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For Immediate Release

***How to Thrive in Today's Economy* Is Topic of Leading Business Organization's Lunch & Learn Program, February 12**

WHITE PLAINS (February 4, 2009) A panel of CEOs and business owners will talk about how they make informed decisions to create opportunities for growth in today's weakened economy at The Westchester County Association's (WCA) **Lunch & Learn Program**, Thursday, February 12, 11:30 am to 2 pm, at Sam's of Gedney Way, 52 Gedney Way, White Plains.

Markham Rollins III, Co-Chairman and CEO of The Rollins Agency, Inc., Tuckahoe, and Co-Chair and member of the WCA's Board of Directors, will serve as moderator of the session entitled "How to Thrive in Today's Economy."



The panelists are:

Jason L. Friedland, President, Shleppers Moving & Storage, Yonkers, one of the area's leading relocation companies for business owners and families.



Gary Murphy, Principal, Maid Brigade, Pleasantville, a national cleaning company for residences and the first to launch a Green Cleaning System to help protect the health of customers, employees as well as the environment.



David Singer, Vice President of Sales and Marketing of Robison Oil, Elmsford, Westchester's largest full service oil company which has been in business since 1921.



Mitchell Taube, CEO, Digiscribe, Elmsford, a leading document management company that provides scanning, indexing, storage and delivery of business critical documents.



Mahopac National Bank (A Tompkins Community Bank) is the 2009 luncheon series sponsor and Compufit is the event sponsor. The cost—which includes lunch— is \$35 per WCA member and \$45 per non-member. To reserve, visit www.westchester.org.

The Westchester County Association (www.westchester.org) is the preeminent business membership organization in Westchester County. The Association is committed to business advocacy, economic vitality and to providing a strong and clear voice for the interests of businesses on the regional, national and international levels. Its key objectives are: promoting positive economic development in the region; fostering business development; and providing its members with access and interaction with key public and private sector individuals, agencies and organizations.