

Willy Gissen of Hartsdale was promoted to vice president at **Levin Public Relations & Marketing Inc.**, White Plains, a provider of publicity and communications strategy for high-tech and financial services companies.



for the record

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Table of Contents

Topic	Page
Bank Notices	32
Credits, Clients, Awards	32
Deeds	32
Foreclosures	32
Incorporations	32-33
Judgments	33
Liens	33
Lis Pendens	33
Mortgages	33
New Business Names	33-34
Newsmakers	34-35
On the Agenda	35
Patents	35-37
Public Notices	37
Real Estate Update	37
Stock Watch	36

Alicea. Filed Oct. 20.

Sandy's Quik Cash, 210 Martine Ave., Apt. 5N, White Plains 10601, c/o Cassandra Denise Thomas. Filed Oct. 13.

Sassinoro, P.O. Box 1685, White Plains 10602. c/o Francesco Mastracchio. Filed Oct. 27.

Saul Cisneros Painting, 8 Pelham Side Drive, New Rochelle 10801, c/o Saul Cisneros. Filed Oct. 17.

Scriptures, 240 Valentine Lane, Yonkers 10705, c/o Shannon Collins. Filed Oct. 16.

Settebello Transportation P.O. Box 52, Larchmont 10538, c/o Luigi Delli-Pizzi. Filed Oct. 25.

Sleepy Hollow Communications, 160 Courtlandt St., Sleepy Hollow 10591, c/o Juan Soria. Filed Oct. 20.

Sophisticated Lady Salon de Beaute, 1140 Stevens Ave., Mount Vernon 10550, c/o Eselyn Nembhard. Filed Oct. 25.

Stairway to Stardom, 10 Burbank St., No. 213, Yonkers 10710, c/o Jena Scalonel. Filed Oct. 18.

Stationary by Maryellen Johnston, 141 Valley Road, New Rochelle 10804, c/o Maryellen Johnston. Filed Oct. 18.

Stefan Consulting, 1085 Warburton Ave., Apt. 316, Yonkers 10701, c/o Vincent Stefan. Filed Oct. 25.

Streamline Consulting, 215 Woodland Hills Road, White Plains 10603, c/o Robert Aiello. Filed Oct. 26.

The Gopher Service, 811 Jefferson Ave., Mamaroneck 10543, c/o Siobhan Carroll. Filed Oct. 30.

Tiero's Contracting, 428 River Ave., Pelham 10803, c/o Alex Palmentiero. Filed Oct. 26.

TLC Maintenance and Construction, 225 King St., Port Chester 10573, c/o Eddy De La Hoz. Filed Oct. 25.

TRR Wireless & Data, 5 Manor House Square, Yonkers 10701, c/o Ron George. Filed Oct. 23.

Vincent's Furniture Service, 260 Madeline Ave., Box 791, Verplanck 10596, c/o Vincent Caione. Filed Oct. 19.

Westchester Childcare & Development, 4 Browning Lane, Hartsdale 10530, c/o Kimberly Alvanza-McKellar. Filed Oct. 18.

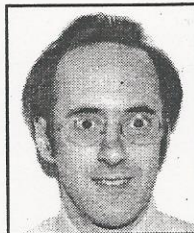
Wide Communications, 22 Pine Terrace, Bronxville 10708, c/o Saeko Sakai. Filed Oct. 19.

YCC Maple Store, 8 Maple Ave., New Rochelle 10801, c/o Yuan Fu Wu. Filed Oct. 13.

Zaro International, P.O. Box 144, Scardale 10583, c/o Pearl-Ann Brown. Filed Oct. 25.

Newsmakers

Willy Gissen of Hartsdale was promoted to vice president at **Levin Public Relations & Marketing Inc.**, White Plains, a provider of publicity and



Gissen

communications strategy for high-tech and financial services companies. Gissen was formerly a supervisor. He joined Levin in 1997 as an account executive. Gissen holds a bachelor's degree in government from Harvard University.

Patricia Walsh of Ossining was appointed associate administrator at the **Sarah Neuman Center for Healthcare and Rehabilitation**, Mamaroneck, a nursing home and rehabilitation center. Since 1998, Walsh was administrator at Victory Lake Nursing Center, Hyde Park. Prior to that, she was chief financial officer and vice president, program development at Providence Rest, Bronx. Walsh holds a bachelor of science degree in accounting from Lehman College and a master's degree in business administration and health care administration from Baruch College and Mount Sinai School of Medicine.

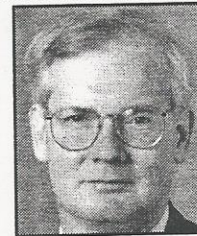


Walsh

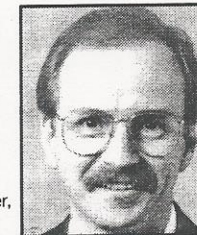
Dr. Susan Steneck of Redding, Conn., a neuropsychologist, joined the staff of the **Attention Deficit Disorders Institute**, Westport, Conn. Steneck is also an assistant professor of psychology/psychiatry at Weill Medical College of Cornell University at New York Presbyterian Hospital, White Plains. In addition, she is director of school programs at New York Presbyterian Hospital. Steneck holds a bachelor's degree in psychology from Trinity College and a doctor of philosophy degree from the California School of Professional Psychology.

Hudson Valley Bank, Yonkers, announced the following executives at the bank were appointed to its board of directors.

James J. Landy of Yonkers, an executive vice president at Hudson Valley Bank, joined the board. Landy is also chairman of the board of trustees of St. Joseph's Medical Center, Yonkers. He holds a bachelor's degree from Manhattan College and a master of banking degree from Louisiana State University.



Landy



Brown

Stephen R. Brown of LaGrangeville, chief operating officer and chief finan-

Continued on page 35