

2024 Organization & Citizen of the Year

Every year, the Armonk Chamber of Commerce recognizes one individual and an organization, who positively impact and improve our community. This year, we salute two who have made an indelible mark on Armonk.



DeCicco & Sons, Organization of the Year

The DeCicco legacy was born in 1973 when John A. DeCicco, Sr. convinced his family to acquire a little grocery store in the Bronx, where he worked as a delivery boy. John Sr. immigrated from Italy in 1958 and brought with him a tremendous dream, a strong work ethic, a discerning eye for quality, and a very deep love for family. Almost 50 years later, the family business has evolved into "DeCicco & Sons, well-known for its high-quality food and a personal touch. You'll never wander the aisles lost and looking at DeCicco's. Any employee you encounter will undoubtedly greet you with a warm "hello" and "can I help you find something?"

John Sr., Founder and Chairman of DeCicco & Sons, together with his two sons, John Jr., and Chris, along with his brother Joe, and his son, Joe Jr., have transformed their business into one of the most recognizable premium supermarket chains, in Westchester and Putnam Counties, with over ten locations.

The DeCicco's & Sons Armonk location opened its doors on June 13, 2013. When Covid hit in 2020, going to the supermarket became a daunting task for consumers who were scared to leave their homes and often encountered bare shelves. DeCicco's rose to the challenge, building plexiglass enclosures around cashiers,

installing hand sanitizing stations and hand wipes throughout their stores to ensure a safe shopping experience for both customers and employees. Each year DeCicco's donate thousands of dollars back into the community through charities and local groups. They donate 1% of sales to local PTAs/PTSAs through their school rebate program. They're also involved in various food drives throughout the year and around the holidays.

Unique to the Armonk store is the second-floor gastropub, selling wine by the glass on tap, many of them from local breweries like Captain Lawrence and Peekskill Brewery. On the second-floor customers can sip coffee, eat lunch or play a game on the bocce courts, playing homage to the family's Italian heritage. Arguably one of the most endearing personal touches DeCicco's offers is the child-size "Customer in Training" shopping carts, for mom and dad's little helpers. Ensuring a new generation of shoppers will be as enamored with the experience as the generations prior.

The 2024 Citizens of the Year Golf Outing and Dinner is Monday April 15th, 2024 at the Mount Kisco Country Club. The public is invited to register for the golf and/or Dinner to honor our Citizens of the Year. Go to armonkchamberofcommerce.com for details and to register.



Robby Morris, Citizen of the Year Bringing Joy and Purpose to Armonk

Anyone who has attended Frosty Day has undoubtedly crossed paths with Robby Morris. The long-time Armonk resident is the heart and soul of Frosty Day. His hard work, dedication, and creativity along with that of the Friends of Frosty Committee help to produce one of Armonk's most beloved traditions. Frosty Day's fun filled family activities are the highly anticipated annual kick off to the holiday season.

Robby is an Insurance & Financial Planner by trade. He was a former President of the Westchester Life Underwriters Association, a member of the Estate Planning Council and a Board Member of the Association of Development Officers.



Robby has an uncanny knack for planning memorable events that people not only enjoy but that also raise funds for worthy causes.

Over the years, Robby's efforts have helped raise millions of dollars for charities. His fund-raising resume includes the MBIA Invitational Golf Outing, the Dannon Tour De Wagner (a 200-mile bike ride event), and Sports and Entertainment Dinner Auctions with Phil Ramone just to name a few. He has volunteered with Special Olympics for more than 30 years and was the Area Coordinator for Westchester and Putnam Counties running all their sports competitions. He also served as the New York State Special Olympics Track and Field Games Director for over 25 years.

Robby and his wife, Carol, met at WARC Camp Echo, got married a few years later and moved to Armonk in 1981. By 1989, with 3 active boys, on top of his other volunteer activities, he dove into the local community. Robby coached youth soccer, created an indoor soccer program with the Rec Department and helped start a travel soccer program in Armonk. Another role Robby took on was President of the North Castle Historical Society.

Robby, a founding member of the Armonk Chamber of Commerce, helped with the first directory and sidewalk sales which led to his involvement on the ACOC Board. He initiated Third Thursdays (Chalk Art high school competition, an Antique Car Show, Circus Arts Program and Chili Cook-off) as well as Music in the Square. He helps coordinate and run the Annual Cider & Donut Festival and is involved in many other community events and activities. In 2022, Robby was inducted into the Westchester County Senior Citizen Hall of Fame

But the thing Robby might be most well known and most loved for is the Robby Morris Clown Troupe! For 55 years, Robby, along with his family, friends and neighbors, don clown costumes from his personal collection and bring chaos and joy to the New Rochelle Thanksgiving Parade. "Clowns are the personal touch to the parade. We high five everyone on the sidelines, take pictures with the children and bring the parade to them!"

Though his children have now moved away and have families of their own, Robby and Carol remain in Armonk. So, the next time you're at Frosty Day, be on the look-out for the OTHER man with the white beard.