise in Brooklyn at this year's Minority Franchise Buyers Conference at Long Island University.

## SYMPOSIUM ADDRESSES BROOKLYN'S NURSING SHORTAGE

The vacancy rate for registered nurses in New York State is currently 7% and within the next five years one-quarter of the nurses in the state will retire, according to presentations at a recent symposium on Brooklyn's nursing shortage, "Brooklyn Nursing Partnership: A Solutions Based Approach to the Nursing Shortage."

The symposium was presented in June at Brooklyn Borough Hall by the Borough President's Office in collaboration with BEDC and the Brooklyn Nursing Partnership.

The Brooklyn Nursing Partnership is made up of representatives of the borough's nursing schools and hospitals and is an outgrowth of the Initiative for a Competitive Brooklyn, an 18-month project headed by BEDC that engaged over 200 private, public, and civic leaders in an analysis of the economic landscape of Brooklyn.

Speakers said the national nursing shortage is caused in part by a shortage of qualified faculty members available to teach in nursing schools, and that Brooklyn's shortage is even greater than other areas of the country because the borough's hospitals need more nurses that match the languages and cultures of their diverse patients.

As a result of the nursing shortage and other healthcare demands, the New York State Department of Labor is predicting an 18 percent growth in healthcare jobs by 2012. To meet the need for a culturally diverse nurse workforce, the Brooklyn Nursing Partnership recommends funding programs that recruit minority, Brooklyn-based nurses by conducting outreach to middle schools, and provide academic preparation and support during nursing education and hospital residency programs to transition from education to practice.

The Partnership also recommends funding to expand nursing programs through doctoral fellowships and joint academic/practice partnerships, and capital investments in hospitals to create worker-friendly environments. The Partnership has already developed a registry of master's level nurses working in hospitals who are interested in filling faculty vacancies in Brooklyn's nursing schools, which is currently being used by local nursing schools, and an educational program that pairs high schools students interested in becoming nurses with nursing executives in local hospitals. Future symposiums are being planned.

Dawn Kilts, dean of the Long Island University, School of Nursing, and Dolores Shrimpton, chair, Department of Nursing, Kingsborough Community College, explained the reasons for the faculty shortage, while Rosanne Raso, senior vice president of nursing for Lutheran Medical Center and Opal Sinclair-Chung, senior vice president Patient Care Services, Brooklyn Hospital Center made a presentation on the



Speakers at Brooklyn Nursing Partnership Symposium. Back row: Maureen Jordan Lindie, Dolores Shrimpton, Dawn Kilts, Rosanne Raso, Sinclair Opol-Chung. Front row: Deputy Borough President Yvonne Graham, Borough President Marty Markowitz, and Gabrielle Kersaint.



New York State Assemblyman James Brennan and Andrea Palm, legislative assistant to Sen. Hillary Rodham Clinton.

impact the nursing shortage is having on the delivery of care.

Gabrielle Kersaint, executive director of the Brooklyn-Queens Long Island Area Health Education Center and Maureen Jordan Lindie, senior vice president for nursing, New York Methodist Hospital, discussed the skills that will be required of the 21st Century Nurse. Andrea Palm, legislative assistant to the Hon. Sen. Hillary Rodham Clinton, presented on health care proposals on a federal level, and the Hon. James Brennan, NY State Assembly Member, District 44, presented on health care proposals on the state level.

## NEW DIRECTOR FOR INITIATIVE FOR A COMPETITIVE BROOKLYN

Kristine Reed has been named director for the *Initiative for a Competitive Brooklyn*, Joan Bartolomeo, BEDC president, has announced.



Kristine Reed

"We are delighted that Kris will be directing the *Initiative for a Competitive Brooklyn*," Ms. Bartolomeo said. "Kris comes to BEDC with a solid base of project management and marketing skills developed within the New York City private sector in institutions such as American Express, Citigroup, Chase, and Mellon. In her new position, she will apply that experience to Brooklyn's most promising business sectors."

Over an 18-month period, more than 200 private, public, and civic leaders provided input for the *Initiative for a Competitive Brooklyn*, which resulted in the identification of four sectors with the greatest potential for economic and job growth in Brooklyn: health care, real estate and construction, food services, and tourism. The Brooklyn

Borough Hall project was and continues to be managed by BEDC.

"*The Initiative for a Competitive Brooklyn* is about increasing both the number and the wages of Brooklyn-based jobs," Ms. Reed said. "We will work with Brooklyn employers to grow their businesses, so that, as their revenues rise, so will payrolls—for Brooklyn residents. Brooklyn's untapped potential to produce goods and services that buyers want and need is enormous."

Ms. Reed received her BS in Psychology from Barnard College, Columbia University. She serves on the board of the Brooklyn Children's Museum, and is active in historic preservation efforts. She lives in Boerum Hill, Brooklyn, with her two daughters.

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- Congresswoman Nydia Velazquez for securing \$296,000 in Small Business Administration funds for the Initiative for a Competitive Brooklyn.
- The New York City Council and Speaker Christine Quinn for a \$25,000 award through the Speaker's office.
- State Sen. Marty Golden for securing \$10,000 for the LAUNCH Program through the New York State Office of Mental Health.
- Bank of America Foundation for a \$25,000 grant.
- Mizuho Trust & Banking Co. (USA) for a \$7,500 grant.
- Citigroup Foundation for a \$7,500 grant.

## WELCOME NEW BOARD MEMBERS

BEDC welcomes its newest board members Ricardo J. Rodriguez and Dr. Regina S. Peruggi.

Mr. Rodriguez is in the Global Capital Markets division of Morgan Stanley, the investment banking firm he joined in 2000. He is responsible for debt underwriting and capital management advisory services to Latin American nations; debt and equity underwriting and advisory services for Latin American corporations, and is responsible for new markets and other socially-oriented tax credit programs at the firm.

His other board affiliations include SABISO (Salud y Bienestar Social, Health, and Well-being), a Nicaragua-based government certified not-for-profit organization whose mission is to promote and develop health and education programs in Nicaragua.

Mr. Rodriguez was born in Brazil and raised in Nicaragua. He received his Bachelor of Science degree from the U.S. Naval Academy.

## EXECUTIVE CHANGES

**Marjorie Schulman**, who has been with BEDC for three years, most recently serving as program director for LAUNCH and On Track, has accepted a fellowship opportunity from the American India Foundation. She is now working for Reach India, a NGO located in Kolkata, India.

**Tamara Al-Fadl**, who has been assistant program director, has been appointed



Tamara Al-Fadl

the new program director of LAUNCH and On Track. In addition, Anthea Bullen-Williams, the current Micro-Enterprise Development Counselor, has been named the new assistant program director. Ms. Al-Fadl can be reached at tal-fadl@bedc.org or 718.522.4600 ext. 31.

Dr. Peruggi was appointed President of Kingsborough Community College of the City University of New York in 2004.

Previously, Dr. Peruggi was president of the Central Park Conservancy, president of Marymount Manhattan College, and held a number of positions at colleges in the CUNY system. Dr. Peruggi's other nonprofit affiliations include membership on the Board of the City Parks Alliance, the National Association of Olmsted Parks, the Women's Commission for Refugee Women and Children, the Women's Forum, the GreenPoint Foundation, and the Berkeley Colleges. She has also served on the boards of numerous other educational and civic organizations.

Dr. Peruggi earned her Bachelor of Arts degree in Sociology from the College of New Rochelle, her Master of Business Administration degree from New York University, and her Ed.D. degree from Columbia University's Teachers College.