



Westchester Community College

State University of New York

Four Westchester Business Leaders Join Faculty of *The Academy for Entrepreneurial Excellence*

VALHALLA, NY (October 23, 2008) -- The Professional Development Center, one of the premier training organizations in Westchester County, today announced the addition of four new faculty members to *The Academy for Entrepreneurial Excellence*: Stacey Cohen and Mike Dardano of Co-Communications, John Foligno of Cubism Branding, and Christopher Jones of Financial Solutions.

The Academy for Entrepreneurial Excellence, co-sponsored by Westchester Community College and The Business Council of Westchester, was founded in 1999 as a resource to help local business owners grow their businesses. Through a series of marketing, human resource management, sales, and e-commerce classes, the *Academy* encourages students to reexamine the way in which they market and brand their companies.

Cohen, Dardano, Foligno, and Jones, all experts in their respective fields, will help *Academy* students turn their developing business into a thriving one by teaching the methodology behind marketing, public relations, and time management. The *Academy's* new faculty members join an impressive group of business professionals, among them Bob Heiss of S&R Associates and Ron Volper of the Ron Volper Group.

"There's no question that today's entrepreneurs need to understand that in a tough economy, how you look, how you get your name out there, and how you manage your time is crucial to growing your business," said Harry Horowitz, Director of the Professional Development Center at Westchester Community College. "The key to the *Academy's* success is our expert faculty – all of whom also understand the economy of Westchester County. Cohen, Dardano, Foligno, and Jones are a natural fit for the program."

The *Academy* has been home to some of Westchester's most successful entrepreneurs, including Rey Insurance, Pinsky Studio, CW Brown, and Fivecat Studio. The 15-week program, comprised of evening seminars, business networking, and weekly one-on-one executive coaching sessions, has enabled these businesses to expand their operations, grow their customer base, and increase revenue.

"The Academy for Entrepreneurial Excellence has built a highly-regarded program with an innovative curriculum that provides invaluable learning experiences for participating business owners," said Cohen, President, Co-Communications, Inc., a full-service PR and marketing firm. "I am honored to be counted among such a dynamic and accomplished group of instructors."

For more information on the *Academy*, please contact Harry Horowitz, Director of the Professional Development Center, at (914) 606-6669.

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About the Professional Development Center

The Professional Development Center, one of the premier training organizations in Westchester County, provides training and coaching services in topics ranging from information technology, language, and organizational development that make individuals and organizations more productive. The PDC is a department of the Division of Continuing Education at Westchester Community College. More information on the PDC is available at <http://www.sunywcc.edu/pdc>.