

# ACCESS. ADVOCACY. Westchester County Association ACTION.

FEBRUARY 2015



SAVE THE DATE  
**MAY 18-19**

MARK YOUR CALENDARS FOR HEALTH TECH '15

INSIDE:  
WCA BLUEPRINT ACCELERATOR GRADUATES FIRST COMPANY  
HUDSON VALLEY WORKFORCE ACADEMY OPENS DOORS



ACCESS.  
ADVOCACY.  
Westchester County Association  
ACTION.

# BLUEPRINT Accelerator Graduates First Company

*congrats!*

## ACCELERATOR BOOST LEADS TO PLANGURU'S SOLID GROWTH

It was a celebration of entrepreneurial spirit at the 2015 kickoff meeting of Accelerate Westchester, the WCA's networking group for business innovators, which feted PlanGuru, the BLUEPRINT Accelerator's first amazing graduate at the Reckson Center in White Plains.

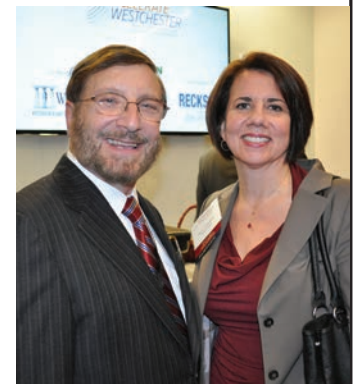
Since joining the Accelerator in 2013, PlanGuru, a business budgeting and forecasting software company, increased its customer base by 350 percent, launched two new products, and started a round of meetings with investors for their Series B financing—a level of growth not possible without the WCA, said Christian Wielage, PlanGuru's CEO. The White Plains-based company also upped their staff from five to eleven employees here and in Europe, where their market is expanding.

"It's been a terrific experience," said Wielage, who also thanked the companies that provided services and counsel through the Accelerator Network. Over a dozen early stage companies now enjoy the perks of Accelerator membership: access to financing and mentoring, rent-free office space in the first year, and complimentary professional services. Interested parties should apply to the BLUEPRINT Accelerator Network by visiting [blueprintaccelerator.com](http://blueprintaccelerator.com)

Following the graduation ceremony, a panel of legal experts addressed critical issues in IP law for startups. Speakers included Elizabeth Barnhard, Leason Ellis; Donna Frosco, Law Offices of Donna Frosco, Esq.; and Jess Collen, Collen IP. Launched last year to offer a forum for startups to share tips, address common challenges, and meet like-minded innovators, Accelerate Westchester now includes over 250 entrepreneurs in Westchester and the region.

**"Graduation from the Accelerator is a milestone for the entrepreneurial ecosystem we've created. Our goal was to stimulate innovation in a new way, and groom the next generation of business leaders in Westchester. We've attracted a diverse group of companies, and are leading the way for today's startups to become tomorrow's established enterprises."**

—MARISSA BRETT, WCA President



*Bo Zhang, United Way Westchester Putnam; Melissa Ryan Reitberg, Pace Law School; Andrew Geisler, Pace Law School*

*Top left: Momo Bowman, Jennifer Gonzalez, Brian Bravo and Michael Eshetu, Berkeley College*

*Top right: Dr. Rob Amler, New York Medical College; Lucia Chioocchio, Cuddy & Feder*

*Right: Christian Wielage, CEO, PlanGuru*



# HEALTH TECH '15

## FUELING INNOVATION IN WESTCHESTER

Last year's inaugural Health Tech conference was a game-changer! The word is now out—Westchester County has emerged as a national hub of health tech innovation! According to a survey, 100% of the respondents said they would attend Health Tech '15, which will showcase the latest innovations in Westchester and the region, and introduce the new technologies and therapeutics that are changing the face of medicine.

This year, we will hold thought-provoking sessions on the role of Big Data in healthcare innovation, digital/mobile health, patient engagement, innovation in biotech, new models of healthcare delivery, and much, much more.

With our Accelerator, networking groups for entrepreneurs and innovators, and now, our second annual Health Tech conference, the WCA is leading the way in developing an ecosystem for the region's burgeoning biotech, digital healthcare, and med tech communities. Visit [www.healthtechWCA.com](http://www.healthtechWCA.com) for more information.

# SAVE THE DATE MAY 18-19

## HUDSON VALLEY WORKFORCE ACADEMY OPENS DOORS

Students take their seats for the first time in the WCA's Hudson Valley Workforce Academy, which launches this week with a pilot course in Healthcare Analytics.

Venue sponsor: RPW Group, Inc.

For more information on the Hudson Valley Workforce Academy, visit [Westchester.org](http://Westchester.org).



## Follow Your Passion: DR. RAJ RATAN'S Candid Conversation with Westchester's YPs

*"If you had  
one year  
to live,  
would you  
change  
your path?"*



That's the question Dr. Rajiv R. Ratan posed to Westchester's young emerging business leaders at an exclusive event for WCA's Young Professionals. Ratan, a professor of neurology and neuroscience at the Burke Medical Research Institute and associate dean at the Weill Cornell Medical College, is widely regarded as a leader in cutting edge neurological and rehabilitation medicine. He followed his passion.

In 2002, Ratan joined the team at Burke Medical Research Institute, where he has recruited and retained many top-notch scientists. Prior to joining Burke, he set up the Neuroprotection Laboratory in the Department of Neurology and Neuroscience at Harvard Medical School and served as an associate professor at Harvard Medical School. He was formally appointed professor of neurology and neuroscience at Weill Cornell Medical College in 2004 and named an associate dean of the medical college in 2011.

"His competitive spirit and love for what he does was inspirational and motivational," said Joseph McCoy, a YP executive board member and commercial loan team leader at People's United Bank. "I left the event thinking, we should all follow our passion!"

## COMING UP

### Candid Conversation with Renee Brown Friday, February 27

8:30-10:30 am  
C.W. Brown, Inc.  
1 Labriola Court  
Armonk, NY 10504  
Free, Open to YPs only!

### Political Friday: Hon. Michael Kaplowitz Chairman, Westchester County Board of Legislators Friday, March 13

8-9:30 am  
1133 Executive Dining Room  
1133 Westchester Avenue  
White Plains, NY 10604  
Members \$15;  
Future Members \$25

### Cyber Security: What Businesses Should Know Now Thursday, March 19

8-10 am  
Crowne Plaza Hotel  
66 Hale Avenue  
White Plains, NY 10601  
\$50 WCA Member;  
\$75 Future Member

### Health Tech '15 The WCA will host a conference celebrating Westchester's Innovation Economy May 18-19, 2015

For more information  
or to register for events:

**[westchester.org](http://westchester.org)**

or call 914.948.6444



# WINTER NETWORKING

## A BLAST!



William Mooney, Jr., WCA;  
Joseph McCoy, People's United Bank



Mary Jo Jacobs, USI Insurance Services;  
Annette McLaughlin, Career Coach

**W**estchester's top business leaders and young professionals escaped winter's freeze for an evening of high-level networking, cocktails, and warm conversation at the Westchester County Association's February Quarterly Networking Reception. Held at the Whitby Castle at Rye Golf Club, the event was sponsored by Manhattanville College. The NYS Society of CPAs—Westchester Chapter, Westchester County Bar Association, and Westchester Women's Bar Association served as promotional sponsors.



Alana Sweeney, United Way of Westchester and Putnam; William Mooney, III, Westchester County Government



Aisha Baquai-Stern, Memorial Sloan Kettering Cancer Center; Mary Gadowski, VNS Westchester

Below: Michael Schiliro, CMS Bank; Rachelle Richardson, WCA Young Professionals Group



Tom Barzelatto, Atlantic Westchester; Marc Rosa, Bank of America Merrill Lynch; Bud Hammer, Atlantic Westchester



Michael Welling, Joseph Solimine, Meridian Risk Management; Chris Gaine, Operations, Inc.; Ronald Koroscil, Verve Professional Services



Marissa Brett, WCA; Tom Leslie, Greenberg Traurig;  
Judith Campisi, American Heart Association



Christian Espinoza, BMS Building Maintenance Solutions;  
Laura DiDiego, Citrin Cooperman; Kenneth Addeo, Greenberg Traurig

## THE WESTCHESTER COUNTY ASSOCIATION

1133 Westchester Avenue  
Suite S-217  
White Plains, NY 10604

[www.westchester.org](http://www.westchester.org)



ACCESS.  
ADVOCACY.  
Westchester County Association  
ACTION.