Muss Development arranges two leases

Muss Development LLC has arranged long-term leases for Smashburger, the Staten Island Behavioral Network, and Ivy Urgent Care Center at the developer’s Eltingville Shopping Center and office property located at 4710-B730 Amboy Road. The retail leases for Smashburger and Ivy Urgent Care Center bring the approximately 60,000-square-foot retail component of the 100,000-square-foot complex to full occupancy.

The Staten Island Behavioral Network — a health home provider — will relocate its offices within Staten Island to occupy a 7,270-square-foot office space at Eltingville Shopping Center in the second quarter of 2015.

In the second transaction, Ivy Urgent Care Center, an affiliate of NYU Langone Medical Center, signed a 4,679-square-foot retail lease and will relocate within Staten Island in the fourth quarter of 2015. The urgent care center will offer same-day walk-in medical services.

Burger chain Smashburger also signed a 2,500-square-foot retail lease, adjacent to Ivy Urgent Care Center, with a new restaurant scheduled to open in the third quarter.

Bill Bergman, of Muss, represented the landlord in all three transactions. Muss Development is the largest development company in the boroughs of New York City, with more than 10 million square feet of commercial, residential, industrial and retail property developed.

May 2015

On the Job
See this month’s movers and shakers.

Page 2

Score
The lures and limits of advertising.

Page 6

Tax Talk
Deadline approaching for non profits.

Page 18

Meals on Wheels hosts Carriage Ball

Carol Belmont Special to Business Trends

Meals on Wheels hosted its annual Carriage Ball at the Vanderbilt at South Beach. This year’s theme was “An Evening in Casablanca,” honoring Anthony Ferreri of Staten Island University Hospital, members of Amagansett Transit Union 726, and the Visiting Nurse Service of New York. Pictured enjoying the evening are, from left, Chris & Joann Rubano, Mark and Debbie Russo, and Lori and Tom Beyer.

Health care when you need it

By Tim Rondalson
Business Trends

The trend is a shift to urgent care centers as a challenge to the traditional care of private practice primary care and visits to the emergency room. Statistics show patients are responding to the convenience, efficiency and demand nature urgent care centers provide as compared to primary care physicians, and the affordability compared to emergency rooms.

“Health care is obviously evolving. Urgent care centers and immediate care centers are filling, unfortunately, a void in our delivery system — a void in regard to the convenience to the patient and the cost to the patient.”

Please see URGENT page 13

Business Calendar
Check out our monthly listing and attend an event on Staten Island.

Page 4

SIECDC
STANDING IN ALTON
Henry Bende

EFCULGC-013

0896-1031-1998

Staten Island

NY 1031-1998

Jerry Sullivan

Director
KASHIF PERVEZ
Investor's Bank

Investors Bank announced the appointment of Staten Island resident Kashif Pervez as manager of the bank’s newest branch on Hylan Boulevard in Grasmere. Before joining Investors, Pervez held branch management and business banking positions at Citibank.

During his 14-year tenure with that bank, he ran a retail banking center in Manhattan’s East Village and served as a relationship manager. He negotiated loans, provided insurance and investment products, and built a book of business.

Later in his career, Pervez helped operate a family business in Dubai. Before entering the workforce, he received his bachelor’s degree in business administration and marketing from the National College of Business Administration and Economics in Lahore, Pakistan. While attending the University of Westminster in London, England, he earned a master’s degree in international business and management. The new branch is one part of an ongoing multimillion-dollar expansion on Staten Island by the bank. In the coming months, the bank is adding retail locations in New Dorp and Castleton Corners.

ELIZABETH A. CARTWRIGHT
MetLife Premier Client Group

MetLife Premier Client Group New York South announced that Elizabeth A. Cartwright has been certified as a special needs planner by the MetLife Center for Special Needs Planning. With the certification, Cartwright is equipped to help special needs individuals and families with special needs children to ensure they receive the government benefits from Social Security and Medicare that they are eligible for, understand legal and financial issues related to special needs planning, including the establishment of special needs trusts and the creation of a Letter of Intent, and determine how much is needed to provide lifetime quality care for loved ones.

Special needs planners work with local non-profit organizations and service providers to provide support and to secure the highest level of independence for special need individuals. National non-profit partners include The Arc, Autism Society, Huntington’s Disease Society of America, National Down Syndrome Congress, TASH, Tuberous Sclerosis Alliance and United Cerebral Palsy.

BOARD OF DIRECTORS

The SI Bucks Business Network

The SI Bucks Business Network installed its 2015-2016 officers and board of directors. Jerry Annesi, owner of Gerald Peters Gold Mine Jewelers and Pandora, was installed as president, entering his second term. Additional officers installed were: Sal Settle - vice president; Solid Security International; Steven Villamarin - sergeant at arms - Villa Marin Auto World; Marlene Markey-Boyce - recording secretary; MLM Public Relations; Mary Goodaire - corresponding secretary - Staten Island Audiological Services; and George Zalom - treasurer - Zalom’s Auto Repair.

Board of Directors installed were: David Rumpalis - Ferydys; John Constantino - Clove Auto Body; Mario Rapaglia - Bark’s Pizzeria Restaurant/Catering; Steve Coppola - API Security Systems; Harold Otterbeck - Otterbeck Law Firm; Ray Laurienzo - Country Awards and Trophy Center; Joe Salerno - Joe Nose Music DJs; and Pat Santillo - Office Equipment Company of Staten Island.

The Bucks Business Network is comprised of more than 70 business professionals who have made a commitment to be the best business people they can be.

WILL LENHAN
The Staten Island Museum

The Staten Island Museum welcomed Will Lenihan as its new curator of natural science. Lenihan is taking the reins from Ed Johnson, who retired from the curator post after 32 years.

Lenihan officially began his tenure at the Staten Island Museum in November 2014, however his first formal introduction, and the beginning of his natural

---

**SUNDAY, MAY 14, 2017**

11AM-4PM

**FIRST AID DOG AFTER**

on New Dorp

**SANITATION SERVICES**

**VENTA</span>**
On the Job

JOB
Continued from page 2

ist career, was when he attended the Museum’s long running Earth Camp program, at age 8, which he will now head.

As the curator of natural science, Lenihan is responsible for managing the museum’s entomology, herbarium, geology, archaeology, paleontology and wet collections. He will also serve as lead science specialist for the Museum’s Earth Camp, working with the education department staff to facilitate hands-on environmental education.

Prior to his employment with the museum, Lenihan served as plant records intern at Brooklyn Botanic Garden. While employed by the BCB, he used detailed curatorial databases to maintain accurate and up-to-date taxonomy and accession data for living collections. Additionally, he has worked as an education assistant at the Adirondack Museum, leading ecologically themed gallery tours and assisting with inquiry-based programming. Locally, he has worked to promote environmental stewardship on Staten Island by leading nature hikes as a naturalist for Protectors of Pine Oak Woods. Lenihan graduated Magna Cum Laude from the State University of New York at Buffalo, with a BS in ecology and a BA in communications.

CERTIFICATION

MLM Public Relations

MLM Public Relations announced its certification as a New York City and New York State Woman/Minority Business Enter-

tprise. MLM’s principals, Mary Lee Montalvo and Marlene Markoe-Boyd, have 25 years of communication and public rela-
tions experience. Their clients include and have included: Ap-
pleMetro, Inc., owners of Applebee’s with their flagship restaur-
tant on Staten Island; Gerald Peter’s GoldMine Jewelers and Pandora; New York Center for Interpersonal Development, the Staten Island Zoo, the Staten Island Chamber of Commerce, Protectors of Pine Oak Woods and Paterson Youth Organization.

Trying to figure out how...

TO REACH MORE OF YOUR TARGET MARKET...

TO GAIN MORE CUSTOMERS?

LOOK NO MORE!

STATEN ISLAND BUSINESS TRENDS

CAN PUT YOUR MESSAGE IN THEIR HANDS EACH MONTH.

And now we've got MORE ways than ever to do it.

Call or email today to learn about an exciting NEW opportunity that can put you front and center with STATEN ISLAND BUSINESS TRENDS readers -- a select group of business and community leaders.

(718) 556-4200
janet@sibiztrends.com
www.sibiztrends.com

Advertising packages start at LESS than $100 per month.
Certify Your Business Today!
Make the Big Apple one of your biggest customers!

Get certified as a Minority or Women Business Enterprise (M/WBE) in New York City. Your business can be listed in the Citywide M/WBE's database, making you visible to government, prime contractors, and other businesses looking for certified vendors. Contact the Staten Island Business Outreach Center (SI BOC) to learn more about the certification process and how it can benefit your business.

SI MUSEUM SPRING GALA
SATURDAY, MAY 9
Time: 6:00 - 10:30 p.m.
Location: Stone House at the Hilton, 1100 South Ave.
For information, call 718-488-7119

SOCIETY WOMEN'S GUILD LUNCHEON
TUESDAY, MAY 12
Time: 11:30 a.m.
Location:'Lido's, 338 South Ave.
For information, call 718-442-2225

ECHO GOLF OUTING
MONDAY, MAY 11
Location: Eagle Oaks Golf & Country Club, Farmingdale, NJ
For information, call 866-755-5966

RICHMOND UNIV. MED. CTR. GOLF OUTING
MONDAY, MAY 11
Location: Richmond County C.C.
For information, call 718-816-2904

RICHMOND CTY. BANKERS ASSOC.
WEDNESDAY, MAY 13
Location: Eagle Oaks Golf & Country Club, Farmingdale, NJ
For information, call 866-755-5966

NYS WOMEN, INC. (RICHMOND CTY.)
WEDNESDAY, MAY 13
Location: Hilton, 1100 South Ave.
For information, call 718-816-5991

PROJECT HOSPITALITY ROAST & TOAST
TUESDAY, MAY 12
Time: 8:00 a.m.
Location: Hilton, 1100 South Ave.
For information, call 718-448-5444

NYCID ANNUAL BENEFIT
THURSDAY, MAY 14
Time: 6:00 p.m.
Location: Hilton, 1100 South Ave.
For information, call 718-947-4121

SI MENTAL HEALTH

RETIREMENT AND WEALTH PLANNING
That's what we're all about.

Bernard Herold & Co., Inc. - A Name You Can Trust Since 1923

718-720-1600
1150 Hylan Boulevard
Staten Island, NY 10305-1920
www.bernardheroldinc.com