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**EMPIRE STATE DEVELOPMENT KICKS OFF 2010 WITH  
NEW REGIONAL DIRECTOR FOR THE MID-HUDSON**

Empire State Development Chairman & CEO designate Dennis M. Mullen today announced the appointment of Susan Jaffe as regional director for the Mid-Hudson area. In her new role, Mrs. Jaffe will manage economic development initiatives for Westchester, Rockland, Orange, Dutchess, Sullivan, Ulster and Putnam counties.

“With more than 22 years of experience running successful government, not-for-profit and small business enterprises, Mrs. Jaffe’s an ideal addition to our team,” Chairman Mullen said. “As a business owner herself, she understands the needs of her fellow business owners, as well as aspiring entrepreneurs. Her wealth of experience includes revitalizing and administering Sullivan County’s Empire Zone Program and working with local partners to outline strategic business plans which have led to the retention and expansion of business within the region. With her strong leadership and guidance I have no doubt that we will continue to ensure that business thrives and expands in the Hudson Valley.”

As regional director, Mrs. Jaffe will work directly with businesses and local development partners throughout the Hudson Valley to promote economic growth in the region. Working with the regional team in ESD’s New Windsor office she will help structure financial incentive packages and manage ESD’s relationships with elected officials, community groups, advocacy groups and non-governmental stakeholders, such as universities, chambers of commerce and non-profit groups.

Mrs. Jaffe comes to the position from the Sullivan County Partnership for Economic Development where she served as vice president and was responsible for the county’s business marketing, as well as its attraction, retention and expansion efforts. Her experiences range from senior management in New York City’s Family Support Administration to a successful entrepreneurial business in the western Catskills.

“I am honored to join Empire State Development in its efforts to promote economic development opportunities for the Mid-Hudson region,” said Mrs. Jaffe. “Working alongside Chairman Mullen and ESD’s regional staff I believe we can continue to promote the Mid-Hudson as an attractive place to do business, securing the region’s economic future for generations to come.”

Empire State Development is New York's chief economic development agency. ESD also oversees the marketing of "I LOVE NY," the State's iconic tourism brand. For more information, visit [www.nylovesbiz.com](http://www.nylovesbiz.com).

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