

## Pattern Scores a Touchdown at Annual Reception

Boomer Esiason, Bonnie Bernstein, Syndee Winters entertain crowd of over 400 guests on Nov. 8th



**Top:** Broadway star Syndee Winters performs with the Roy C. Ketcham choir from Wappingers School District **Bottom:** Sports Journalist Bonnie Bernstein interviews NFL great Boomer Esiason

Pattern's Annual Reception is the biggest event we host each year. Ever since we celebrated our 50th anniversary two years ago, we've been determined to make this event bigger, better, and more fun for all who attend. Last year we were joined by New York Yankees legend Bernie Williams, who wowed with tales of his sports career and performances of his own musical creations. This year, guests at the annual reception were again treated to an evening of music and sports. Broadway singer Syndee Winters, who has starred in the megahits *Hamilton* and *The Lion King*, gave energetic performances of songs from these shows, joined at times by students of the Roy C. Ketcham High School Chamber Choir from Wappingers School District. Following Winters' performance, the evening's star guest, former NFL quarterback and sports talk radio fixture Boomer Esiason took the stage with sports journalist Bonnie Bernstein. The two had a long, engaging, and wide-ranging conversation, with Bernstein prompting Esiason to discuss leadership lessons from his NFL career, his time as a popular radio host, and his work as a national figure in the fight against cystic fibrosis. The rapport between the two special guests was clear, and led to a highly entertaining and insightful discussion.

Ulster County Executive Mike Hein and Assemblywoman Aileen Gunther and Stewart Airport General Manager Ed Harrison were the evening's honorees. Pattern extends our tremendous thanks and gratitude to all of the sponsors of this wonderful event and to all the guests who attended. See you next year!



Pattern President and CEO Jonathan Drapkin, Honorees Ulster County Exec. Mike Hein and Assemblywoman Aileen Gunther, Pattern Board Chairman Mike Turturro, and Honoree Ed Harrison, General Mgr. of Stewart Airport

## Pattern Awarded \$60,000 to Create Strategic Plan for Poughkeepsie Innovation District



Main Street in downtown Poughkeepsie is part of the area proposed for an Innovation District to attract new jobs, residents and business investment to the city

Pattern received exciting news earlier this month when the recipients of grants through this year's Consolidated Funding Application (CFA) were announced. Our application to prepare a feasibility study and create a strategic plan for the new "Innovation District" in downtown Poughkeepsie was approved. Pattern will be receiving \$60,000 from the Strategic Planning and Feasibility Studies Program of Empire State Development to evaluate the feasibility of establishing a "Center for Entrepreneurship" and other strategies to boost investment in the city's new Innovation District zone.

"With four colleges, two hospitals, and IBM all within a few minutes of downtown, we at Pattern have long believed that Poughkeepsie has a tremendous opportunity to become a major regional hub for innovation and technology, and a center of 21st Century jobs," said Jonathan Drapkin, Pattern's President & CEO. "We are excited to study how best to turn this vision into reality and thankful that NY State chose to fund this important regional project."

## Pattern's Joe Czajka Joins Community Preservation Corp. Panel in Middletown

On December 1, Senior VP Joe Czajka joined the Main Street Summit sponsored by the Community Preservation Corporation to moderate a panel dedicated to successful projects and programs in the City of Middletown. Czajka discussed the importance of building Public-Private Partnerships in order to leverage resources toward the revitalization of the urban centers. Panelists discussed how they collaborated with the City of Middletown to open their businesses and repurpose once vacant and blighted buildings. The city's Community and Economic Development team led by Mayor DeStefano has been essential to the success of the revitalization efforts. Middletown was awarded \$10 million in state funds from the Downtown Revitalization Initiative last year.

## Pattern's Progress - MEET THE BOARD



**Rick O'Rourke**  
Principal Member, Keane & Beane P.C.

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

I came to the Hudson Valley when I accepted the position as the very first Director of Career Development and Alumni Relations at SUNY Purchase—the College was brand new. I thoroughly enjoyed Westchester because of its natural beauty, abundant activities and easy access to NYC. After completing law school, I wanted to stay in the area and I was fortunate enough to find employment with a then brand new law firm, where I have remained for 37 years.

### How does your business help quality of life in the valley?

We serve our clients, including Fortune 100 corporations, Mom & Pop businesses, 25 school districts, half a dozen municipalities and hundreds of clients who need help with Medicaid applications, estate planning, zoning, real estate, and litigation. Our attorneys donate hundreds of hours to non-profit organizations that help the needy.

### What new initiative helped your business grow in the past year?

A renewed, intensified focus on our core strengths -- teamwork, mentoring, and collaboration among all attorneys within our firm. This philosophy allows our firm to provide high quality, "value added," and cost effective services for clients.

### The valley is constantly changing. What best practice would you share to make the most of that evolution?

Become involved in organizations that you like and are invested in the Valley. By involvement, I mean participation in leadership, in committees, and become a catalyst for positive change.

### Briefly describe the Hudson Valley in five years, 2022.

Older!! Not only the population, but the infrastructure. Housing needs will change; there will be a more environmentally conscious population with greater demand for health care & health care workers.

### In addition to "work," "play" counts, too. Something fun folks should know about you or your business?

Our attorneys share a sense of humor and fun. We often rent a bus and take in a ball game. We've had the firm name on scoreboards! I am still somewhat of a competitive golfer.

### What was your first job?

I was a caddy at Southward Ho Country Club in Brightwaters, Long Island. You learn that customer service counts as a caddy.

### Why have you chosen to support Pattern for Progress?

Its mission and people. I believe Pattern makes a positive contribution to the quality of life due to its professional, non-partisan and non-provincial approach to identifying and addressing issues, and seeking and formulating strategies and solutions.



**Aimee Vargas**  
Region Director, State Affairs  
Anheuser-Busch

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

Anheuser-Busch's Metal Container Corp. (MCC) has been in the Town of New Windsor for nearly 30 years. We are proud to be part of a community that is vibrant, committed to economic development, and provides access to a talented, educated workforce. We look forward to celebrating our 30<sup>th</sup> anniversary in 2018 and being part of the Hudson Valley for a long time to come. On a personal level, I moved to the Hudson Valley about 10 years ago to raise my family and I have not regretted it since!

### How does your business help quality of life in the valley?

For nearly 30 years, MCC has provided quality jobs to New Windsor and the Hudson Valley. We have partnered with local organizations like Pattern and sponsored events like New Windsor Day to support local initiatives and reinforce our commitment to our community.

### What new initiative helped your business grow in the past year?

The Newburgh plant has been leading innovations since 1988 for Metal Container. In addition to large capital investments over the past 5 years for the shaped can and 25oz can capacity, MCC Newburgh underwent a conversion late 2016 to start producing 16oz cans.

### The valley is constantly changing. What best practice would you share to make the most of that evolution?

At Anheuser-Busch we pride ourselves in being a company of owners who are never satisfied with our results. We are constantly reviewing ways to improve our operations based on the needs of our consumers. Despite being a global company, we remain flexible enough to make changes that move our company and our industry forward.

### Briefly describe the Hudson Valley in five years, 2022.

My hope is that the Hudson Valley continues to be a wonderful place to raise a family and be home to our manufacturing facilities.

### In addition to "work," "play" counts, too. Something fun folks should know about you or your business?

WE LOVE BEER! When had responsibly, what could be more fun than beer?!

### What was your first job?

When I was a freshman in high school, I worked at Workman Cycle, the oldest bicycle manufacturer in the country. I learned to file, answer phones and interact with customers and vendors. It was a wonderful experience that taught me the basis of the skills I still use today in my professional endeavors. It also taught me the importance of manufacturing in our communities.

### Why have you chosen to support Pattern for Progress?

Anheuser-Busch has a long history of working in partnership with key community organizations, so it was an easy decision to support Pattern. The organization's work on infrastructure, education, housing, and economic development is critical to shaping the future of a community we intend belong to for a long time come. We are proud to be a part of the Pattern Team. Plus, who doesn't love Jonathan, Robin and the entire Pattern staff!