



FROM: THE ASSOCIATION FOR A BETTER NEW YORK (ABNY)
New York, NY

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FOR IMMEDIATE RELEASE

Melva M. Miller Named Chief Executive Officer of ABNY

*Building on her leadership of ABNY's Census 2020 efforts,
Former Queens Deputy Borough President Pledges to Leverage ABNY's role in New York and Grow its
Inclusivity Through Strategic Planning, Stakeholder Engagement and Coalition Building*

(New York, NY – August 19, 2020) – The Association for a Better New York (ABNY) today announced the selection of Melva M. Miller as its Chief Executive Officer beginning Monday, August 24.

In her new role, Miller will work closely with ABNY Chairman Steven Rubenstein, ABNY's Board of Directors and its membership to drive programs and collaborative efforts to respond to the challenges our City and communities face during this unprecedented time. Under Miller's leadership, the organization will build upon its legacy of civic leadership across the public and private sectors to partner with a broader and more diverse group of New Yorkers through strategic planning, stakeholder engagement, coalition building, and concrete actions to advance a better New York.

"Melva has proven herself to be a wise, dedicated and effective leader, and one of our City's foremost advocates," **said Rubenstein, Chairman of the Association for a Better New York and President of the strategic communications firm RUBENSTEIN.** "This has been a hard year for our City. But with leaders like Melva – whose passion, compassion, and efficacy are what we need right now – we will emerge a stronger community."

"I am thrilled to be taking on the role of Chief Executive Officer and build upon ABNY's legacy and the work we have accomplished over the past couple of years," **said Melva Miller, incoming CEO of ABNY.** "In this moment, our City is once again at a time of great uncertainty and I'm looking forward to working with ABNY's Chairman Steven Rubenstein, our Board of Directors, and our entire ABNY community to play a significant role in shaping the future for the better. There are no easy solutions. However, the work of ABNY has long been one of helping bring about positive change, especially when times have been tough. Our City's recovery and economic growth requires the input and participation of all New Yorkers, and through this work ABNY will ensure New York City continues to be a hub of innovation, financial strength and human capital that will lead the charge for a more just, equitable, and inclusive City."

Miller has been an integral part of the ABNY team since 2018, when she was hired to lead the organization's Census 2020 efforts. As Executive Vice President of ABNY Census 2020, Miller led an organizing and action committee comprised of 20 corporate, non-profit, community and union leaders along with the organization to:

- Work with ABNY's Chairman to fundraise over \$1.3 Million for its Census Effort
- Create relationships with over 50 corporate partners for Census outreach
- Support Census communications campaigns of 49 Community Based Organizations as part of its Pro Bono Pop Up Public Relations Agency
- Produce a Census Summit with over 500 attendees and 14 organizing partner organizations
- Partner with Quinnipiac on a poll that provided essential data for the City's Census outreach strategy
- Create Census related messaging for over 100 partner organizations
- Host dozens of Census events and webinars
- Gather important data for Census outreach messaging through 20 Focus Groups in 6 different languages as well as phone and text polling
- Participate in the successful Citizenship Question Court Case
- Play an instrumental role in securing Census funding in the City (\$40M) and State (\$60M) budgets

Most recently, Miller conceptualized the structure and intent of ABNY's *Black Leadership in New York City: Conversations on Power, Politics, and Racial Justice*, a six-part discussion series to identify clear opportunities to address systemic racism and economic inequality in New York City. As part of the series, ABNY members have already heard from Jumaane Williams, NYC Public Advocate, J. Phillip Thompson, NYC Deputy Mayor, and Darren Walker, President, Ford Foundation, and will soon be hearing from Cheryl Wills, Emmy Award Winning Journalist, Talk Show Host, Author & Motivational Speaker, George Gresham, President 1199SEIU United Healthcare Workers East, and Letitia James, NYS Attorney General.

"As Director of Economic Development within the Queens Borough President's Office, and then as Deputy Borough President, Melva Miller brought vision and forethought to enhancing economic development in Queens and making sure that the borough is a driver of New York City's economy," **said Queens District Attorney Melinda Katz.** "Just as important, she put effective mechanisms in place to ensure that ambitious initiatives would flourish. Her laser-like focus on neighborhoods such as Jamaica and Long Island City enhanced the entire city's economic well-being. That's the experience and expertise she brings to her new role as Chief Executive Officer of ABNY."

"Melva Miller is one of the most competent and committed people I've had the pleasure to work alongside in addressing the challenges our communities face," **said Rep. Gregory W. Meeks.** "She has not only demonstrated an exceptional ability to get the job done throughout her years of service to our City, she has bridged communities together and build coalitions around our shared goals as New Yorkers. I congratulate ABNY on finding an excellent Chief Executive Officer in Melva."

"Melva's visionary leadership enabled the Center for Law and Social Justice to connect with strategic Census partners and bolster our outreach efforts in NYC's communities of African descent," **said Lurie Daniel Favors, Esq., Interim Executive Director of the Center for Law and Social Justice at Medgar Evers College.** "Her keen insight and experience in serving New Yorkers will serve as powerful tools in this new role. We're confident that ABNY will thrive under her direction and the institution is fortunate

to have someone like her in leadership. We look forward to continued partnership as we work together to serve and support vulnerable New Yorkers.”

“Melva has shown her tremendous leadership skills and enthusiasm while working to get out the count for the 2020 Census,” **said William C. Rudin, Former Chairman and current Board Member of the Association for a Better New York and Co-Chairman and CEO of Rudin Management Company.** “I look forward to working with her and seeing her continue, and advance, what my father Lew and others started in the 1970s, at another difficult time in our City’s history, for a truly better New York.”

“Melva will be a great Chief Executive Officer for ABNY,” **said Darren Walker, President of the Ford Foundation.** “She is passionate and committed to the civic vitality of the New York City and will bring a wealth of knowledge, expertise and connections to the diverse communities that make up our great city.”

“Melva is a force of nature, with an enviable track record,” **said Carl Weisbrod, Senior Advisor at HR&A Advisors.** “As ABNY’s Chief Executive Officer, her energy will help guide and lift the entire city toward a bright future as we emerge from these challenging times.”

Prior to working at ABNY, Miller served as the Deputy Borough President of Queens. She has been a passionate and dedicated community organizer since 1993. Her achievements include the creation of the Jamaica NOW Action Plan, a stakeholder-driven strategy to increase quality employment, economic diversity and financial security in downtown Jamaica, and she was also the lead organizer of the Western Queens Tech Strategic Plan, an initiative that produced a five-year blueprint for equitable growth of the Long Island City and Astoria tech ecosystem.

In addition, Miller has held several senior economic development roles throughout her career, including Director of Economic Development for her hometown borough of Queens, and Executive Director for the Sutphin Boulevard Business Improvement District. She sits on the Board of Directors of the New York City Economic Development Corporation, Habitat for Humanity New York City, and the Greater Jamaica Development Corporation.

Miller holds a Bachelor’s degree from John Jay College of Criminal Justice, a Master’s degree in Social Work from Hunter College School of Social Work, and recently received a second Master’s Degree in Philosophy from The Graduate Center at the City University of New York. She is currently a Ph.D. candidate in the Social Welfare program at CUNY’s Graduate Center.

Laura Colacurcio who has served as the Acting Executive Director since January will remain with ABNY, taking on the role of Vice President.

About the Association for a Better New York

For over 40 years, ABNY has worked as a catalyst to bring business, political, labor, and non-profit leaders together to address problems facing the economic and social well-being of the city. Under the leadership of Steven Rubenstein, the organization continues to carry out its mission by providing forums and programs that work to build a better New York.

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