



NEW YORK STATE SENATOR

Jeffrey D. Klein

## Sen. Klein Swears In Woodlawn Heights Merchant Association Officers

JEFFREY D. KLEIN December 19, 2011

| ISSUE: **SMALL BUSINESS**



### *New Officers Cap Off Successful First Year*

**WOODLAWN HEIGHTS, BRONX, N.Y.** – Senator Jeffrey D. Klein visited and swore in the newly elected officers of the Woodlawn Heights Merchants Association last Thursday evening. The Association was organized earlier this year through the efforts of the Senator's office and Kingsbridge-Riverdale Van Cortlandt Development Corporation (KRVC). They held seven organizational meetings and, just last weekend, hosted it's first Holiday Festival.

The event drew more than 200 Bronx residents to Katonah and Webster Avenues, where they took part in children's activities and did a little holiday shopping in Woodlawn-area stores.

Now, with their newly elected officers in place, the Woodlawn Heights Merchant Association will be able to plan for future events and bring important community and business interests that affect their businesses forward. The new officers are:

- **Mitch Rose** of Woodlawn Cemetery, President
- **Shawn Nealis** of Emerald Pharmacy, Vice President
- **Anita Vetrano** of Country Bank, Treasurer;
- **Dominick DeCicco** of Woodlawn Heights Family Market, Recording Secretary;
- **Deirdre Rief** of The Corner Scone, Corresponding Secretary

"I have always believed that in order for a community to stay strong, their merchant strip must also be vibrant. The Woodlawn Merchants will be the voice of the merchant strip in accomplishing this important task." said Senator Klein "I look forward to working with Mitch in his team to keep Woodlawn one of the best communities of the Bronx. I'm also deeply appreciative of the work KRVC has done to make this day possible, their efforts were absolutely essential in getting us to this day."

"KRVC is committed to merchant organizing in all the communities we serve. I am very pleased with all our progress in Woodlawn and look forward to working in partnership with State Senator Klein and the Merchants Association to do more great work in the community" from Tracy Shelton Executive Director of KRVC

“We were thrilled with the participation of the merchants and the community for our formation and our holiday event. We are excited for the future events that we will plan together for the benefit of everyone in Woodlawn.” from Mitch Rose, President of the Woodalwn Merchants.

Those interested in joining the Woodlawn Merchants can come to their next monthly meeting on January 26<sup>th</sup> 2011 at 7pm at Country Bank at 4249 Katonah Avenue, Bronx, New York, 10470.