

White Plains Road BID Members

- A&A Gift Jewelry Store
- AAA Bronx Cleaners
- ABC Parking Corp.
- Alco Shoe Corp.
- Amalgamated Bank
- Anthony & Sal's Catering
- Apple Bank for Savings
- ASSOCIATED Foodmarkets
- The Avenue Plus
- Bank of America
- Baskin Robbins
- Best 99 Cent Store
- Bolton's Women's Wear
- Burger King
- BX Sports
- Capital One Bank
- Café Colonial Restaurant & Grill (Latin Caribbean Cuisine)
- Chase Bank
- Comprehensive Home Care
- Continental Hair Design
- Cool Jeans
- Creston Optical
- CUNY Prep Transitional High School
- CVS
- The Dental Center
- Designer Optical
- Dollar King Furniture
- Dress Barn
- Dunkin' Donuts
- Excelsior Training Center
- Exclusive for You
- FastBreak (Jeans, Sneakers & Sportswear)
- Foot Locker
- fye Music/Video
- Game Station, Inc.
- Game Stop
- Gem Stores
- Geo America Financial Corporation
- GNC General Nutrition Center
- Good 'n Natural Health Food Store
- Gothic Cabinet Craft
- Icey Dreams
- Islamabad Halal Meat and Grocery
- Island Furniture of Pelham Parkway
- Joy 21
- Kennedys Chicken and Sandwiches
- L & M Furriers
- La Pentola Pizzeria & Italian Restaurant
- Lily Nails
- Mary's Unisex Salon
- McDonald's
- Merry Deli
- Metro PCS
- Monami Discount Liquor, Inc.
- Montefiore Medical Center
- New EZ Wireless
- NUR Furniture
- Okey Dokey Beauty Supply
- Pay-O-Matic
- Payhalf Stores
- Payless Shoe Source
- Pelham Auto Driving School (Auto Insurance, Notary)
- Penna Architect, P.C. (Architecture, Design, Planning)
- Petland Discounts
- Pizza Express (Pizza and Pasta)
- Pizza Hut
- Pretty Girl
- Pro Beauty Supply
- Proland
- Radio Shack
- Rainbow Diner
- Rainbow Shops
- RAWAL RAVAIL Restaurant (Pakistani, Indian, Bangladeshi Cuisine)
- Rite Aid Discount Center
- Rite Aid Pharmacy
- Royal Variety
- Save Rite Supermarket
- Star Furniture
- Star Gate & Lock
- Sterling Optical
- Studio 2180 Ladies' Boutique
- Szechuan Kitchen

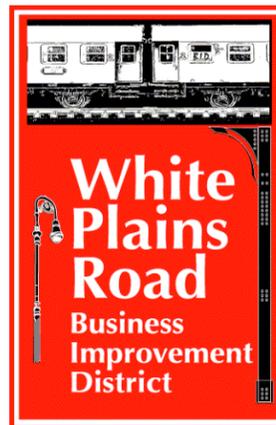
- TD Bank
- T-Mobile
- Taco Bell
- Ultimate Studio Martial Arts
- USPS, Parkway Station
- Utopia Home Care, Inc.
- Verizon Wireless
- W.P. Newstand
- Weekend
- White Plains Road Municipal Parking Field
- Wong's Nail

Upcoming Holiday Celebrations

White Plains Road BID is again providing a lighting display for the holidays; the lights will be lit from Thanksgiving to New Years. Also, look for Santa Claus on the following weekends:

- December 4/5
- December 11/12
- December 18/19

Complements of the BID; Santa will be distributing candy courtesy of Amalgamated Bank.



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Pelham Parkway Business News

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VOLUME 1 - FALL 2010

Executive Director's Message	1
Bronx Born and Raised Lynn Diagostino Returns to Manage Amalgamated Bank's New White Plains Road Branch	1
49th Precinct Works with its Neighbors To Reduce Crime and Improve the Quality of Resident's Lives	2
Interview with CEO Vincenzo Cafaro of BX Sports	3
White Plains Road BID Members	4

Executive Director's Message

Today, we are introducing you to our Pelham Parkway News, which is White Plains Road Business Improvement District's newsletter. With assistance from Amalgamated Bank, we plan to produce a quarterly newsletter about the businesses, people and local community organizations in our neighborhood.

In our first issue, we talk with Captain Kevin V. Nicholson, who leads the New York City Police Department's 49th Precinct. Also, visit with Vincenzo Cafaro, the owner and founder of BX Sports. The company's three stores carry one of the widest ranges of footwear and urban dress clothing in the region.

You will also read about Amalgamated's new branch at 2178 White Plains Road. Members of the BID, friends in the community, and local civic and government leaders are invited to the official ribbon cutting ceremonies that will be held at the branch in early November.

In addition to current events, I wanted to review the White Plains Road BID's important role in our neighborhood. Our BID was established in 1993 to augment New York City services in sanitation, local marketing and advertising, holiday promotion and neighborhood beautification.

For example, the BID provides a uniform street cleaner who sweeps the sidewalks and curbs twice a day in front of storefronts, businesses and offices along White Plains Road. He also regularly empties refuse containers along our sidewalks.

To build greater awareness of local merchants and White Plains Road as shopping destination, the BID has developed a comprehensive year-round advertising campaign. Our TV commercials appear many times a day on Bronx Cablevision, and the 30-second spots contain information about the BID and White Plains Road retailers and businesses. During the course

of the year, viewers from across the Bronx see over 3,000 commercials presented by the BID.

During the last few months, we have updated and expanded our website www.pelhamparkway.com; on average the site gets about one million visits each year.

At holiday time, the BID installs customized rope lighting, which is the focal point of our streetscape celebration. We also provide a Santa Claus in full costume who walks up and down the street distributing candy, posing for pictures and keeping an eye on activities in front of each store.

Throughout the year, our BID members can point with pride to the attractive banners, which appear on the historic-style lampposts that line White Plains Road.

And, our organization works closely with Captain Nicholson and police officers of the 49th Precinct as well as Community Planning Board II to discuss, take action and solve neighborhood problems.

Please look through your newsletter. We welcome your input and suggestions on how we can improve it. I would like to thank Amalgamated Bank for their contributions in creating this issue and future editions.

Most importantly, please contact us whenever you have problems that we can assist you with or want to make a suggestion. Thank you.

Yours truly,

Lawrence Prospect

Lawrence Prospect

Executive Director

White Plains Avenue Business Improvement District



Lynn Diagostino is returning to her Bronx roots to manage Amalgamated Bank's White Plains Road Branch.

Bronx Born and Raised Lynn Diagostino Returns to Manage Amalgamated Bank's New White Plains Road Branch

Daughters of the Bronx sometimes wander from their neighborhood, but some return to the roots that were the foundation of their future success.

Bronx-born Lynn Diagostino has come home to manage Amalgamated Bank's newest branch at 2178 White Plains Road in the Pelham Parkway neighborhood. One of the Bank's top performing retail banking managers, Ms. Diagostino brings years of experience, enthusiasm, and a high energy level to her new position. Also, she is passionate about the Bronx and that spirit will help her quickly make a difference in the community.

"Lynn wanted to come back and serve the community that she loves," said Amalgamated Bank's Senior Vice President and Director of Retail Banking George Maloney. "She has worked with many community-based organizations and plans to be actively involved with the White Plains Road Business Improvement District and other local groups as well."

Before moving to her new branch in the Bronx, Ms. Diagostino managed Amalgamated's flagship branch on 14th Street in Manhattan from its opening in 2006.

49th Precinct Works with its Neighbors To Reduce Crime and Improve the Quality of Resident's Lives

Taking timely and judicious action to keep people safe on White Plains Road and the surrounding neighborhoods is one of the primary duties of the New York Police Department's (NYPD) 49th Precinct. This duty is performed successfully under the watch of Captain Kevin Nicholson who is the Commanding Officer of the Bronx's 49th Precinct. Recently, we spoke to Captain Nicholson who talked about improving the quality of life for people around the Precinct.

Captain Nicholson came to the 49th Precinct last April to make a difference. He brought 18 years of experience with the NYPD to the community. With the assistance of many NYPD superior officers and a larger number of police officers, Captain Nicholson is focused on reducing crime and improving the life of individuals and families who live and work around the Precinct. Also, his efforts encourage people to shop in the community and visit family and friends who live in the area.

Coordinated efforts by the police and community have succeeded in reducing crime around the 49th Precinct, but of course incidents do occur. These incidents cause Captain Nicholson to spend much of his day

and part of each evening reviewing reports filed by police officers as well as monitoring communication between dispatchers and patrol cars. He also tracks the status of complaints called in by residents to New York City's 311 phone number. These concerns include a noisy neighbor, vehicles illegally parked, or a broken traffic light.

To help out in other ways, the White Plains Road Business Improvement District (BID) works closely with Captain Nicholson, his superior officers and officers on the beat. BID members know that men and women will come to White Plains Road as long as they are relaxed when shopping, strolling, eating or talking with friends. The BID makes every effort to keep the sidewalks swept and clean while a visible, yet subdued, police presence on the block reinforces a sense of security.

In addition, representatives of the 49th Precinct meet regularly with numerous civic, community and neighborhood groups. For example, the Precinct Community Council meets at different neighborhoods on the last Tuesday of each month at 7:30 p.m. to discuss the area's concerns that need to be resolved.



White Plains Road BID presented the 49th Precinct with the banner that pays tribute to the fallen heroes of September 11th.

Ongoing community outreach and daily reports from frontline officers provide Captain Nicholson with raw data to develop effective actions plans. An important objective is to quickly identify an increase in such nuisance crimes as car break-ins, acts of vandalism or more serious criminal activity. When the Precinct observes a series of incidents occurring in one area, the police respond by stepping up patrols and surveillance in that neighborhood.

Then, the Precinct moves fast to prevent crime, sometimes with help from neighbors. Acting quickly, patrol officers find the perpetrators and bring them in before they move their illegal actions or nuisance activities somewhere else. Neighbors can play a key role in helping the process by acting on the message: "If You See Something, Say Something" to the 49th Precinct.

Cooperation between the community and the 49th Precinct gives the police an edge over lawbreakers. And, that is a very worthy goal for everyone to aspire to each day. 🗳️



As the Commanding Officer of the 49th Precinct, Captain Kevin V. Nicholson is focused on deploying police resources to improve the quality of life for people who live, work and visit the community.

Interview with CEO Vincenzo Cafaro of BX Sports

Nike, the world's leading supplier of athletic shoes, recently selected BX Sports as the exclusive retailer for the limited edition Nike Air Force/Bronx Quickstrike sneaker. One of many reasons BX Sports was chosen to introduce the Bronx Quickstrike is the retailer's reputation as a trendsetter. The store serves a loyal and large group of men, women, teens and children who rely on BX Sports to provide them with the latest athletic shoes, fashion footwear, boots, sandals and accessories.

We recently spoke with BX Sports' CEO Vincenzo Cafaro about his amazing journey from an 800-square-foot storefront on White Plains Road to a business with four retail stores in the Bronx and one in New Jersey.

Today, BX Sports' flagship store at 2181 White Plains Road covers 3,500-square feet.

PPBN: How did you get your start in the retailing business?

Vincenzo Cafaro : At 15, I began working as a part-time stockroom helper in a busy retail store. Eager to learn and ready to work hard, I began to earn the storeowner's confidence and support. Within two years, I was managing a store and building a career as a retailer.

Also, I realize how important it is to pay attention to details, which can differentiate our store from all the others. For example, it quickly became clear to me that when a sales team is passionate about serving customers, then the energy level increases in the store, making the location a more exciting place to shop.

PPBN: When did you open the first BX Sports store?

VC: In August 1997, I opened the first BX Sports in a small storefront on White Plains Road. Even though I was just 22 years old and had much to learn, I believed in my ability to at least get started as an independent retailer.

The first store carried urban fashions and athletic footwear. Later, we opened a second storefront; one location carried clothes for men and women and the other specialized in footwear from such major brands as Nike®, Converse®, Puma®, addidas®, Reebok and others.

After a few years, we shifted our retailing focus and concentrated on merchandising high performance athletic shoes as well as boots from Timberland and other leading footwear companies. Today, BX Sports also sells sunglasses, flat brim caps, Kangol® hats, backpacks, accessories and custom-made t-shirts and outerwear.

PPBN: What are some factors that have contributed to BX Sports' continuing success?

VC: First, everyone at BX Sports is focused going above and beyond for our customers. One of the ways we meet and exceed our customers' expectations is by looking for new trends and what's hot.



BX Sports recently introduced its custom-designed version of the classic varsity jacket.

For example, our customers know that we will always have the latest footwear from the top brands. When Nike or any of the leading footwear companies launch a new line of sneakers, which feature new, high-tech materials, bold colors or innovative design, our customers know that BX Sports will be one of the first stores in New York City to have the merchandise.

Also, we strive to develop and build exceptional relationships with the leading footwear suppliers. My former boss and mentor, Myron Schwartz, graciously shared his expertise with me. He coached and guided me on how to interact with the leading footwear suppliers and distributors. And, his guidance has served BX Sports in many important ways over the years. Our top buyers continue to apply and follow Myron's advice.

PPBN: What else sets BX Sports apart from its competitors?

VC: Our employees help us stand out in New York City's very crowded and highly competitive retail environment. Many of our employees have worked with BX Sport for years. We have developed a strong team in each store and increased employee retention by recognizing each person's accomplishments in sales, customer service, merchandizing and many other areas.

PPBN: Who are some of the key people who work with you to make BX Sports a success?

VC: People who helped make us a success include: Nelson Martinez, Alberto Cafaro, and Angelo Cafaro.

PPBN: What lies ahead for BX Sports?

VC: We will continually focus on enhancing the experience that customers have when they visit BX Sports. In many ways, finding new strategies to raise our performance is one of the most important challenges we face.

Of course, we listen carefully when customers ask us about adding more footwear brands. Recently, we started to carry the Polo Ralph Lauren® line of sports boots and Asolo® hiking boots. Both are internationally recognized brands that are known for their extraordinary quality, styling and comfort.

Today, the footwear brands at BX Sports cover a wide range from Hush Puppies to Timberland and many more. We keep updating the footwear as manufacturers introduce shoes, sneakers and boots that are lighter weight and more durable and feature colorful materials.



BX Sports carries the world's most popular brands of athletic shoes and footwear.

Also, we are looking for new ways to raise the pulse at our BX Sports stores. We are changing the music, creating new displays, developing more custom-made items and offering footwear for everyone.

And, we are always on the hunt for what's new and next in footwear, and many times our customers tell us about the latest trends in footwear. And that's cool because customer loyalty is a factor that helps BX Sports thrive. 🗳️

over flow