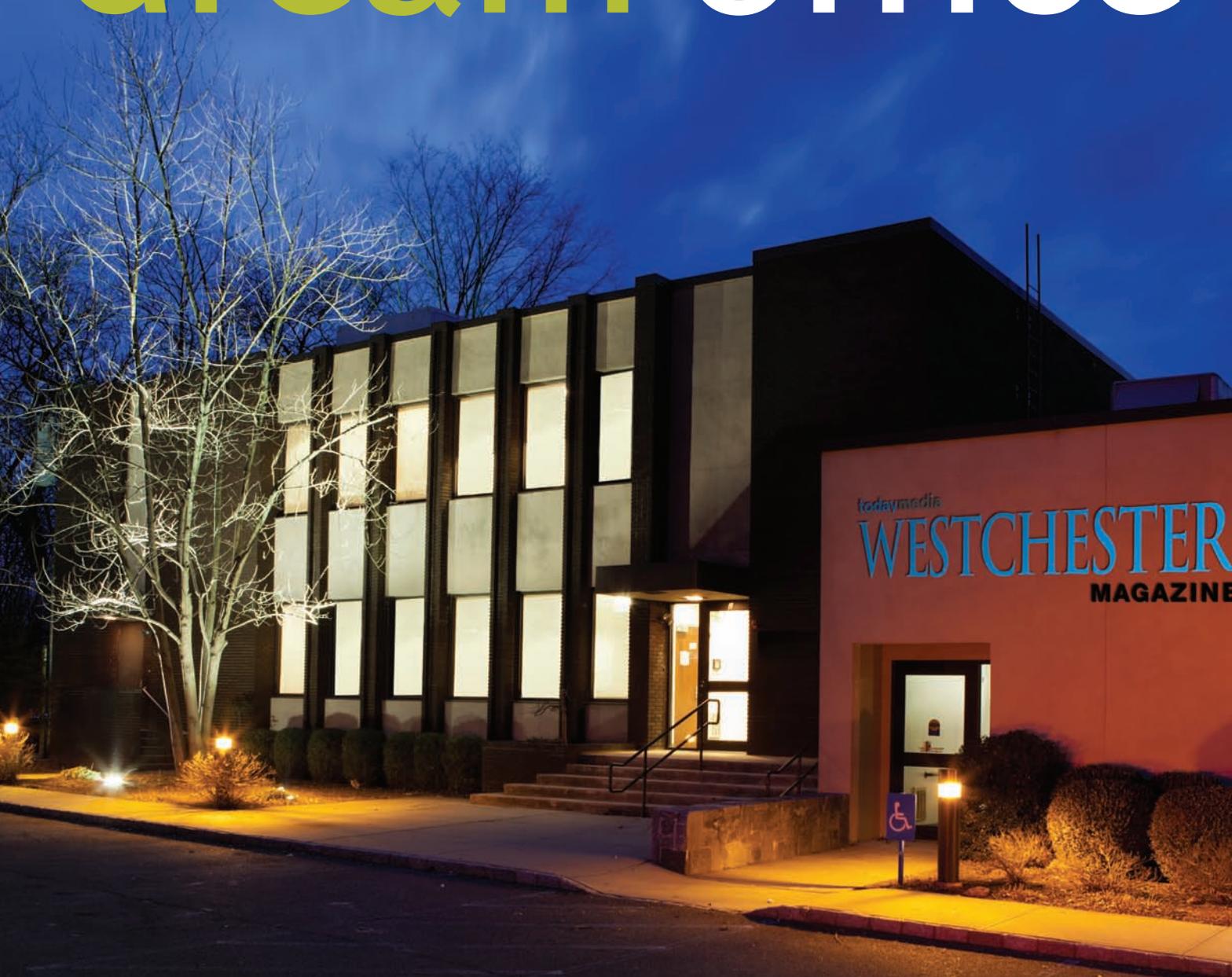


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dream office



*Westchester Magazine, Westchester Home, Westchester Weddings, and 914INC. move on up to the east side of the county with a new **green** building in Rye.*

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Welcome to *Westchester Magazine's* new home



Chris Murphy and Sean Murphy,
founders of Murphy Brothers
Contracting, Inc. (left) with
Ralph Martinelli, Westchester
Magazine publisher (right)

You may have heard our big news—we have a new address! We've moved our offices from Elmsford to Rye and we couldn't be more excited. But this isn't your average office move. For us, it's a dream that has been more than a decade in the making. Some of you may have followed our progress through our online blog devoted to *Westchester Magazine's* new home.

In this case study, we hope to share our experience, introduce you to our talented team who helped us reach our vision, and provide a closer look at the extraordinary results.

Our journey began with a simple idea—actually a conviction. I was convinced that, for nearly the same amount of money that we had been paying to lease office space in Elmsford for the last 15 years, we could purchase our very own building. Not only would we own our property, but we would be able to make it easier for our editorial, production, IT, sales, and marketing staffs to coordinate and collaborate.

Finding and purchasing a building that happens to be within minutes of downtown Rye was just the first step. Before we could move in, we needed to retrofit its interior from top to bottom, transforming a former health and fitness club into a state-of-the-art publishing headquarters. And we knew just where to turn for the best in the business to help turn our dream into reality.

Every major renovation has a dream team on board to bring the creative vision to life. Our go-to team of experts happens to include the best in the industry, starting with our general contractor, Murphy Brothers Contracting, Inc., and our nonprofit partner, Habitat for Humanity of Westchester.

Murphy Brothers Contracting *our general contractor*

This isn't the first time we've had the good fortune of partnering with Mamaroneck-based Murphy Brothers, the seasoned high-end general contracting and construction management firm that's committed to quality, with brothers Chris Murphy and Sean Murphy at the helm. They were also our partners in another successful venture—building our 2009 Dream Home in Armonk. Their work in managing the transformation of our new office building in Rye is the latest in a distinctive portfolio that spans the border of New York and Connecticut, including exceptional custom homes and private club renovations nestled along the shore of Long Island Sound. From dismantling to finished product, we knew we would be in good hands with Murphy Brothers managing all aspects of the massive renovation our new building required and helping us to be as environmentally responsible as possible in the process. Along with their wide range of skills, experience, and expertise, Murphy Brothers also brought their longstanding relationships with the area's best craftsmen, tradespeople, and design professionals.

Habitat for Humanity of Westchester *our nonprofit partner*

When it came to partnering with a nonprofit organization, we knew of no better steward of the housing industry than Habitat for Humanity of Westchester. For 22 years, under the leadership of its executive director, Jim Killoran, Habitat for Humanity has been sheltering Westchester's needy with honor, heavy lifting, and heart. Committed to its vision of "a world where everyone has a decent place to live," Habitat for Humanity inspires people from all walks of life to work together in partnership to build houses with families in need. Fueled by thousands of volunteers, the organization continues to work tirelessly to eliminate poverty-level housing and homelessness throughout Westchester, and to make respectable, affordable shelter a matter of conscience and public action as one of the more than 1,000 active affiliates throughout the country. We were able to benefit from the synergy of aligning with an organization that has extensive experience not only in building, but building green—a key focus of our redesigned office space.

We couldn't be more proud to open our doors to our new home and introduce you to our talented team as we enter this next phase of our business. Like proud first-time homeowners, we're thrilled to call 2 Clinton Avenue our very own.



Jim Killoran, executive
director, Habitat for
Humanity of Westchester

A handwritten signature in black ink that reads "RAM".

Ralph A. Martinelli
Publisher

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about the architect



Tecton Architects

Tecton Architects, Inc., the acclaimed Hartford-based architecture and interior-design firm, developed the approach and specifications that brought our vision to life. With deep knowledge and experience in designing workplace environments for large corporate clients, including Dannon's White Plains headquarters, the Tecton team, led by Jeffrey Wyszynski, principal, guided us through the entire process of configuring our new workspace—from concept to design to completion.

“Initially, our role focused on design—designing all aspects of the new workspace and working with *Westchester Magazine* to develop the concept that would guide the project from beginning to end,” explains Wyszynski. “After construction began, our role shifted to validating that the construction work proceeded according to the design plans and *Westchester Magazine's* vision.”

Recognized for being at the forefront of alternative workplace design, creating collaborative spaces, and enabling wireless technology, Tecton brought to the project an award-winning history of serving major corporations; academic, research and healthcare systems; senior living environments; and public safety facilities, along with a reputation for quality design and innovation.

From overall concept to interior design, Tecton's interpretation of our vision was just what we imagined. “We wanted to keep the workspace open and bright—flooded with as much natural light as possible,” Wyszynski explains. “We kept the palette of finishes slightly muted with beige tones for a sophisticated look. The muted tones, contrasted with the dark tones of the floor covering, nicely sets off the *Westchester Magazine* branding, including magazine covers displayed on the walls.”

“Overall, we wanted to create a sleek and contemporary look with open office areas, dark flooring, light walls, and warmed up with touches of wood,” adds Kathryn Mease, interior designer. “We wanted to give the center of the office a New York loft feel—open, with pendant lighting and no ceiling. Since there's a limited amount of natural light inside the building, we chose light-colored walls contrasted with dark flooring to give a more open feel.”

To maximize the natural light, Tecton incorporated open spaces around the interior perimeters so the natural daylighting could be appreciated and shared. “Harnessing the natural daylight not only has a positive impact on the environment, but a positive psychological impact as well,” Wyszynski says. Other key factors: building in ways to make collaboration natural and easy; creating a lobby and reception area that's inviting and more oriented to visitors than was possible in the Elmsford office; and building in a dedicated full-service photography studio complete with a dressing room and private storage.

Our challenge was creating an efficient floor plan to accommodate the amount of private offices and functions required by *Westchester Magazine*, and arranging the required elements into an existing building envelope,” says Wyszynski. “It's like a puzzle—finding that magic solution.”



Green Detail: Being environmentally friendly was a high priority of the design solution. “From electrical to heating and air conditioning to plumbing, we used environmentally friendly design,” Wyszynski says. “We wanted to make sure we included as many energy-efficient solutions as possible. For example, we incorporated a high level of control in the mechanical systems, such as the HVAC system, lighting motion sensors so the lights automatically shut off when offices are unoccupied, and water-efficient plumbing for reduced water use.”



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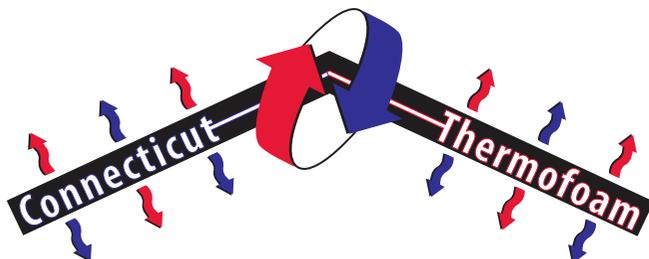


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our nonprofit partner



Habitat for Humanity of Westchester

By partnering with *Westchester Magazine* in this project, Jim Killoran, executive director of Habitat for Humanity of Westchester, was able to share some of the organization's considerable experience in building green, particularly, in ways to use green products and save energy. "Westchester Magazine should get a lot of credit for saving a building that otherwise would have been knocked down," Killoran says. "We always say that the greenest building is the one you save. Deciding to retrofit this office building is a real plus for preservation."

Habitat's long history of going green dates back nearly 15 years. "For example, in 1997, we were using structural insulated panels, or SIPs, which is a green approach—a composite building material that's energy-efficient and cost-effective—before they were popular," Killoran explains. "And, in 1998, we started installing solar panels in a house we were building in Yonkers that received recognition from *Residential Architect* magazine and was featured on the Bob Villa series, Home Again. That was the first of nine homes in what has now become a green neighborhood."

Overall, Killoran believes Habitat for Humanity's role in Westchester is simple and direct. "We believe that everyone should go to bed at night in a simple, decent home," he says. "To that end, in one of the wealthiest counties in the country with some of the most substandard housing, we build and rebuild. We help rehabilitate the homes of seniors, veterans, and those on fixed incomes. Habitat has built in Larchmont, Somers, Bedford, Yonkers, Mount Vernon, Port Chester, Peekskill, White Plains, Armonk, New Rochelle, and more. Bottom line, we don't want any kid living in substandard housing."

The organization also remains focused on being environmentally responsible. Says Killoran, "Reusing or reselling materials is a great way to save a tremendous cost to the landfill and the environment when these materials are simply thrown away."



Green Detail: Our green dismantling enabled us to provide Habitat for Humanity with items that not only can be repurposed, but used for a good cause. About 30 sets of commercial-grade MechoShade blinds salvaged from the windows during the dismantling phase were provided to Habitat for Humanity for use in future construction or in Habitat's ReStore in New Rochelle—one of 700 ReStores in the country that sell surplus building materials, home goods, and furniture at a fraction of retail prices.

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Yesterday, Today Media Inc., and Tomorrow

In 1948, a young man named Angelo Martinelli purchased a small printing company in Yonkers. Over the next several years, Gazette Press grew to become the largest commercial printing company in Westchester County. Angelo's purchase of Gazette Press was the beginning of a family tradition of entrepreneurship. Three generations later, the Martinelli family has grown the business into a multi-platform company covering a five-state region.

Now known as Today Media, Inc., the Martinelli family company's operations include Gazette Press, four major regional brands: *Delaware Today*, *Main Line Today* in suburban Philadelphia, *Hudson Valley*, and our beloved Westchester publications—*Westchester Magazine*, *Westchester Home*, *Westchester Weddings*, and *914INC.*—along with Media Two, a custom communications division in Baltimore, Maryland.



Relocating Today Media's Westchester operations to Rye necessitated repurposing the former Altheus fitness center to a space more suitable for a publishing and media company. (1) The second floor physical therapy center was refurbished into editorial offices; (2) the overlook was renovated into additional offices; (3, 4) these two spaces represent the last vestiges of the gym facilities; (5) a complete overhaul was done to the entrance, removing locker rooms and restrooms, to yield the brand new reception area; (6) the original basement was transformed into our chef's kitchen, photo studio, and breakout room; (7, 8, 9) work in progress: new interior walls and partitions are coming along nicely in time for the move.

*Congrats to the "family"
at Westchester Magazine.*

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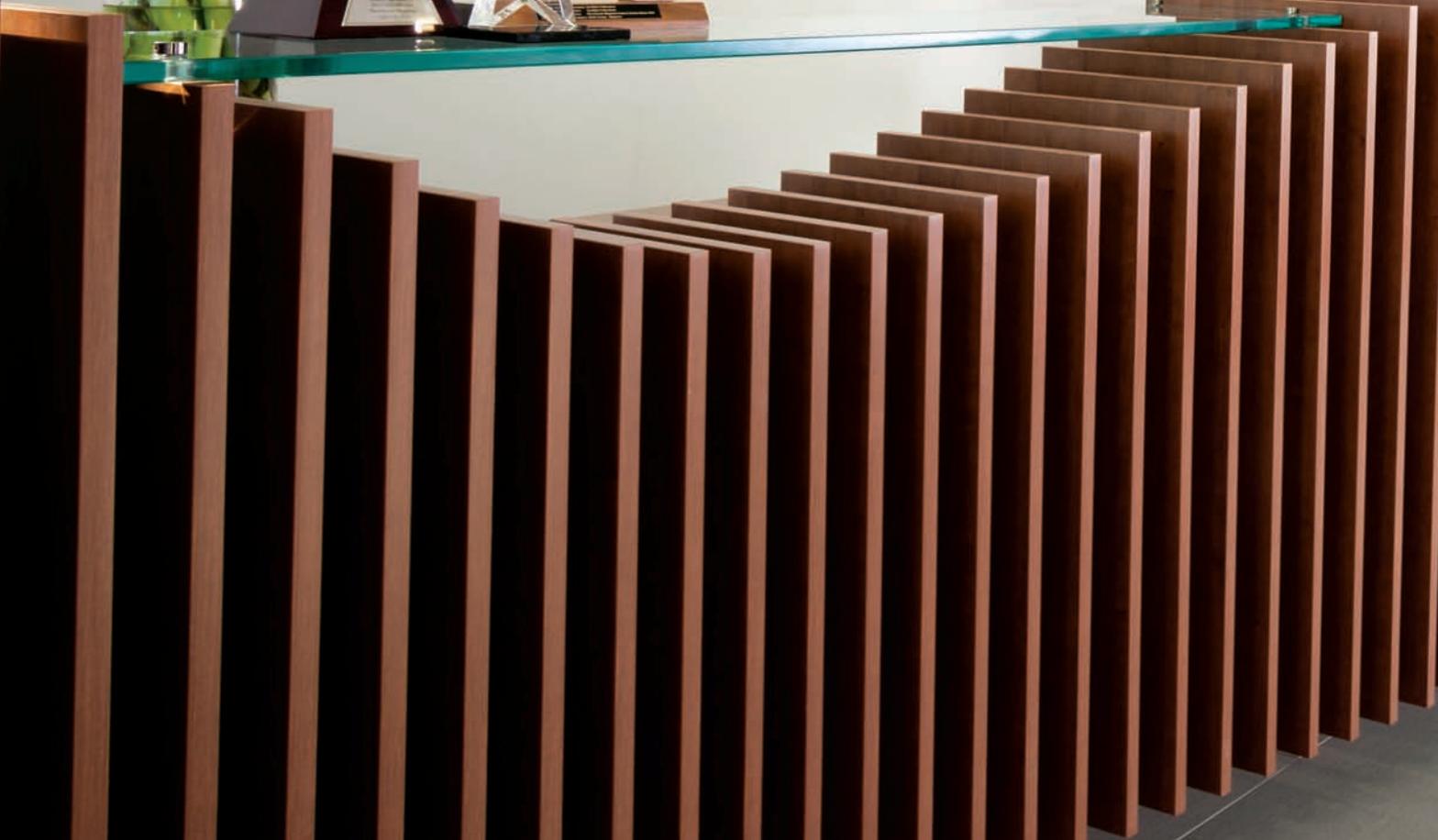


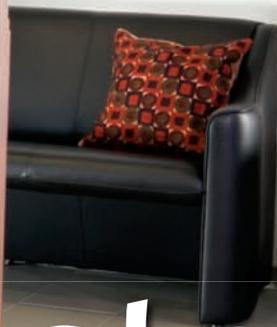
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A sneak peek inside (and outside)
Westchester Magazine's new, green home

By Karen Odom // Featuring Photography by Ken Stabile

*Our reception desk, custom designed by California Closets, says "welcome" with a bold statement.
All floral arrangements provided by the Arcadia Floral Co.*



our vision

Overall Design

Tecton focused on a configuration that would encourage collaboration, including building in an adequate amount of shared spaces and conference rooms. “Ringling the private offices around the center of the open office space is conducive to working together and team collaboration, and it eliminates the need to walk through the corridors to work with each other,” says Jeffrey Wyszynski, Tecton principal.

“The unique challenge was extending the open and airy feeling into a space with no windows,” says Tecton interior designer Kathryn Mease. “We focused on keeping the space flexible and not confining—primarily an open room with tables and chairs that can be reconfigured to make the space whatever it needs to be at any given time. The ceiling was painted white to make it feel and appear higher than it really is.”

Going Green

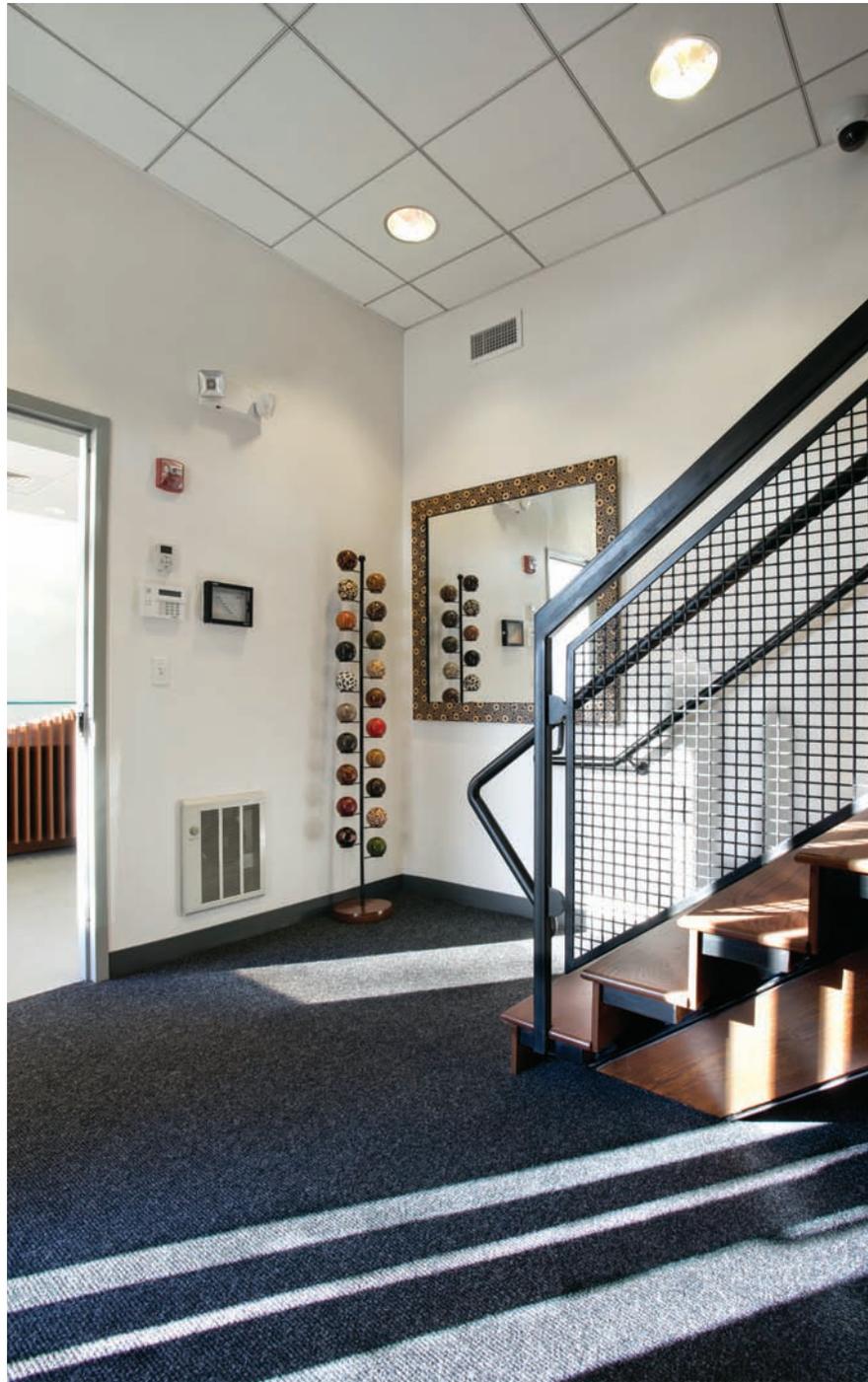
“From plumbing to lighting, our goal was to have as many green elements as possible balanced with an effective work environment. That included an energy-efficient roof, efficient heating and air conditioning individually controlled within each office, fluorescent lighting with occupancy sensors, water-saving plumbing, low VOC paint, and cost-saving features, such as repurposing office furniture from our Elmsford office.” —Ralph Martinelli, *Westchester Magazine* publisher

[Flooring]

Our flooring on all four levels was in good hands with Carpet Trends. The company carried through the architect’s wall-to-wall carpeting and carpet tile style selections, as well as the vinyl tile work in the basement and all of the vinyl baseboards. The selections ranged from a tone-on-tone organic pattern for the first-floor conference room to 24x24-inch carpet tiles with a beautiful random design. “On the second floor, we mixed two carpet tile patterns together to form an arc pattern cut into the tile to add more detail and visual interest,” says Gene Hopkins, service manager and vice president of operations. “We primarily used darker gray tones with some random light gray patterns interspersed through the carpet tile, so that the pattern would stand out.”



Green Detail: Manufactured by Shaw, the carpet tiles are made from recycled materials, such as recycled yarns. When they have reached the end of their lifecycle, instead of going to the landfill, they can be recycled or returned to raw material for manufacturing.



Above and opposite page: Featured throughout our building, including our entrance, are exquisite art pieces from Green Earth Design. Below from left: Our contemporary fluorescent recessed and pendant lighting not only looks cool, it's energy efficient. Key pad control by All-Time Detection is key to our access control and alarm monitoring system.







Jilco's chef's kitchen, featuring top-of-the-line appliances by Leibert's Royal Green and designer recycled (and recyclable) chairs by NBB Office Environments, was designed for hosting state-of-the-art cooking demonstrations. The outcome—the ultimate in form and function.

[Chef's Kitchen]

Our chef's demonstration kitchen on the basement level turned out just the way we imagined—sleek and contemporary, with ample work space and top-of-the-line appliances. The kitchen looks stunning when used in photography and videography. From original design to the last completed detail, Jilco Window Corporation, Leiberts Royal Green Appliance Center, Value Electronics, and NBB Office Environments all delivered.

DESIGN—It started with Jilco's design. "In line with the latest kitchen style trends, we kept it simple, not ornate," says Darrin Monaco, Jilco's kitchen design consultant. "We decided on contemporary Omega cabinetry with stainless steel hardware, and coordinated with stainless steel appliances and contemporary furniture. We chose a cherry door with a rich 'Smokey Hills' finish and applied it to a simple recessed panel door." The use of the kitchen for chef demonstrations in front of an audience played a major role in design decisions related to appliances. "It was essential to have a six-burner range for cooking multiple dishes simultaneously," says Monaco. "To avoid possible hot spots when the chef demonstrations are photographed, we used honed finished countertops and toned-down cabinet finishes. We made sure the design complied with local ADA requirements." One of Jilco's biggest challenges was determining the best way to vent the air from the kitchen's peninsula hood in a basement with overhead steel beams. "We solved the problem by installing a custom sized duct at a specific location that would allow us to direct the hot air up and through an opening in the steel beams to the outside."



Green Detail: "We wanted to ensure the design elements were as environmentally friendly as possible, such as any hardwood certified under the Forest Stewardship Council," says Monaco. "We also used wood products with low formaldehyde and low VOC emission levels, to maintain higher indoor air quality."

ELECTRONICS—We knew our chef's demonstration kitchen wouldn't be complete without a state-of-the-art, top-line flat-panel HDTV. And, only the best would do. With Value Electronics in our corner, we knew we couldn't go wrong. "We installed a beautiful, high-performance 65-inch Panasonic VT30 TV mounted on the wall across from the chef's kitchen on the basement level," says Robert Zohn, Value Electronics owner. "It's Panasonic's highly-rated flagship model." Zohn describes its many features: "Most importantly, it creates the deepest black level, which means it delivers the highest contrast ratio compared to all other plasma TVs. It's ultra thin—only one-and-a-half-inches thick—and has the best built-in audio quality with three amplifiers instead of the usual two. To ensure the best image capability, we had the TV professionally calibrated. The sleek design with a single pane of glass that bleeds to the edge hiding the bezel—similar to the look of an iPhone—gives it a sexy new look. It's exceptionally attractive even when it's turned off. It also happens to be energy efficient and is Energy Star certified." After assessing the condition of two other flat-screen TVs that the company had provided for the Elmsford office a couple of years ago, Value Electronics moved and installed them in the publisher's office and a conference room. "They were still in great condition and could continue to be used rather than replaced," Zohn notes.



Green Detail: Our state-of-the-art Panasonic plasma TV is beautiful inside and out. Says Zohn: "It exceeds Energy Star standards and requirements for 2011. The technology used in this product offers increased electrical efficiency that draws much less current than traditional plasma TVs."

AUDIENCE CHAIRS—Design, comfort, and price were all considerations in the selection of our audience seating by NBB Office Environments. The company chose Herman Miller "Caper" chairs in Alpine White — 54 to be exact. "This is a popular designer chair that also offers good value," says Tim Travis, NBB's owner. The chair is constructed from material that is 100 percent recyclable. When it reaches the end of its life, it can be taken to any recycling facility, such as Brookfield in Elmsford." Other advantages: The chair is lightweight, flexible, has no sharp edges, and comes in vibrant colors. "It's a flexible plastic shell that conforms to your contour," says Travis. "It uses less raw material than other comparable products and is guaranteed for 12 years. Helping customers recycle is a core company commitment and key service. When you're ready to dispose of the chair, we'll arrange to take it to a recycling facility," Travis explains. "And we don't have a company come to our site to pick up cardboard boxes. It's our standard operating procedure to take back the cardboard boxes after delivery of a product to make sure the boxes end up in a recycling facility and not the town dump. If you're ready for a change in style before the product's life cycle, we'll pick up the old product, so it too can be reused."



The steel beams in our chef's kitchen, which remain exposed for a contemporary feel, were painted white for a monotone, clean design.





APPLIANCES—Westchester’s appliance experts, Leibert’s Royal Green Appliance Center, led us to our top-of-the-line stainless steel appliances: Sub-Zero stainless steel refrigerator; Wolf 36-inch electric cooktop; Wolf convection and self-cleaning double oven; XO island hood to enhance appearance and remove cooking odors; Blomberg dishwasher; and Franke sink. “We felt it was important that the appliances featured represent a high level of quality, performance, durability, and value equal to a first-class publishing company,” explains Ron Serafin, owner. “Knowing that the kitchen would be used by world-class chefs for cooking demonstrations, it was important to provide the best, most reliable equipment.” The basement location presented a major challenge—integrating a ventilation approach that would be concealed yet functional. Leiberts worked closely with Jilco to make sure that both the type and placement of the appliances supported chef demonstrations and the ability to prepare more than one dish in the same area. “We wanted to create a smooth flow so that the functions of cooking, baking, and food preparation could be managed easily,” Serafin adds. Leiberts was also responsible for the Sub-Zero refrigerator, Electroux refrigerator, and GE microwaves in the staff break areas that were repurposed from *Westchester Magazine*’s Elmsford office.

PHOTO STUDIO—Built by Murphy Brothers, our professional photo studio allows us to handle photo shoots, including our magazine covers, with efficiency and style. It also features an attached private dressing room outfitted by California Closets.



Top: Our upscale chef’s kitchen is fit for the world-class chefs who will be using it. Above: We’re ready for any close-up, thanks to our new photo studio.



California Closets outfitted our offices with style and function.

[Climate Control]

Polytemp, Inc., our climate control experts, made sure the atmosphere in our new building was comfortable and healthy, regardless of time or season. Responsible for the heating and air conditioning system throughout the building, Polytemp used an approach that combined reusing the building's existing heating and air conditioning equipment along with fabricating and installing a new air distribution system. Polytemp's new climate control system also provides individual thermostat control within each office and common area. The system required fifteen thermostats on the first floor, thirteen on the second floor, and ten on the basement level. "This type of control system is very efficient and, in the long run, will result in both energy and cost savings," says Thomas Riedel, Polytemp's owner. "It allows greater control throughout the building to minimize the waste of energy and its related costs. In addition, it can be upgraded easily to allow control of the thermostats from a computer in the building or remotely over the Internet." A new Mitsubishi 'Ductless' system installed on the basement level is dedicated to the computer room, and a Carrier furnace and air conditioning system takes care of the remaining basement area.



[Energy Management]

Comverge Inc., a leader in intelligent energy management and demand response solutions, will be enrolling our new facility into the NY-ISO and Con Edison Demand Response Programs, starting in May 2012. These programs are designed to help Westchester County and New York State manage peak energy demand through demand reduction, which is a much more environmentally friendly approach than using fossil fuel burning generation. As John Tyler, Comverge Channel Sales Manager, explains, "These programs are great for businesses in Westchester County. They enable companies, who use large amounts of electricity, to help their local communities, by reducing electricity before potential power outages occur. Comverge has conducted energy profiling and engineering studies for *Westchester Magazine* and has identified several non-critical electrical equipment, which the new facility can adjust during demand response tests and events. Comverge has put together what is called an energy curtailment plan, which many businesses will implement when called upon by Comverge. These curtailment plans typically include dimming lighting, reducing motors and pumps, increasing temperature set points on thermostats during the summer months, and turning on back-up generation. According to Tyler, "These programs can have a significant impact on the electrical grid and I urge more Westchester County businesses to join *Westchester Magazine's* efforts toward energy conservation and social responsibility."

[Custom Decorative Elements]

ART PIECES—As a final flourish, dotting our interior with understated elegance and amazing design are several one-of-a-kind museum-quality installations from Green Earth Design. “The pieces speak for themselves,” says Mitchell Siegel, owner and visionary behind Green Earth Design’s unique art pieces. More than just exquisite eye candy, the striking works of art are all made from organic materials, like the Tree of Life Triptych made of dried banana leaves with intricately cut mother of pearl inlay, the dried rattan and abalone shell wall hanging, or the wall plate composed of thousands of hand-painted snail and mollusk shells, the dried bilon reeds framed in glass, or the sun-bleached Kamagong branch sculpture—each a wonder on its own. How does the company perfectly match the art piece with the client’s preferences, and the existing design of the location? “I go to the location with our interior designer” says Siegel, who will soon open a third location in Greenwich. “After taking photos of the space, we return with several pieces we recommend as options. After the client makes the selections, we’ll take care of the installation at no extra charge.” Adds Mandy Wengen, interior designer, of the specific selections for our building: “We wanted the result to feel like you’re walking into a comfortable space, yet fit into a work environment. We wanted to keep it subtle, simple, and in harmony with the color scheme.”





Above: Where possible, California Closets repurposed our custom furniture from the Elmsford office. Left: California Closets also designed new custom-made desks in partitioned areas, which were constructed for quiet and comfort.



FRAMING—Like any proud parent, we like to show off pictures of our pride and joy. Somers Custom Framing makes sure we showcase our results in style—professionally framing our magazine covers for elegant display throughout our building. “We use black wood frames to have a simple, consistent look throughout and let the magazine covers stand out,” says owner Ken Ryan, whose company has been handling our framing for many years. The services also include hanging the framed covers with precision. “There’s a technical aspect involved in the fitting to make sure any group of covers not only are perfectly level, but are mounted correctly the first time without putting unnecessary holes in the wall.” In addition, the company designed and built custom shelving for a select group of covers that were enlarged to 30 inches by 40 inches. The open air shelves feature a mantle where the enlarged covers are positioned, requiring only the shelves to be attached to the wall. “We wanted to create a way to display enlarged covers that could easily be taken down and changed as needed with no reframing involved,” Ryan explains.

Right: JP McHale Pest Management keeps our break areas free of pantry pests. Below: Known for style and durability, CaesarStone was Jilco's top choice for countertops in our break areas and our chef's kitchen. Cabinetry provided by California Closets.



[Office Furnishings]

Our entire building—from individual offices to conference rooms and staff break areas—was outfitted with California Closets' signature custom-built desks, shelving, and cabinetry for storage. Having California Closets on the retrofitting team ensured that our office furniture perfectly fit our new space in both style and function. The resulting work space looks as good as it performs. The melamine pieces wear well, are easy to maintain, and are scratch resistant. "We built new pieces where needed. And, to avoid discarding usable pieces, we repurposed as much of the California Closets furniture from Elmsford as possible," says designer Amy Stillman. "We worked closely with the architect, the other contractors, and *Westchester Magazine* to make sure all of the furniture installed in the new office space is as functional as possible for *Westchester Magazine's* needs."

To determine what could be repurposed, each piece from the Elmsford office was examined for fit in the new location and assessed for overall condition of materials. "We had to decide whether the furniture was both usable and functional for the intended person," says Stillman. We had to make sure there was enough space for storage, enough of a work area, and a comfortable work space overall."

Timing was critical! To keep *Westchester Magazine's* staff working seamlessly before and after the move, California Closets had to time their arrival at the new location when the space was ready for the furniture to be installed. "We had to move the reusable pieces from Elmsford and reassemble them in the new location," Stillman explains. "At the same time, we had to focus on custom building any new pieces, and reconfigure the new office space on all floors. It's like working on a giant puzzle." Our stand-out reception desk—one of the most unique custom pieces—greet visitors with a bold statement, making it clear this isn't your average office space. A creation just for us by head designer Ian Hardies, its organic design launches a sophisticated, sleek theme that subtly unfolds throughout.

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Above: Behind the walls, piping was rerouted to the new restroom location. Strauss Paper Company provided stainless steel restroom partitions, and keeps us well stocked with green cleaning and paper products. Below: Polytemp's approach to climate control used a combination of existing and new HVAC equipment.

[Plumbing]

To make sure we started with plumbing in good working order, we relied on LBR Plumbing & Heating Corp., Westchester's go-to plumbing and heating experts for 20 years and counting. After pulling out the building's existing piping, LBR installed new gas piping, drains, vents, and water lines throughout. "We had to do a little demolition, including drilling holes to route the piping and install the vent piping behind the walls and the drainage piping above the ceiling. We also removed piping from what had been the original bathrooms and rerouted the piping to the other side," Peter Miller, owner, explains. "After the floor tile was completed, we installed all of the selected fixtures in the bathrooms, on the break area sinks, and in the chef's kitchen." In line with the architectural plans for an open ceiling design in the chef's kitchen, the original cast-iron and copper tubing in the basement was left in place.



Connecticut Thermofoam made sure our building's insulation was energy efficient and cost effective.

[Infrastructure]

Before the decorative detailing of our beautiful, classy interior could begin, Connecticut Thermofoam put in place a sturdy infrastructure. "Our company specializes in interior finishes, including metal framing, insulation, drywall, and acoustic ceilings. We began the implementation of all of our specialties with the framing of the interior office partitions. We used heavy gauge to reduce vibration, combined with sound insulation to create a quieter and more personal work environment," explains the company's owner Maya Pesok. In addition to spraying close cell foam insulation on the exterior walls for high-end insulation and energy efficiency, as well as sound insulation in the interior partitions, the company also installed the drywall and the acoustic ceilings. "Foam insulation is manufactured on site, which makes it possible to have a perfect fit, seal the building envelope, and maintain greater temperature control during the winter and summer, as well as block all air movements and exterior sound," adds Pesok.



Green Detail: Spray foam insulation helps reduce the cost and use of heating and air conditioning. The foam used by Connecticut Thermofoam is a soy-based product that also includes recycled plastic bottles.

[Financing]

“We were proud to provide financing to take the project from concept to reality,” says James J. Landy, president and CEO of Hudson Valley Bank.



*James J. Landy,
CEO and president,
Hudson Valley Bank*

“Initially, we provided a land acquisition loan, and then followed that with construction financing to enable *Westchester Magazine* to retrofit the building.” Working with an independent bank has its advantages. Established 40 years ago by businessmen who were committed to the local community, Hudson Valley Bank continues to maintain its local banking philosophy. “We focus on developing relationships with our customers and providing exceptional personal service,” Landy says. “Our customers have direct access to decision makers. When customers call, they don’t reach an 800 number or a call center. They speak to their local banker. We tailor products to customers’ needs, and we lend in our own backyard. We currently have \$2 billion in loans.” With 35 branches throughout the Metropolitan Area and Lower Connecticut, and more than \$2.8 billion in assets, Hudson Valley Bank remains financially strong. “Knowing that you helped local projects succeed is very gratifying.”

[Project Management]

Sean Murphy, vice president of Murphy Brothers Contracting, Inc., says: “To borrow a sports term, we tried to have full-court vision at all times—to see not only what’s currently happening, but what’s going to happen. We always had to have the victory in mind.” As the general contractor of this massive undertaking, Murphy Brothers shepherded our project to a successful close. “We coordinated with the project’s first-class architect, Tecton Architects, and the approved specifications to make sure the end result was exactly what was envisioned,” Murphy explains. “Our job was to make sure it all fell into place. We kept the project humming and under control.” This included sourcing materials, managing bids, and hiring and supervising scores of subcontractors. To stay on schedule, Murphy Brothers held weekly onsite meetings to coordinate, review, and redefine. “We train our project managers to understand that an efficiently managed project is the foundation of a ‘green’ project,” he says. “You can grow more bamboo, but you can’t get back wasted time.”



Green Detail: “We made sure the building’s interior was dismantled in an environmentally responsible way,” explains Murphy. “We salvaged and recycled materials, such as floor covering, fluorescent lighting, lockers, doors, and cabinetry. We also contracted a company known for repurposing and sorting discarded materials into the landfill correctly.”

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Thanks to Campanella Fence Co., our good neighbor fence offers privacy and maintenance-free easy care.

[Exterior]

FENCING—The finishing touches on our new property called for a solid white vinyl privacy fence along the right perimeter. But, the fencing couldn't be selected on looks alone. "It was important that the fencing be durable, maintenance free, and resistant to any form of rot or decay," explains Tony Campanella, co-owner of Campanella Fence Company. "We also wanted to make sure that it was a good neighbor fence with no front or back sides—in other words, that the finish appears exactly the same on both sides and runs the entire length of the property." The company's thorough job doesn't end with selection and installation. "If we're replacing a fence, we will even remove the old fence and take any metal parts to a recycling center in Elmsford to make sure it doesn't end up in a landfill," says Campanella. Ultimately, the company wants to give customers what they ask for, while making sure they consider the many options available to them. "When it's time to choose the best style for their needs, we encourage them to visit our website—there are many styles to choose from," says Campanella.

PEST CONTROL—If pests decide to move in, we're not worried. JP McHale Pest Management—experts

on everything pest related—has everything under control. After conducting a needs analysis and examining high-risk areas such as the staff break areas and the chef's demonstration kitchen, the company installed a custom pest control system. At the ready are: tamper-resistant rodent monitors that detect pest pressures if rodents are present in the area; store product pest monitors to detect common pests related to food products left in an area or introduced to the area through deliveries; and, insect monitors in break area cabinets. "Our strategy is interception and early detection," explains owner Jim McHale. "These monitors act as our cheat sheet so we can find problems before the client even becomes aware. We believe the best pest control guy is the one who goes undetected behind the scenes. Clients don't pay us to kill bugs—they pay for peace of mind and a pest-free environment."



Green Detail: If fungus or insect infestation is detected in trees, JP McHale Pest Management uses an environmentally sound method to treat them.

"The treatment is targeted within the trees and the treatment products are injected into the tree," says McHale.



Top: A specialist from JP McHale treats the landscape for pests on an ongoing basis; Above: Preserving the existing roof-top air conditioning unit was a top priority.

[special advertising section]



All-Time Detection installed interior and exterior surveillance and monitoring devices; this state-of-the-art equipment records audio and video at numerous locations throughout the premises, 24/7.

[Security System]

Our new building couldn't be safer thanks to the custom-designed 24-hour security system solution developed for us by the Port Chester based All-Time Detection Security Group that has built a reputation for superior service and time-tested systems over five decades. Our fully integrated state-of-the-art security system includes an access control and alarm monitoring system that incorporates key fob entry and data gathering; a continually monitored visual surveillance system that documents through closed circuit television all activity on or around our property; and a reliable and locally compliant fire detection system. All-Time Detection's complete coverage also includes live monitoring of critical functions and signals from our system through the company's UL-certified alarm monitoring facilities in Port Chester, NY and their backup monitoring station located in Milford, Ct. "It's a very user-friendly security system that integrates very well with the day to day use of the building," says John Crowley, senior systems design consultant. "All of our technicians and managers live locally and we're available 24/7 to take care of any issues."



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[Landscape lighting]

Design Lighting by Marks is keeping us in the spotlight for after-hours safety. In-ground lights have been discretely installed along the perimeter of our property to keep our property and parking lot area well lit at night. “Normally, we aim for exterior lighting that’s soft, understated, and elegant for residential property,” says Mark Mosello, Design Lighting owner and lighting pro. “But, lighting for a commercial property has a different purpose. The goal is to see clearly and to keep the property safe at night.” Using below-ground well lights properly placed along the side of the building, in front of the parking lot area, and in front of the building (uplighting the trees) keep the lights concealed until after dark. “The only effect is at night when they light the trees and parking lot area,” says Mosello. “As a result, the lighting is beautiful and functional.”



Green Detail: In addition to being highly effective, our landscape lighting also happens to be energy efficient. “The bulbs used in the well lights are low energy and long lasting,” says Mosello. “They are compact and powerful metal halide light bulbs that never burn out. An electric eye controls them to turn on at dusk and a timer automatically turns them off during the middle of the night.”



[Landscaping]

Known for its green approach to landscaping, Greener by Design will handle our landscaping. “We use no pesticides or chemical fertilizers,” declares CEO Richard Heller. “Beyond cosmetics, our focus is on restoring the health of the soil.” First on the agenda was trimming the shrubs to keep them full and healthy, removing dead leaves for composting, cutting perennials, and testing the soil for future reinvigoration. Next, the company that’s completely committed to sustainability will focus on eco-plantings and ongoing care. “We’d like it to include more ornamental trees the torch bearers of the ecosystem that are beneficial for insects and birds and also native plants such as echinacea, yarrow, or rudbeckia.” Other eco-friendly solutions being considered: a low volume drip irrigation system, on-site composting, planting an evergreen ground cover in place of grass to reduce maintenance and cutting, and plantings around the parking lot. “The parking lot has so much activity, it needs hearty plants that can endure the hot car exhaust, salts, and other conditions. Our goal is to find a balance between the architecture of the building, the vision of the client, and the surrounding landscape.”

[Our Move]

Thanks to the advance planning and coordination of our movers, the Gentle Giant Moving Company, we were able to shut down our operations in Elmsford on a Friday and successfully start up again on the following Monday in Rye. There were critical steps along the way that made our smooth move possible. “Everyone at *Westchester Magazine* was proactive in the process,” says Noah Duarte, New York regional manager. “Since we anticipated moving about four to six full truckloads, we supplied nearly 700 boxes, which we delivered in stages starting a month in advance, so that each person could pack their own belongings. Packing non-essential items in advance made it possible to plan ahead and not just throw things into boxes at the last minute.” Having a single point person as a contact for both the moving company and the *Westchester Magazine* staff made coordination more manageable and kept any unexpected problems to a minimum. Labeling correctly with a coding system also helped direct each item to its intended destination. “On moving day, we set up a relay going from one side of the county to the other, like an efficient conveyor belt system with two crews—one crew at the on load in Elmsford and one crew at the new space in Rye—communicating with each other, but operating as unique teams. Largely due to the pre-planning, we were even able to complete the move a day ahead of schedule.” Moving efficiently at lightning speed comes naturally to the Gentle Giant’s team. “All employees are well-trained athletes, and we have a unique team mentality,” says Duarte. “Everyone who works for Gentle Giant is highly compassionate. We take on the stress of moving so our clients can relax and focus on continuing to be productive.”



[Cleaning Services]

When *Westchester Magazine*'s work day ends, the cleaning crew from Good Deal Cleaning Service is just beginning. The company will be keeping our building fresh and looking new with nightly cleaning services Monday through Friday. Good Deal’s services began with an intense deep clean a week before our move to remove the considerable post-construction dust, including scrubbing down the bathroom floors and sanitizing high-touch elements like door knobs, appliances, and all surfaces. Ongoing services will include nightly dusting, vacuuming, cleaning the bathrooms and break areas, and dusting and polishing all metal work. Not only are the cleaning services thorough, they’re also green. As John Zuluaga, owner, explains, “We have partnered with Strauss Paper Company — we provide the physical labor while using Strauss’ green cleaning products that are environmentally friendly.” Before leaving for the night, Good Deal Cleaning empties trash cans, separates and deposits all recyclables in designated bins, locks the building, and sets the alarm system—just many of the services that Zuluaga feels sets his company apart. He explains: “In addition to dependability and exceptional cleaning services, we’re affordable. Our workers are well trained and supervised, and our clients have direct access to me 24/7—not an answering service.”



[special advertising section]



[Cleaning and Paper Products]

All of our building's paper products and cleaning materials are as green as they can be, thanks to Strauss Paper Company. After their walk through and building audit, Strauss provided several solutions that work for us as well as the environment: recycling stations strategically placed within our building to recycle everything from cans to papers; green products, including hand soap, toilet paper, and paper towels—all FSC certified products that are made of recycled content and are EPA compliant; and environmentally friendly cleaning chemicals and products, such as hydrogen peroxide-based products (a natural chemical) and a wall-mounted dilution center that mixes the cleaning products on demand. "The dilution center uses 60 to 65 percent less chemicals than ready-to-use bottles, says Dominick Pizzarello, LEED green associate. "We also provided microfiber mops and cleaning cloths to be used by the Good Deal Cleaning team, as well as a green carpet care plan using chemicals that are good for the environment and use less water."

[Looking Forward...]

So, now you know exactly how we expanded our company and literally moved it forward. But don't think for a moment that we're finished. We're making our punch list and checking it over and over again to include such projects as improving energy management, spiffing up the building's exterior, planning warm-weather landscaping, adding more decorative fencing, and increasing the number of parking spaces for the growing number of staff members and visitors who come here every day. Still other projects in the pipeline include solar panels, a "green" vegetative roof to absorb water and emit oxygen, and even our very own vegetable garden out back. Like any new homeowner, we are bursting with pride. Our "to-do" list is endless. And that's just the way we like it. ●

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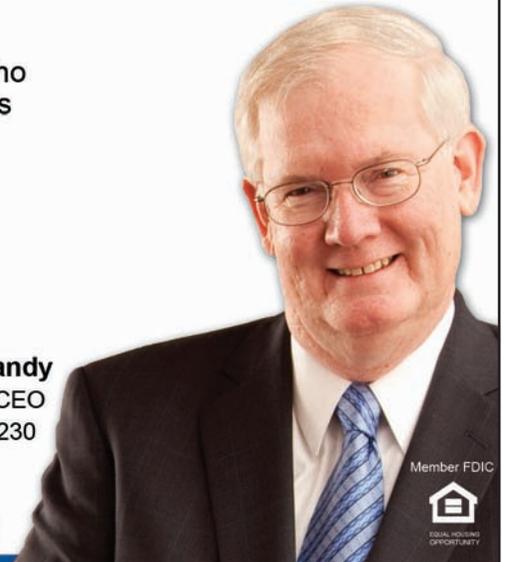
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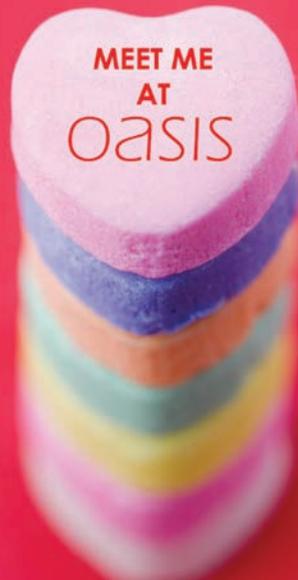
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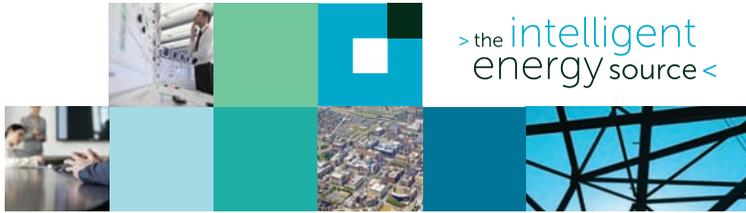
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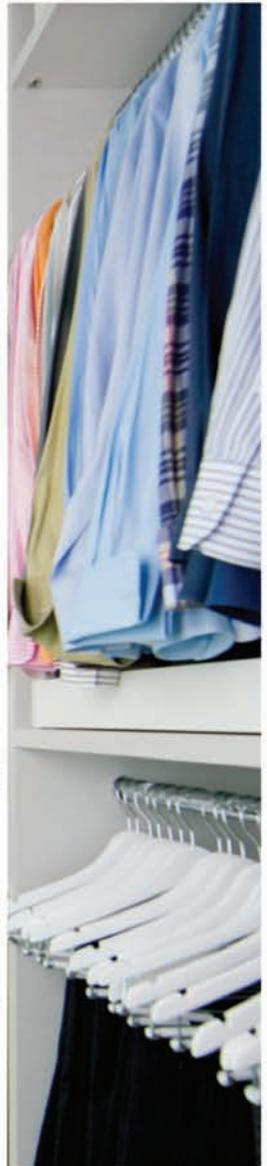
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