

THE ROCKLAND ROUNDTABLE

Your Voice, Your Future



Rockland Lake State Park

FEATURE



Rockland Hosts First-ever Economic Development Forum

Rockland County Economic Development Forum:

Facts, Future & Your Voice

Wednesday, May 14 | JCC Rockland, 450 West Nyack Road, West Nyack

Rockland County is excited to partner with the Rockland County Industrial Development Agency (RCIDA) and the Rockland Business Association (RBA) to host the inaugural Rockland Economic Development Forum—a key event celebrating Economic Development Week (May 11–16, 2025).

This Forum is all about **connection, collaboration, and clarity**—bringing together business leaders, elected officials, and residents to explore the future of Rockland’s economy.

➤➤➤ Rockland County Hosts First-ever Economic Development Forum (continued)

Together, we'll tackle key questions like:

- What are the impacts of economic development in Rockland County?
- How does it benefit our communities?
- How can we work together for the best outcomes?

Morning Session | 8:30 am - 12 pm (Not Open to the Public)

The morning session will take a look at shaping Rockland's future through insight from industry leaders and elected officials. *(Note: this session has been designed for practitioners such as business leaders, government agency representatives, non-profit leaders, elected officials.)*

To register for the Morning Session:

<https://rcklnd.us/2025-economic-development-economic-forum-am>

Public Evening Session | 6:30 pm - 8:30 pm

The evening session is intended to inform residents about future initiatives, dispel misinformation, and engage in an ongoing dialogue about the issues most important to the community. *(Note: this session has been designed for Rockland County residents.)*

To register for the Public Evening Session:

<https://rcklnd.us/-economic-development-economic-forum-2025>

“The County recognizes that everyone’s participation is important in creating a healthy and sustainable economy. The Forum will bring stakeholders together to identify challenges, celebrate successes, and chart a collaborative path forward. This is just the first of many opportunities for people to get involved in the process.”
— Jenna Nazario, Rockland County Director of Economic Development & Tourism

**PARTNER
HIGHLIGHT**



The **Rockland County Industrial Development Agency**, established by New York State statute, is authorized to provide various financial incentives for the purpose of promoting the attraction, expansion and retention of business in the County. The purpose of the Agency – via its economic development efforts – is to enhance the quality of life of the residents of Rockland County by creating and maintaining jobs, expanding the taxable rate base and invigorating the commerce of the community. Since 2015 alone, the Agency has assisted in bringing almost \$10 billion of investment in the community, as well as retaining and creating thousands of both direct and indirect jobs.

"Having an informed and involved public is crucial to the success of economic development in Rockland County," said Rockland IDA Executive Director Steven Porath. "Active and knowledgeable residents, businesspeople and public officials creates an environment which sees the value of a vibrant business community and can participate in realizing the type of community desired."

"The Economic Development Forum being planned," he added, "is an opportunity for us to come together to educate, enlighten and create a pathway towards making our collective vision a reality."

To learn more about the Rockland County IDA: <https://rocklandida.com/>

**PARTNER
HIGHLIGHT**



The **Rockland Business Association (RBA)** was founded August 31, 1967 by a group of local business leaders concerned with assisting the county in its growth, both as a business community and in its cultural and social programs.

Over the years the goals have been essentially unchanged, but the need for the organization’s involvement has intensified as the county has grown into a critically important regional partner. The RBA has contributed to this in many ways. The organization was responsible for the formation of the county’s Industrial Development Agency and the Leadership Rockland Program. It was the prime motivator for the Executive form of government, the Airmont Interchange on the NYS Thruway and was a key player in securing the replacement for the old Tappan Zee bridge.

The RBA is viewed as one of New York’s most influential public policy and economic development organizations. The RBA has four people serving as voting members on the Governor’s Mid-Hudson Regional Economic Development Council. RBA President Ken Zebrowski has been appointed to the Citizen Advisory Committee to help guide the new Countywide Comprehensive Plan and RBA CEO Al Samuels has been named Co-Chair of the Local Planning Committee to help guide the Village of Nyack develop a Strategic Investment Plan under its recent \$4.5 million NY Forward award.

“We are grateful for the opportunity to serve our county in these important activities and for the participatory roles we have in the creation of the county’s first-ever Economic Development Forum, scheduled for May 14, 2025,” Samuels and Zebrowski noted. “Being able to work side-by-side with economic professionals, government officials and residents is the formula needed to develop the best future for our great county,” they added.

To learn more about the Rockland Business Association:
<https://rocklandbusiness.org/>

**SUCCESS
STORY**

**➤➤➤ Round Table Brewery's
Recipe for Success**



Ricardo Petroni, Managing Member, Round Table Brewery

“At Round Table Brewery, it’s our mission to maintain a space where everyone is welcome to sit together and enjoy music, food, and great beer. We make artisanal beers that are smooth and enjoyable, using both traditional and mixed fermentation methods. Our style is not to create a beer that is polarizing or novel, but one that is inviting and memorable. We aspire to recreate the warm and welcoming atmosphere of our own homes, where friends and family naturally gather to enjoy each other’s company.”

“Rockland provides an excellent location for our brewery. It’s a major crossroads with easy access to interstate highways and close proximity to NYC. It’s a popular destination for hiking with 30% of the county devoted to parkland, and beer pairs great with hiking! There is rich history here, particularly right in our complex as we are located in a 200 year old former textile mill. With these reasons and more, we’re proud to have our roots in Rockland.”



Round Table Brewery
55 West Railroad Avenue, Building 25
Garnerville, NY 10923
<https://www.roundtablebrewery.com/>



MEET THE TEAM



Rockland County Department of Economic Development & Tourism

Jenna Nazario, Director of Economic Development & Tourism

What inspires you? *“My love for Rockland fuels my dedication to cultivating a vibrant and sustainable county for both present and future generations.”*

Kiersten Jackson, Confidential Assistant to Director of Economic Development & Tourism

Tell us a fun fact about yourself. *“I am a life-long Rockland Resident who loves the arts. Although I do not get to perform as frequently as life once allowed, singing (especially Opera) is one of my favorite hobbies.”*

Beth Brown, Public Information Specialist

Tell us a fun fact about yourself. *“I am a huge Bigfoot/Sasquatch fan! I have an extensive collection of Bigfoot collectibles including pins, stickers, t-shirts, and books. I guess you can say “I’m a believer!”*

Maryanne Redmond, Economic Development Specialist

What do you like to do for fun in Rockland? *“I love to walk, and fortunately, Rockland County has many beautiful parks and trails.”*

Cheryl Baun, Economic Development Specialist

What inspires you? *“Meeting people with different experiences and perspectives from my own. It reminds me that there is always so much we can learn from each other.”*

From L to R:
Cheryl Baun,
Maryanne Redmond,
Kiersten Jackson
(seated),
Jenna Nazario,
Beth Brown



**BUSINESS
INSIGHTS**



7 Great Tips for Business Success

Whether you are a solopreneur or are a vital team member of a larger operation, the fundamental keys to success are always relevant! We talked to some local business leaders and experts to gain insight on what it takes to be successful. Here's what they had to say:

Be Visible and Accessible

Customers need to be able to find you. Don't make the mistake of neglecting one of the best tools you have – your online presence. As **Louis Scamardella, Regional Director of the Lower Hudson Valley Small Business Development Center** advises, "Every business is an online business, period—regardless of the activity performed. Success starts with visibility, accessibility, and communication with existing and prospective customers, all of which happen online."

Take Care of Your Employees

In addition to making sure you are responsive to customers' needs, it is equally important to focus on employee satisfaction. According to **Julie Chitiyo, Vice President, Senior Branch Manager at M&T Bank**, "Taking good care of your employees leads to higher productivity and a positive work environment."

Revisit Your Business Plan Often

Terry Clarke, Owner of Black Parakeetz Paint, Swig, and Sing!, emphasizes the importance of a strong business plan. "Your business plan isn't just a document you create at the start; it's a living guide that you should revisit often." It can be easy to get side-tracked by challenges that invariably pop up. However, Clarke says, "Your business plan can help reaffirm your strategic direction and long-term objectives... let your business plan be the compass that guides you."

➤➤➤ 7 Tips for Business Success (continued)

Build a Network of Advisors

You are not expected to be an expert in every aspect of your business. This is why **Women's Enterprise Development Center Executive Director Nikki Hahn's** best advice is, "Build your network of advisors." This network should be comprised of people who bring different experiences and perspectives to the table and who can help you talk through challenges. "It may feel intimidating at first, but it doesn't have to be a formal thing. It can be people you already know, or you may meet new people along the way, who would be happy to help. Too often, people are afraid to ask questions."

Always Strive to be Better

From very early on, **Simone HoSang, Chief Operating Officer, at Caribbean Food Delights** learned a great deal about how to be successful, having grown up in a family business. One of the most valuable lessons she learned is that "continuous and never-ending improvement" is critical. "Make sure the business stays relevant by putting out your best, doing what works best, and keeping up with the current climate, technology, and trends."

Keep Good Records and Manage Your Finances Wisely

The #1 piece of advice **Veronica Colman, Vice President of Business Advancement, at Community Capital New York**, likes to give her clients is to keep good records. "Keeping good records will help when it is time to apply for a loan and grow your business. Financial management can make or break your business." Track your income and expenses - knowing your budget means you understand your spending, including when you're growing and when you need to make cuts. "Messy records can be a sign of a messy business," Colman says.

Stick to Your Ethos

When it came time to open his own business after a successful career in corporate America, **Carl Cameau, Owner of Hudson Spectacles and The Parker**, knew that he wanted his own values to be reflected in his business. "We are present and active in the community. We know all our customers by name, and we build relationships." This approach seems to have paid off. According to Cameau, "Our community involvement has been more effective than social media or other traditional advertising in letting people know who we are."

JOIN THE CONVERSATION

>>> “What topics would YOU like to discuss at the upcoming Economic Development Forum?”

We want to hear from YOU! Visit <https://rcklnd.us/-economic-development-economic-forum-2025> or use the QR code to register for the Public Evening Session of the Economic Development Forum on May 14 and submit your answer to this question!



ROCKLAND IN THE NEWS

“This Park Outside of NYC Was Named the Top Hiking Spot in the U.S., According to Google”

Travel and Leisure, January 3, 2025

“Piermont is a Picturesque Place to Live in Rockland County”

Hudson Valley Magazine, October 16, 2024

“The Ranch Hudson Valley”

Vogue, May 28, 2024

COMING UP



Lots of Great Events and Activities

Below are a few highlighted events taking place in April. To learn more about events and things to do, please visit ExploreRocklandNY.com

Art Exhibitions
ON VIEW JANUARY 7TH THROUGH MAY 5TH

"NATURE/NURTURE"
IVAN PAZLAMATCHEV - GALLERY ONE

Oil on canvas - 30x24 inches
"Sunday"

"CHASING REFLECTIONS"
MILBRY POLK - GALLERY TWO

Water print - 20x 30 inches
"Tropian Zee Bridge"

Gallery Hours 4pm - 5:30PM (except Tues.) and by Appointment - Call 845-359-0258
2 Union St, Sparkill NY
roost RESTAURANT & UNION ARTS CENTER

22nd JCC ROCKLAND INTERNATIONAL JEWISH FILM FESTIVAL 2025

March 27th - April 29th
7 pm at Regal Nanuet

Scan here to purchase passes or tickets, view trailers & learn about our sponsors.

jccrockland.org/film-festival

A celebration of International Jewish and Israeli life, culture & history through the power of film.

Jewish Community Center of Northern New Jersey
REGAL
Rockland County

JCC Rockland • 450 West Nyack Road • West Nyack, NY 10994

Hope Wade Designs Presents

DOGS & FASHION ON BROADWAY

Saturday April 26
4-6pm
N Broadway
Nyack, NY
between High Ave. & Lydecker St.

'Bringing the business community together with the local neighborhood through fashion and dogs strutting the runway.'

Dogs Available For Adoption

Interested in participating please contact dogsandfashiononbroadway@gmail.com
Vendors, stores, restaurants, dog owners, models & sponsors call 845-729-0448



For more information:

ExploreRocklandNY.com

(845) 364-2170

ExploreRocklandNY@co.rockland.ny.us