



IMPACT REPORT 2024

WESTCHESTER COUNTY ASSOCIATION
Strengthening the Regional Economy

THE WCA CREATES OPPORTUNITY FOR THE REGION, OUR COMMUNITY, AND YOU.

The Westchester County Association (WCA) is Westchester County's leading economic development and business advocacy organization. Our mission is to unite and mobilize professional leaders to advance issues and lead initiatives that strengthen our regional economy.

The WCA unites influential leaders in business, government, higher education, and the nonprofit sector to:

- » Stimulate economic growth and job creation
- » Advocate directly for and on behalf of our members
- » Provide a strong and clear voice for the interests of businesses of all sizes on the local, regional, and state levels
- » Develop and provide our members with the resources and talent they need to grow

A Special Message from

Susan Fox and Michael N. Romita

Driving Impact Together

At the WCA, it's the impact that counts. In 2024, we drove the economy forward while delivering meaningful results for our members. Through the contributions of our Board, working groups, members and staff, we advanced our vision to establish Westchester as a center of economic opportunity, growth, and upward mobility.

Our advocacy notched several important wins, from protecting millions in funding for hospitals and nursing homes, to advancing affordable housing and climate smart development, to sustaining one-of-a-kind projects to connect underserved communities to the digital economy.

We spearheaded initiatives that benefited the entire region through our best-in-class conferences and dedicated committees. We also hosted dozens of timely events, forging strong connections for thousands of members while showcasing the region's most important economic issues.

Fresh on the heels of creating Profit & Purpose – the region's only sustainable business symposium – we again broke new ground by launching the first-ever Hudson Valley Digital Innovation Conference. We also expanded our real estate Policy Playbook, created new regional talent guides, and piloted municipal training programs.

Additionally, hundreds of high-demand jobs were filled by local employers, hundreds more local households were connected to the digital economy, thousands of new housing starts were initiated, and tens of millions of dollars secured for our industries – all of this progress was supported through our influence.

As the WCA embarks on its 75th Anniversary, we are inspired by the legacy of leadership and innovation that brought us here. Together, we will continue to build a stronger, more vibrant and inclusive Westchester for all. Thank you for working with us and being a part of this success.

MICHAEL N. ROMITA

PRESIDENT & CEO,
WESTCHESTER COUNTY
ASSOCIATION

SUSAN FOX

CHAIR, WCA
BOARD OF DIRECTORS

PRESIDENT & CEO,
WHITE PLAINS HOSPITAL



ADVOCACY



» We build alliances to advance economic vitality

The WCA sets the benchmark as the leading collaborative voice for the region's professionals in businesses, nonprofits, and higher education. While we advocate for general business interests, our approach is tailored each year to address economic priorities with the greatest impact. At WCA, we do not "cut and paste." Supported by our Public Policy Committee and industry-specific working groups, we build strategic alliances to deliver results.

In 2024, we advanced substantial progress in healthcare, talent development, digital connectivity, real estate, housing, and sustainability.



WCA healthcare briefing with Assemblywoman Amy Paulin, Chair of Assembly Committee on Health



WCA Healthcare Consortium

Securing a healthier future

Westchester's healthcare system is the bedrock on which the local economy is built. In 2024, WCA's advocacy ensured the sector's continued role as a regional leader. With healthcare contributing greater than \$13 billion annually to the region's economy and employing over 54,000 people, WCA's efforts have had far-reaching impacts, solidifying Westchester's position as a hub for world-class healthcare and economic opportunity.

WCA played a pivotal role in preventing over \$1 billion in Medicaid cuts and securing \$800 million needed by hospitals and nursing homes to sustain their operations and ensure access to world-class healthcare.

Recognizing a projected shortage of 65,000 healthcare workers in New York by 2028, WCA prioritized initiatives to help health providers expand training, retain talent, and promote innovative workforce solutions.

WCA's advocacy led directly to reducing administrative burdens for healthcare providers, including the elimination of COVID-19 sick pay mandates, so they could focus on delivering quality patient care.

“You can count on WCA to bring the right people to the table. We identify our common challenges, roll up our sleeves, and work together to create solutions.”



Megan Baldwin

Senior Vice President, Government & Community Relations, WMC Health, Co-Chair, WCA Public Policy Committee

» ENHANCING HEALTH EQUITY, ACCESS, AND TALENT

\$1B

RESTORED IN MEDICAID FUNDING CUTS

\$800M

SECURED FOR HOSPITALS AND NURSING HOMES

COVID-19

ACHIEVED SUNSETTING OF PANDEMIC SICK PAY

200+

LOCAL HEALTHCARE JOBS FILLED

ADVOCACY

Strengthening the regional talent pipeline

The demand for a skilled and adaptable workforce is more urgent than ever. In 2024, WCA actively worked to bridge the gap between education and employment, building pathways that benefit businesses, students, and the broader community.

Through our 1,000 Jobs Challenge, WCA led efforts to develop a robust talent ecosystem, spearheading a regional campaign to fill critical job vacancies across industries. By partnering with local employers, educational institutions, and workforce organizations, the Challenge addresses workforce shortages, connects residents to high-demand jobs, and drives measurable economic activity. To date, the program has **filled over 200 local jobs and contributed over \$20 million in annual economic impact**.

Key legislative victories for nurse simulation training will equip the next generation of healthcare workers with skills they need to succeed and accelerate the pipeline of talent in this area of critical need.

WCA advocated for strong collaboration between business and educational institutions to align curricula with industry demands. This resulted in impactful partnerships, such as Mercy University tailoring finance programs to meet employment needs for a regional accounting firm, and Long Island University Hudson creating a healthcare MBA to provide a talent pipeline for a large regional hospital.

“WCA is a critical partner in how the county does economic and workforce development. Our priorities are the same: to ensure that Westchester has a workforce prepared to serve the needs of employers and our communities.”



Susan Parish
President,
Mercy University



New York State Department of
Labor Commissioner Roberta
Reardon, WCA Workforce Summit

Bridging the digital divide

Equitable access to technology is a necessity in a world that prioritizes digital acuity. Over 40,000 households in Westchester have no internet service. The WCA is changing that and transforming Westchester into a tech-forward, inclusive region where businesses and communities can thrive together.

WCA's advocacy secured over \$1.5 million in grants to advance digital inclusion, funding initiatives like Connect Westchester to provide underserved communities with high-speed internet, digital devices, and access to the new economy.

Working with our partners, we are advocating for affordable connectivity at the federal level while calling on Albany to streamline complex broadband permitting and regulatory barriers to ensure faster and more reliable internet access across the state.

We advocate for the expansion of programs such as the Statewide Digital Equity Plan to ensure broader access to technology. With WCA's input, these plans will include utilization outcomes, not just physical buildout.



Connect Westchester program participants

“Digital connectivity is not just about infrastructure; it’s about creating opportunity. WCA’s initiatives help underserved populations access workforce training, telehealth, and the digital economy, driving long-term economic growth and equity across the region.”



John Emra
President, AT&T,
Atlantic Region



CONVERGE: The Hudson Valley
Digital Innovation Conference

ADVOCACY

Driving smart growth and housing action

Westchester's real estate market is central to its economic stability and quality of life. In 2024, the WCA's expanded efforts addressed the housing crisis, driving smart growth to meet the region's evolving needs.

Through our Real Estate Task Force, the central convening force for real estate stakeholders, we brought together municipal planners, developers, business leaders, higher education, nonprofits, and others to ensure that Westchester's real estate sector remained resilient and positioned for sustainable growth.

WCA's Welcome Home Westchester Coalition launched the "5 in 2025" local advocacy campaign, outlining five actionable steps municipalities can take to remove barriers, adopt housing solutions and support sustainable, affordable development. Partners include the Building & Realty Institute, Nonprofit Westchester, Regional Plan Association, Pace University Land Use Law Center, the Housing Action Council, Construction Industry Council, Westhab, Inc., and others.

“ *We need to address housing affordability and smart development to attract talent and business to Westchester. The WCA finds ways to get to 'yes' — for economic opportunities and a high quality of life.*



Jonathan Gertman
Senior Vice President of
Development, Northeast,
The NRP Group



The Halden apartments
in White Plains

» INNOVATIVE SOLUTIONS FOR HOUSING & GROWTH

3M+

SQUARE FEET
REDEVELOPED
OFFICE SPACE

45+

MUNICIPALITIES
TRAINED IN HOUSING &
CLIMATE EDUCATION

8,700

NEW HOUSING
UNITS BUILT IN
THE LAST 3 YEARS

5,600

ADDITIONAL
UNITS UNDER
CONSTRUCTION



Welcome Home Westchester
press conference

Preparing for a low-carbon future

With passage of the Climate Leadership and Community Protection Act of 2019, New York has embarked on an ambitious state-level effort to address climate change. The WCA is leading the charge to ensure that Westchester's businesses and communities are prepared for the transition to a clean energy economy.

We advocated for large-scale statewide projects and small-scale "behind the meter" local projects that align economic growth with environmental stewardship.

WCA pushed for state and federal assistance to ensure that the financial burden of sustainability transition is fairly distributed, enabling businesses to remain competitive while embracing clean energy solutions.

WCA empowered communities to embrace sustainable development through leadership on streamlining land use and zoning initiatives, addressing critical housing and climate challenges.



“Climate change is a challenge we can't afford to ignore — it impacts every sector of our economy. Embracing clean energy and resilient practices positions businesses for long-term success while driving growth and protecting our communities.”



Justin E. Driscoll
President & CEO,
New York Power Authority



WCA IN ACTION

» We get results

In 2024, the WCA cemented its reputation as the region's foremost convening organization, bringing together industry leaders, policymakers, and innovators to tackle critical challenges through dynamic events and educational programs. But we go beyond meetings. We act on the best ideas and drive change.

Susan Fox, President & CEO, White Plains Hospital
WCA Board Chair



WCA Real Estate Conference:
Climate & Resiliency



Francella Ochillo,
NTIA

Setting the agenda: Dozens of conferences, thousands of professionals

WCA's best-in-class conferences remain a powerful showcase of thought leadership, each featuring top experts.

New York State Labor Commissioner Roberta Reardon delivered an inspiring keynote at our Workforce Summit, underscoring the importance of apprenticeships and upskilling, while sharing strategies and resources to navigate labor market challenges.

CONVERGE: The Hudson Valley Digital Innovation Conference showcased advancements in technology and digital equity, with Francella Ochillo, Director of Public Engagement, National Telecommunications Information Administration (NTIA), emphasizing digital connectivity's role in fostering economic inclusion.

Our annual Real Estate Conference spotlighted sustainable development's role in combating climate change, with Luke Falk, COO of Clean Path NY, emphasizing the synergies between clean energy infrastructure and real estate.

Profit & Purpose, WCA's signature sustainable business conference, offered actionable strategies for businesses to embrace sustainability, with Stephen Hammer, Founding CEO of the New York Climate Exchange, highlighting cross-industry collaboration to drive innovative solutions.

“In Westchester, digital connectivity is an urban/suburban issue. From Yorktown to Yonkers, we must solve affordability and access. Our digital conference united federal, state, and local partners, showcasing a ready coalition.”



Meg Glander
Director of
External Affairs,
Crown Castle

WCA IN ACTION

Innovative programs with real-world impact

WCA delivered impactful programs during 2024 that addressed critical needs across an array of sectors, driving measurable results.

With Westchester County funding, WCA's **Healthcare Talent Pipeline Program (HTPP)** connected over 200 job seekers with healthcare careers, filling high-demand roles, generating \$18 million in economic impact and demonstrating a 16:1 return on investment.

The **Healthcare Career Launch Project**, led by WCA and funded by New York State, trained 50 job seekers for entry-level positions.

The **Career Pathways initiative** introduced students to diverse healthcare roles through panels with healthcare providers and high schools, paving the way for a strong talent pipeline and guiding young people toward fulfilling careers.

Regional career fairs, hosted in partnership with Westchester County, connected over 500 job and internship seekers with leading employers, helping to fill critical positions and strengthen Westchester's workforce pipeline.

Our Annual **World of Accounting and Finance** event connected professionals, educators and students to discuss career paths, networking and skill-building in a thriving industry.



Derek Anderson, Northern Westchester Hospital, Career Pathways event

» BUILDING THE TALENT ECOSYSTEM

325+
JOB SEEKERS
TRAINED

200+
CANDIDATES
PLACED

\$20M+
IN ECONOMIC
IMPACT IN
WESTCHESTER

16:1 ROI
OF WCA
TALENT
INITIATIVES



Regional Career Fair



Career Pathways initiative



Connecting people to the digital economy

Connect Westchester is an innovative public-private partnership with Westchester County and the STEM Alliance that tackles digital inequity by providing underserved communities with affordable internet access, digital literacy training, and connections to workforce development opportunities. Upon completion of the program, participants are better able to start a new business, upskill professionally, save, and better manage their money and personal finances.

» EXPANDING ACCESS AND TRAINING

5,000+
HOUSEHOLDS
REACHED

1,000+
PROGRAM
PARTICIPANTS

560+
RECEIVED TECH
TRAINING AND
DIGITAL DEVICES

150+
RECEIVED
FREE / LOW-COST
INTERNET

Connect WESTCHESTER



Westchester
County

THE STEM ALLIANCE

WCA
Westchester County Association
Strong Smart Growth

WCA IN ACTION

Knowledge that drives growth

WCA delivered a wide variety of educational forums and training programs throughout the year, providing practical strategies to tackle issues and thrive.

An All Access Cyber Series addressed the rise in cyberattacks, emphasizing proactive measures to safeguard businesses from digital threats.

Our Affordable Housing Bootcamp, developed with our **Welcome Home Westchester** partners, equipped newly-elected municipal officials with knowledge and resources to address housing shortages, with discussions on creative solutions like repurposing vacant office spaces for multifamily housing.

Our Westchester Municipal Climate Education Project, held in partnership with the **Pace Land Use Law Center**, was a first-of-its kind training program to arm municipal leaders with tools to integrate climate action and resiliency into zoning and land-use policies, fostering sustainable growth.

We launched our updated Clean Energy Portal, created in partnership with Pace University, with dozens of new resources and incentives to help businesses transition to a low-carbon future.



» CREATING A MORE RESILIENT WESTCHESTER

20+

MUNICIPALITIES
TRAINED ON CLIMATE
CHANGE AND
COASTAL RESILIENCY

19

MUNICIPAL CLIMATE
IMPLEMENTATION
PLANS INITIATED

100+

RESOURCES AND
INCENTIVES IN 2024
CLEAN ENERGY
PORTAL

\$27M

COUNTY FUNDS
DEDICATED TO
COASTAL FLOOD
MITIGATION





Essential tools and strategies for success

WCA's publications and guides provide tips, tools, and strategies to navigate challenges and seize market opportunities.

Created in collaboration with regional healthcare leaders and WCA's Healthcare Consortium, **our Healthcare Career Guides connected employers to candidates to fill critical positions** and helped job seekers find pathways to in-demand careers.

SKILLS Workforce Development Guide, a custom publication produced with Westchester County and Today Media, offered insights into workforce development, from career exploration to strategies for building a skilled local talent pipeline.

Scan this QR code to download resources and learn more:



Policy Playbook: guiding smart, sustainable growth

Westchester's communities face growing threats from extreme weather, flooding, and sea level rise. The WCA responded by updating its Policy Playbook, a collaborative resource developed with leading real estate experts, policymakers, municipal officials, and educational institutions. This comprehensive guide empowers municipalities and developers with proven strategies for implementing smart growth that balances economic and environmental priorities.

Created in partnership with the Pace University Land Use Law Center, the Playbook draws on local, regional, and national successes. With new chapters on clean energy and climate resiliency, the Playbook equips municipalities with tools to engage communities, streamline zoning and permitting, and implement best practices in sustainable development.

“ *The WCA's Policy Playbook with its real-world examples of successful, climate-resilient, energy-efficient projects, is an invaluable tool for the public and private sector. It's my go-to resource.*



Ashley Ley
Vice President, Municipal & Land Use Planning, AKRF

WCA Sustainable Business Conference



BELONG

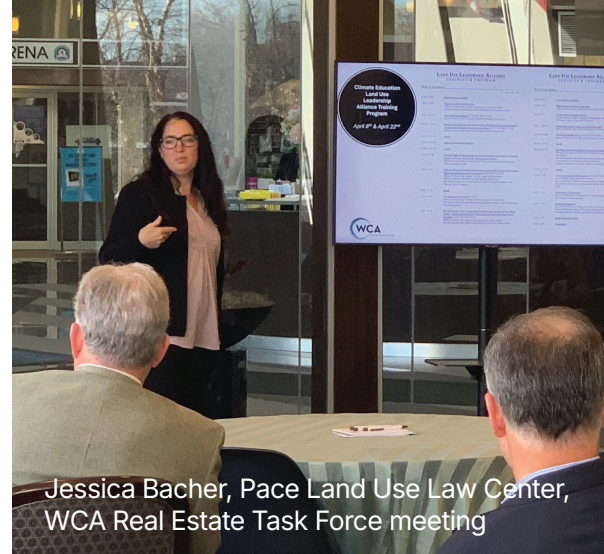
A large crowd of people in business attire is gathered in a modern, well-lit indoor space with large windows. The atmosphere is professional and social, with many individuals engaged in conversations. The scene is captured from a slightly elevated angle, showing the density of the group.

» Membership: the power of connection

Joining the Westchester County Association is one of the most impactful investments you can make for your organization and your community. WCA connects members to a powerful network of professionals, thought leaders, and policymakers, fostering collaboration and creating opportunities to shape the region's future.



WCA Summer Networking event



Jessica Bacher, Pace Land Use Law Center,
WCA Real Estate Task Force meeting

Benefits to help you meet your goals

Access to stakeholder-driven events: Attend conferences, summits, and roundtables tackling the region's most pressing issues.

Networking with a purpose: Work together and build relationships with professionals, community leaders, and policymakers.

Exclusive resources: Gain insights through data-driven reports, guides, and the Policy Pulse newsletter, which curates essential updates on New York politics and policies.

Company visibility: Increase your organization's profile through sponsorships, event participation, and WCA platforms.

Discounted event tickets: Enjoy reduced rates for both virtual and live events.

Committee engagement: Join committees that drive innovation and collaboration in key focus areas like healthcare, real estate, and sustainability.

Opportunities for young professionals: Participate in the New Leaders Roundtable, a platform for emerging leaders to build networks and develop leadership skills.

Join Us!

By joining the WCA, you become part of a network that shapes the future of the region. Moreover, your membership gives you the tools, connections, and resources to make a difference in your organization and your community.

Email info@westchester.org to learn more about membership and customize your package today!

“As a banker, lender, and local resident, I'm invested in Westchester's economic betterment. The professionals I work with through the WCA are among the most influential — people who drive change and overcome challenges.”



Melinda White
SVP & Director,
Middle Market
Banking Metro NY,
Popular Bank

Westchester County Association

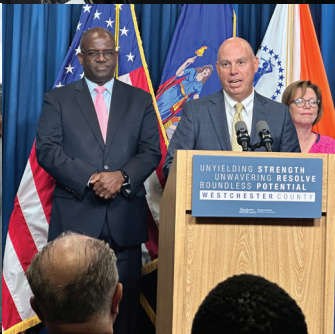
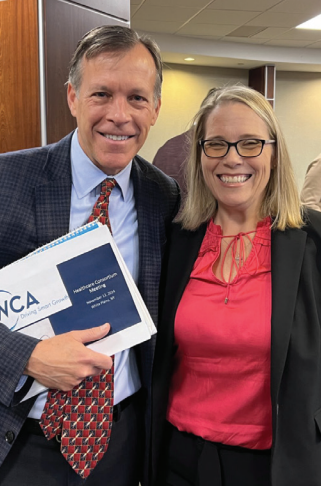
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Westchester County Association

1133 Westchester Avenue Suite S-217
White Plains, New York 10604

info@westchester.org
914-948-6444
westchester.org

WCA Staff

Michael N. Romita, President & CEO
Amy J. Allen, Vice President
Jason Chapin, Director, Workforce Development
Melissa M. Luzzi, Manager, Events & Membership
Cathy Bligh, Finance Manager
Jill Gettinger, Manager, Membership Engagement
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