

# Pattern's Progress

A monthly update on where Pattern has been and where we are going August 2017

HUDSON VALLEY  
PATTERN  
for  
PROGRESS

## National and Local Housing Experts Talk about Rejuvenating Communities

Pattern For Progress' Center for Housing Solutions and Community Initiatives is bringing together national and local housing experts at a September 14<sup>th</sup> forum to outline how to increase and improve housing in the valley's urban areas-- an important component in helping rejuvenate communities and a goal of Pattern's Urban Action Agenda.

"Housing in Urban Centers: What It All Means," will be held at Anthony's Pier 9 in New Windsor from 8 a.m. to 2 p.m.

The overall goal of the forum is to expose people to tools, examples, and methods of successful urban revitalization strategies that can be utilized in small cities. We hope to reach this goal by hearing from the following speakers and the tools, examples and methods they plan to share:

### Jonathan Rose, President, Jonathan Rose Companies and author of "The Well-Tempered City."

- Tools for long range planning that are inclusive of climate change, increase in urban population, resource scarcity, lack of affordable housing, and inequality
- The necessity of integrating housing, health, education, transportation, open space and healthy food to regenerate communities that grow opportunity for their residents.

### NeighborWorks America presents a panel comprised of Joan Straussman Brandon, Northeast Regional Vice President,; Paul Singh, Director of community stabilization; and Lynn Peterson, senior relationship manager

- The necessary factors for successful urban revitalization that includes equitable development and current model communities
- National examples of how Low Income Housing Tax Credit single family homes can be converted to homeownership
- Methods of preserving existing housing stock
- Outcomes of the Working Cities Challenge in Massachusetts, next steps, and parallels to Hudson Valley Cities

### Diane Yentel, CEO of the National Low Income Housing Coalition, will provide perspective on population segments sometimes left behind amid housing growth.

- Housing policy updates from Washington DC
- Using wage data to show need for affordable housing on local level

### Tiffany Manuel, vice president of Enterprise Community Partners

- Best ways to frame the need for affordable housing and services in public meetings
- How the Opportunity 360 tools can be best utilized to verify the need for and create neighborhoods of opportunity



Pattern's Regional Housing Award for Excellence will be presented to Kevin O'Connor, CEO of RUPCO, Inc., a Kingston-based nonprofit that advocates for quality, affordable housing and community development.



## Pattern welcomes Evan Menist as Planner and Fellows Alumni Coordinator >>>



Evan joins the team as a Junior Research Planner and also the Pattern Fellows Alumni Coordinator. Prior to joining Pattern for Progress, Evan spent four years working in various roles at Marist College in the Information Technology department where his innovative management skills allowed him to improve efficiency in the department while enhancing services. Evan has his B.A. in Political Science as well as his Master's in Public Administration from Marist College.

Evan will work closely with other members of the staff on the Regional Fellows Program as well as assisting with the organization's technology, working on various projects, and community engagement. As the Pattern Fellows Alumni Coordinator he has started to work on strengthening relationships with the Fellows Alumni: creating a new newsletter for Alumni and on the development of an Alumni Directory. Many of the Alumni are working with Pattern to assist us in our work on education and will be helping us learn more about the school districts in the Valley by sharing information from their home districts. To learn more, contact Evan at [emenist@pfprogress.org](mailto:emenist@pfprogress.org)

## DO YOU HAVE WHAT IT TAKES?

Recruitment has begun for the 2017-2018 Pattern Fellows program, and now is your chance to join the growing ranks of this celebrated and rewarding program! The prestigious Pattern Fellows program, now in its 11th year, has graduated over 240 innovators that include corporate managers, academic leaders, nonprofit executives and municipal officials who now have their own Fellows Alumni network.

Does someone you know have what it takes to be a Pattern Fellow? Pattern needs your help to recruit what could be the biggest and brightest class yet. [Contact Evan](#), or call the office at (845) 565-4900 with any referrals. Based on the amount of applications we have already received there will be a very competitive selection process this year. More information can be found on the Pattern For Progress website at: by clicking [here](#)

### Forum continued:

Register now to learn from experts in the community development and urban revitalization fields as to how best apply this knowledge within the Hudson Valley.

### TO REGISTER:

Register at [Pattern-For-Progress.org](http://Pattern-For-Progress.org) or call (845) 565-4900.

Registration is \$75 for Pattern members; \$85 for non-members; and \$55 for elected and appointed officials and employees of local governments. The fee for communities and officials within Pattern's Urban Action Agenda is \$50.



[Click Here for Agenda](#)

# Pattern's Progress - MEET THE BOARD

**Joan Cusack-McGuirk**  
President, St. Luke's Cornwall Hospital (SLCH)

**Why are you, and your business, based in the Hudson Valley?** There is a special element to the Hudson Valley that doesn't exist everywhere; it has a rich history, one that SLCH is proud to be a part of. We are focused on improving the health and well being of our friends and neighbors. Working as a team to bring about not only cutting edge health care but also new revenue streams, new businesses that will increase job opportunities and much more. I've raised my children here, and spent most of my adult life in this region.

**How does your business help quality of life in the valley?** SLCH is considered a 'vital access provider', which means we are essential to the health of many who reside in the city of Newburgh. However it goes beyond that, as a community hospital, the work that we do to improve the well being of those around us has a direct impact on the lives of so many people in the region. We are working diligently to improve the overall health of the population we serve. As healthcare providers we're taking a proactive approach to health.

**What new initiative helped your business grow in the past year?** Our partnership with the Montefiore Health System has been an instrumental piece of expanding SLCH programs and services. We're working in a population health model, one that grows our efforts from inside the hospital, to proactive and aggressive work in the community. Community engagement efforts have particularly expanded our business as well. Education and screenings at SLCH have grown tremendously, promoting the great work being done by our team, both near and far.

**The valley is constantly changing. What best practice would you share to make the most of that evolution?** The willingness to change with such evolution is so important. We, as business leaders, have to constantly be willing to think about a new and improved way of doing things. The approach in which we took yesterday, is not necessarily going to be successful tomorrow. This has been particularly true in healthcare delivery. We've seen such tremendous transformation in the last few years.

**Briefly describe the Hudson Valley in five years, 2022.** The Hudson Valley will be an example for New York State as a whole to follow by way of business development. We are a hub for so many industries, and rapid change is occurring at the local and regional levels. We will see an increased job market, thanks to the many businesses that are coming to the Valley. The expansion of Stewart Airport will have a major impact as well as the further advancement of healthcare and regionalization of services which will change the care delivery system, in ways yet to be imagined. This is such an exciting time to be a part of such change!

**In addition to "work," "play" counts, too. Something fun folks should know about you or your business?** I enjoy spending my time with my family; my wonderful husband, John, our 7 children and our 9 grandchildren (soon to be 10). We love our family get togethers...I had a dining room table built so our entire family can sit together at dinner!

**Your advice on how to ensure a strong workforce?** It all starts with respect and trust. To ensure a strong workforce, you must understand not only the business, but the people. It's not the 'brick and mortar' that 'get you there'...it's the people. The human element is so important. Taking time to know your colleagues, listening to their perspectives, encouraging diversity in thought process and always, always, leading by example.

**What was your first job?** When I was high school and college I worked as a nurse's aide as well as a waitress...both served me well!

**Why have you chosen to support Pattern for Progress?** I firmly believe in the mission of Pattern for Progress. The dedication to the broad ranging development of the Hudson Valley is crucial and something that everyone should stand behind. The economic, and overall growth that is occurring throughout the Hudson Valley in large part because of the work being done in partnership with Pattern for Progress and I am honored to be a part of such an incredible organization.



**Graham Trelstad,**  
Sr. vice president/Director of Planning, AKRF, Inc.

**Why are you, and your business, based in the Hudson Valley?**

The Hudson Valley is unique – it is linked to the NYC metropolitan market, but has its own distinct cultural, economic, and environmental identity. In the early 1990s, AKRF realized we needed to have a local presence to provide the core environmental, planning, and engineering services we first built in NYC to the Valley's communities and community builders.

**How does your business help quality of life in the valley?** Our services enhance the physical, environmental, and economic well-being of our communities. Whether we provide comprehensive planning services to a small village or engineering of green infrastructure for a regional transportation agency, it all adds to quality of life.

**What new initiative helped your business grow in the past year? The valley is constantly changing. What best practice would you share to make the most of that evolution?** Recently, AKRF has integrated "green technology" into just about everything we do. Our infrastructure and our regulations need to keep pace with the local businesses and communities seeking to become more sustainable and resilient. And we must constantly improve upon what has come before.

**Briefly describe the Hudson Valley in five years, 2022.** We have only scratched the surface with technological improvements in our communities. As we embrace 21st century technologies we will discover new and creative ways to engage in place-making that will connect us in more profound ways to our physical and cultural environment.

**Your advice on how to ensure a strong workforce?** Be open to new ideas and, especially, new ways of doing things. Don't presume to know everything.

**What was your first job?** During summers in college I worked for the Appalachian Mountain Club in the White Mountains of New Hampshire. I worked 16-hour days cooking, cleaning, packing 80 pound loads on my back, and doing search and rescue. Never knowing what challenge awaited me around the next bend has helped me manage the unexpected.

**Why have you chosen to support Pattern for Progress?** Pattern's mission and approach to community planning closely mirrors my own preference for regional planning and collaboration. Pattern's expertise and position as an independent knowledge-broker provides an invaluable resource to the Valley as we work together to build its economy and protect its special culture and environment.

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