

**ALUMNI SPOTLIGHT**

**Lisa Cordasco '84**  
President, New Crystal Restoration



**Company** Our job at New Crystal Restoration is about helping. We are in the business of turning a disaster into a wide smile. NCR staff receives a call that a homeowner or business has sustained damages due to fire or water. Our team quickly assesses the repair needs, makes those repairs and helps get people back to their routine. Our company has a unique story. The business holds the distinction as the first and oldest restoration company in Westchester County, N.Y. We are a local, multi-generational business founded nearly 60 years ago. New Crystal Restoration is the proud recipient of the Westchester-Fairfield County Business Journal Family-Owned Business Award for 2016 and this year we have been awarded the Small Business Award for 914Inc.

**Iona Impact** Iona is a very special place for our family. We have four Iona alumni employed at New Crystal Restoration. The outstanding education we received has helped by giving us the tools to grow our business into a thriving local organization. The religious climate in our teachings has shaped the team, molding us to provide services in a compassionate manner. Perhaps the biggest impact is that we have an Iona love story! Freshman year, our CFO and our environmental director met and fell in love. Nearly 30 years later the couple is happily married and their daughter is looking forward to joining our team this summer.

**Life Lessons** One of the best lessons I learned during my career and life is to prioritize what truly makes one happy. When I began my career, I thought that the external gratification of financial success would be the most significant measure of success. As I got older I realized that a life defined by mere financial success is a failure. The joy and happiness which comes from meaningful and deep relationships are more precious than a big bank account. Never has anyone remarked that at the end of their life that they should have spent more time at the office or at work. Heed these words.

**Going Green** Our family business was reinvented in 2008 to become Westchester County's first green restoration company. No longer are the antiquated toxic-based products used when we restore property damaged by fire, water and mold. We learned that we can deliver a safe, powerful, effective result by using botanical-based services. Since many individuals with autism, special needs and medical issues are sensitive to chemicals, odors and cleaning agents, we decided that we wanted to keep everyone safe, and we can do this with our services at a competitively priced rate.

**Giving Back** Since we are in the business of rescuing properties from a disaster, we have learned first-hand the importance of assisting our neighbors and our community. One of the nicest components in having a successful business is the ability for the company to be able to support many local charities; and some national ones, too. We have an emotional and personal connection to charities that care for the developmentally disabled, those with autism, ovarian cancer and Parkinson's disease. We have loved ones who try and meet those challenges every day.

**Words of Wisdom** Work hard. Be devoted. Give it your best. Learn from your mistakes. Give the world the best you have and the best will come back to you.

Winter 2018 19

CFP '12 became a certified (CFP) in April. The CFP is administered by Certified Financial Planning Board of Standards. The public individuals are authorized to use the CFP in the U.S. and have professional standards.

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