

MONTHLY UPDATE

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 4310-4370 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 4,579-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 2,550-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.

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STATEN ISLAND BUSINESS TRENDS

MAY 2015

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See this month's movers and shakers.

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The lures and limits of advertising.

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TAX TALK

Deadline approaching for non profits.

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Meals on Wheels hosts Carriage Ball



CAROL BELMONTE/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 Amalgamated 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 Beyar.

Health care when you need it

By **TIM RONALDSON**

Business Trends

There's a new trend in health care, one that is making access easier, quicker and more convenient and is reducing the cost to patients.

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 on-demand nature urgent care centers provide as compared to primary care physicians, and the affordability compared to

emergency rooms.

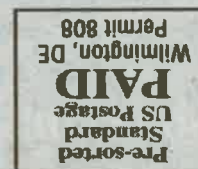
"Health care is obviously evolving. Urgent care centers and immediate care centers are filling, unfortunately, a void in our delivery system – a void in regard to the convenience to the patient and the cost to the patient,

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Business Calendar

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

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ON THE JOB

KASHIF PERVEZ

Investors 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



Pervez

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 Medicaid 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 needs individuals. National non-profit partners include The Arc, Autism Society, Huntington's Disease Society of America, National Down Syndrome Congress, TASH, Tuberos 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 Amerosi, owner of Gerald Peters Gold Mine Jewelers and Pandora, was installed as president, entering his second term. Additional officers installed were: Sal Sottile – vice president – Sottile Security International; Steven Villamarin – sergeant at arms – Villa Marin Auto World; Marlene Markoe-Boyd – recording secretary – MLM Public Relations; Mary Goodacre – corresponding secretary – Staten Island Audiological Services; and George Zaloom – treasurer – Zaloom's Auto Repair.

Board of Directors installed were: David Rampulla – FerryAds; John Constantino – Clove Auto Body; Mario Rapaglia – Bario's Pizzeria Restaurant Catering; Steve Coppola – APB Security Systems; Harold Otterbeck – Otterbeck Law Firm; Ray Laursen – Country Awards and Trophy Center; Joe Salemno – 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 LENIHAN

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 informal introduction, and the beginning of his natural-

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On the Job

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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, zoology 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 BBG, 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 Plattsburgh, 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 En-

terprise. MLM's principals, MaryLee Montalvo and Marlene Markoe-Boyd, have 29 years of communication and public relations experience. Their clients include and have included: AppleMetro, Inc., owners of Applebee's with their flagship restaur-

ant 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 Pilates Youth Organization.

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BUSINESS CALENDAR

SI MUSEUM SPRING GALA

SATURDAY, MAY 9

Time: 6:00 - 10:30 p.m.

Location: Above at the Hilton, 1100 South Ave.

For information, call 718-483-7119

ECHO GOLF OUTING

MONDAY, MAY 11

Location: Eagle Oaks Golf & C.C., Farmingdale, NJ

For information, call 866-755-ECHO

RICHMOND UNIV. MED. CTR. GOLF OUTING

MONDAY, MAY 11

Location: Richmond County C.C.

For information, call 718-818-2104

PROJECT HOSPITALITY ROAST & TOAST

TUESDAY, MAY 12

Time: 11:30 a.m.

Location: Hilton, 1100 South Ave.

For information, call 718-448-1544

SI MENTAL HEALTH

SOCIETY WOMEN'S GUILD LUNCH

TUESDAY, MAY 12

Time: 11:30 a.m.

Location: LiGreci's Staaten, 697 Forest Ave.

For information, call 718-442-2225

RICHMOND CNTY. BANKERS ASSOC.

WEDNESDAY, MAY 13

Location: Mike's Place, 4677 Hylan Blvd.

For information, call 718-370-7037

NYS WOMEN, INC. (RICHMOND CNTY.)

WEDNESDAY, MAY 13

Time: 6:30 p.m.

Location: Bella Vita Café, 1919 Hylan Blvd.

For information, call 718-816-5991

NYCID ANNUAL BENEFIT

THURSDAY, MAY 14

Time: 6:00 p.m.

Location: Hilton, 1100 South Ave.

For information, call (718) 947-4121

INDEP. ASSOC. OF ACCOUNTANTS

THURSDAY, MAY 14

Time: 7:00 p.m.

Location: Bocelli, 1250 Hylan Blvd.

For information, call 718-948-0810

POWERFUL YOU! (SOUTH)

THURSDAY, MAY 14

Time: 7:00 p.m.

Location: Giuliana's, 4105 Hylan Blvd.

For information, call 718-608-1640

RAB WILKINSON MEM. GOLF OUTING

FRIDAY, MAY 15

Location: LaTourette Golf Course

For information, call 718-979-1600

ST. JOSEPH'S MED. CTR. GOLF OUTING

MONDAY, MAY 18

Time: 12:00 p.m.

Location: Silver Lake Golf Course

For information, call 718-982-4740

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