

Big Ideas. Big Impact. Big Sales.

It's simple really: clearly communicate your business strengths and achievements and you can show customers what makes your company the smart choice. To do this you need dynamic and unified marketing. Online, in print, through events and social media — we can give your company the voice it needs to connect with customers.

ONLINE: Start-to-finish web site services: B2B, corporate, consumer.

DESIGN & TECH: Web site planning, dynamic design, development, database integration, web apps, E-commerce solutions.

MARKETING: Social & business media integration, SEO (search engine optimization, E-marketing, microsites, HTML email campaigns.

PRINT: Brochures, sell-sheets, direct mail, and other print collateral; corporate identity, business stationery, interactive PDFs.

EVENTS: Exhibit displays, trade show banners, indoor & outdoor signage, interactive presentations.

- **Powerful and proven marketing solutions to promote your business.**
- **The latest communication techniques, and clean, professional designs that support and enhance your message.**
- **Affordable solutions that are cost-effective to expand upon and update.**
- **Start-to-finish project management. On time and on budget delivery, with results that can be measured.**
- **A valuable partner to help you succeed in every business climate.**



PETE RUSSITANO

Design solutions for business.
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MLC energy projects financing

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Real Solutions

Cost Analysis Tool Helps Cities Switch to LED Lighting
 2012 Energy Links & Resources: State, Federal and partner companies... energy info for your operational...
Latest MLC News - Finished Projects
 Explore new technology, strategies and cost-effective financing for your community.
Innovative Energy Projects in the News

Project spotlight: San Jose, CA
 The City of San Jose announces \$4M in funding for energy efficient projects, including lighting retrofits, mechanical equipment replacements and HVAC upgrades at over 50 municipal facilities.
More project details

Sectors We Serve
 Municipal Services
 Education
 Public Safety
 Transit/Traffic
 Real Estate
 Transportation

Energy-Efficient Upgrades
 HVAC Upgrades
 Lighting Retrofits & Controls
 Building Envelope
 Water-Use Reduction
 Green Building Certification

Renewable Energy Projects
 Equipment Upgrades
 Open, Distributed Generation
 Wind & Solar Installations
 Biomass/Water-to-Energy
 Geothermal & Geopneumatic
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charm variety
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 The Arlington District of Poughkeepsie, New York is one of the most vibrant communities in Dutchess County, just west of the City of Poughkeepsie. Arlington is home to historic College and a thriving business, culture and community center.

An eclectic collection of restaurants serves cuisine from Spain, Vietnam, China, Italy, Japan, Mexico and Greece. Along with many other kinds of casual dining from innovative gastropubs to upscale, Arlington includes specialty retail shops featuring fine jewelry, clothing, art and collectibles, gifts, books, antiques, hardware and health foods. Professional offices and business companies, a public library, local schools, and a wide variety of housing options complete the community.

welcome!
 we're glad your here

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Intelligent Employment Screening with Real-time Alerts

Get background checks from the security pros
 Our employment screening investigators and supporting technology tools take the hassle out of pre-employment screening. From the time you post a job to the time you make a candidate an offer, don't just pre-employment background checks to just anyone. Partner with the security professionals at SSC for the complete picture of who you're hiring, and save time and money in the process.
 • Learn more about our screening services
 • View our complete list of background checks and screening services

Smart screening tools simplify the process
 Get access to the latest background management technology support with our Applicant Management System. Remove unnecessary delays, secure the applicant's information and permission (whereby), and request a background check with just a click. Our optional tracking feature takes the guesswork out of the applicant's status throughout the pre-screening process.
 • See our technology in action via webinar
 • Learn more about our Applicant Management technology support >

Put our industry expertise to work for you
 SSC clients benefit from our years of award-winning experience. We become a trusted business partner and an extension of your staff. We retrieve important information quickly, cost-effectively and in all states, legally, and when we've earned the full spectrum of industries, we have specialized experience with the top of the industry sectors.
 • Learn more about our industry specializations >

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 • Drug Screening (DOT & non-DOT)
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CAREER FACTOR

CURRENT TECH JOBS WHY CHOOSE CF? RESOURCES ABOUT CONTACT

CF matches the best talent with the best companies

We provide successful companies with expertise in recruiting hard to find talent within the local marketplace. Our intelligent recruiting process combines resume parsing techniques with our patented sourcing to help us find our clients' requisition faster.

Career Factor won't waste your time -- we deliver you only the strongest candidate who have the requisite skills, and industry experience that enable you to get the job done right. We pride ourselves on truly understanding your needs, resulting through extensive research, and consistent communication throughout the placement process.

What our clients say:
 "Career Factor has truly been a game changer for us. They've helped us in a variety of ways, from helping us with our recruitment strategy to helping us with our hiring process." - Client

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Coverage Features & Benefits Insuring Students Since 1932 - **Respect Center**

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Plans With Outstanding Features & Benefits
 Pupil Benefits Plan Student Accident Insurance provides the protection New York students need. Our high quality coverage extends to both public and private schools, ages through 12th grade, and includes all school-sponsored activities, athletics programs, work study, noon hour programs, field trips... even alterations between students. [More >](#)

A Proud History of Service & Commitment
 The story of what is today known as Pupil Benefits Plan depicts a very unique journey with tremendous impact on the NY's public educational system. PBP, Inc. was the creation of two gentlemen, Frank Wassung from Norwich, and Robert Winger from Roseton. Their idea took shape as a result of a laborer's finger and a pediatrician's discussion. [More >](#)

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 Pupil Benefits Plan Student Accident Insurance specializes in offering students the excellent protection they need and deserve, while providing schools with the best possible value for precious budget resources. We proudly protect nearly 650,000 students in 300 school districts in New York State. [More >](#)

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Satisfied clients

"Building and launching a web site can be a complicated and painstaking process. Your web site designer should be a creative force to impart the look and content you want, but also a guide and facilitator to help you see what is possible. Pete Russitano is just such a person: creative, open minded and capable of making the process flow.

He created and implemented my company vision across all of our corporate sites. And all in a short period of time. He is consultative and accessible, exactly what you want when spending hard won dollars on corporate image. I can say we are very pleased and I recommend his work without reservation."

- **David A. Linsky, CEO – SSC, Inc.**
Corporate Intelligence and Investigation
sscintel.com, securessc.com
sscscreening.com, svcmgmt.com

"Pete brings an impressive amount of marketing, and trend insights to the table by immersing himself in your company, your products, and competitive analysis of your business. He communicates every step of the way and delivers on time... very professional and client-focused."

- **Bob Vissers, President – CareerFactor LLC**
careerfactorllc.com

"I am very happy to recommend Pete! We hired him to redesign the Pupil Benefits Plan website, and he has delivered outstanding results for us. We also had him re-do our brochures and print ads, and he recently created a number of beautiful exhibit displays for us. The reaction to them has been wonderful! He's took the time to listen and understand our business, and geared all his efforts to helping us grow."

- **Elaine McDuffee, Marketing Manager**
Pupil Benefits Plan, Inc.
pupilbenefits.com

"In working with us on the Aspire Advantage web site and corporate identity, Pete was absolutely essential in creating something that was highly recognizable and enduring. With his spot-on design skills and marketing ideas, he gave us the perfect media components to truly reflect and support our business. We have a great ongoing relationship with Pete, calling on him often to help us improve our web site and marketing materials."

- **Laurie E. Cohn, Principal**
Aspire Consulting, Ltd.
aspireadvantage.com

"We are very happy to see that our sites appear FIRST in Google searches for "municipal leasing", and have for 4 years now... higher than our Fortune 500 competitors! Pete has the skills and experience to bring all the elements of a project together — design, budgets, and how to best reach new customers. He helps us accentuate our services, our reputation and our strengths so we can compete more effectively. We are very excited about our new Energy Projects Financing website Pete has helped us create. We know this new site will be a big success and will work just as hard as we do to bring in new business."

- **Renee Piché, President – MLC**
powerofleasing.com
russitano.com/mlcenergy

"... a comment about your MLC website: it is very well built and the message from your CEO at the beginning imparting knowledge strikes an excellent chord. Your site is also well placed on Google and is mentioned in many searches on several key words. You definitely have a web designer who understands the power of successful online marketing!"

- **Lee Stevens (commenting on the MLC site)**
Emerging Technologies Associates



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CLIENTS INCLUDE:

