

*Celebrate The*  
**SEASON OF  
GIVING**

**SEE CENTERFOLD FOR SEASON OF GIVING  
GALA LUNCHEON HONOREES P. 24-25**

**HIA-LI'S CEO BRIEF PG 4**

Jeffrey Friedman - CEO OF CN Guidance & Counseling Services

**HIA-LI'S INDUSTRY LIST: PG 34-44**

Advertising Agencies, Marketing & PR Firms

**HIA-LI'S HEARD AROUND THE ISLAND PG 47**

News, Updates, Events, and Promotions from our member companies!



**BUILDING A STRONGER  
LONG ISLAND TOGETHER**



[CITRINCOOPERMAN.COM](http://CITRINCOOPERMAN.COM)

LABEL



# HIA-LI POSITIONING STATEMENT & INITIATIVES

HIA-LI IS ONE OF THE RECOGNIZED VOICES FOR BUSINESS ON LONG ISLAND; A POWERFUL FORCE AND ECONOMIC ENGINE FOR REGIONAL DEVELOPMENT. OUR MEMBER COMPANIES REPRESENT TENS OF THOUSANDS OF BUSINESS PROFESSIONALS.



## MANUFACTURING REVITALIZATION

Profile manufacturing on LI helping obtain funds to operate more efficiently and create opportunities for a skilled manufacturing workforce.



## WORKFORCE DEVELOPMENT

Develop solutions to attract, blend and retain employees and keep youth on LI.



## HEALTHCARE

Explore existing and emerging strategies for containing healthcare costs.



## INFRASTRUCTURE

Identify and develop plans to address critical infrastructure needs of the Hauppauge Industrial Park that will foster the continued growth of business.



## ENVIRONMENT OF BUSINESS SUCCESS

Create forums to educate and connect business growth and survival. Promote the HIA-LI Annual Trade Show and conference as a forum for important connection and discussion on economic, business, and workforce development issues.



## ALTERNATIVE ENERGY "GO GREEN"

Profile and promote energy efficiency to HIA-LI members. Educate and showcase environmental and energy services.



## VIRTUAL HIA-LI

Enable our members to collaborate, connect and deliver added value by sharing knowledge with current and future members and the global world.

# WHAT'S INSIDE

HIA-LI DECEMBER CALENDAR OF EVENTS	3
CEO BRIEF FEATURING JEFFREY FRIEDMAN	4
LI INNOVATION PARK AT HAUPPAUGE: BIZ GROWS HERE	6
HIA-LI SOLAR TASK FORCE	12
HIA-LI SEASON OF GIVING GALA LUNCHEON	24-25
HIA-LI COMMITTEE CORNER	26
HIA-LI INDUSTRY LISTS	34-41
WELCOME NEW MEMBERS	46
HEARD AROUND THE ISLAND	47

# HIA-LI OFFICERS & DIRECTORS

**President & CEO**  
Terri Alessi-Miceli  
(631) 543-5355

**Robert Desmond**  
Industry One  
Realty Corp  
(631) 273-4255

**Kevin O'Connor**  
BNB Bank  
(631) 537-8826

**Arthur Sanders**  
Omni Funding  
(516) 697-3900

## OFFICERS

**Chairperson Of The Board**  
**Joe Campolo**  
Campolo, Middleton & McCormick LLP  
(631) 738-9100

**Rita DiStefano**  
Portnoy, Messinger, Pearl & Associates, Inc.  
(516) 921-3400

**Robert Quarte**  
AVZ & Company P.C.  
(631) 434-9500

## LIFETIME BOARD MEMBERS EMERITUS

**Fred Eisenbud**  
Campolo, Middleton & McCormick LLP

**First Vice Chairperson**  
**John Bauer**  
Littler Mendelson, P.C.  
(631) 293-4525

**Karen Frank**  
Darmic Consulting Services Inc.  
(516) 524-8216

**Ann-Marie Scheidt**  
Stony Brook University  
(631) 216-7605

**Thomas J. Fallarino**  
CPA

**Second Vice Chairperson**  
**Carol Allen**  
People's Alliance  
Federal Credit Union  
(631) 434-3500

**Joseph Garofalo**  
Island Christian Church  
(631) 822-3000

**Anne Shybunko-Moore**  
GSE Dynamics  
(631) 231-1044

**Richard S. Feldman, Esq.**  
Rivkin Radler LLP

**Corporate Secretary**  
**Rich Humann, P.E.**  
H2M Architects & Engineers  
(631) 756-8000

**Susan H. Gubing**  
Career Smarts  
(631) 979-6452

**Chris Valsamos**  
Castella Imports, Inc.  
(631) 231-5500

**Ernest E. Hoffman**  
W & H Stampings

**Treasurer**  
**Anthony Manetta**  
Cedar Communities, L.P.  
(516) 229-1168

**Rich Isaac**  
Sandler Training  
(631) 231-3538

**Michael Voltz**  
PSEG Long Island  
(631) 844-3819

**Howard Kipnes**  
Cedar Knolls Inc.

## DIRECTORS

**Jim Coughlan**  
Tritec Real Estate Co., Inc.  
(631) 706-4113

**Bob Isaksen**  
Bank of America  
(631) 547-7450

**Dr. Elana Zolfo**  
Berkeley College  
(631) 338-8633

**Nicholas M. Lacetera**  
Peoples Alliance  
Federal Credit Union

**Christopher Kent**  
Farrell Fritz, P.C.  
(631) 367-0710

## LIFETIME BOARD MEMBERS

**Ed Pruitt**  
(Posthumously)  
CEO

**David Manning**  
Brookhaven National Laboratory  
(631) 344-4747

**Jack Kulka**  
The Kulka Group  
(631) 231-0900

**John Rebecchi**  
Disc Graphics

**Scott Maskin**  
SUNation Solar Systems Inc.  
(631) 750-9454

**Allan Lippolis**  
Superior Washer & Gasket Corp.  
(631) 273-8282

**Marci Tublisky**

**Anthony Leteri**  
USA Waste Reduction & Recycling Co., Inc.  
(631) 269-0800

**Norman Weingart**  
Communications Specialist

**David Winchester**  
CleanTech Rocks

# HIA-LI COMMITTEES & CHAIRPEOPLE

## BUSINESS DEVELOPMENT

**Tony Borelli**  
Mass Mutual Financial Group  
(516) 391-0300 x396

**Pierre Lespinasse**  
Farmingdale State College  
(934) 420-2882

## EDUCATION/WORKFORCE CONNECTION

**Linda Furey**  
Junior Achievement of New York  
(516) 625-9028

**Marie McCallion**  
Stony Brook University College of Business  
(631) 348-3121

## ENERGY/UTILITIES/INFRASTRUCTURE

**Jack Kulka**  
Kulka, LLC  
(631) 231-0900

## ENTERTAINMENT/SPORTS

**Carmella Fazio**  
All Island Media  
(516) 297-9011

## ENVIRONMENTAL/ GREEN INDUSTRIES

**Alyse Delle Fave**  
Rigano LLC  
(631) 756-5900

**Tom Fox**  
D&B Engineers & Architects  
(516) 364-9890

## GOVERNMENT RELATIONS

**Jack Kulka**  
Kulka, LLC  
(516) 231-0900

**Chris Kent**  
Farrell Fritz, P.C.  
(631) 367-0710

## HEALTH & WELLNESS

**Len Baldassarre**  
Merrill Lynch Wealth Management  
(631) 944-9662

**Melissa Negrin-Wiener**  
Genser Cona Elder Law  
(631) 390-5000

## HUMAN RESOURCES

**Mary Locascio**  
All Island Media  
(631) 750-1226

**Aoifa O'Donnell**  
National EAP Inc.  
(631) 588-8102

## MANUFACTURING/ INTERNATIONAL TRADE

**Kursad Devecioglu**  
Bimser International Corporation  
(646) 722-3890

**Ron Loveland, BSE, MBA**  
Summit Safety & Efficiency Solutions  
(631) 642-7236

## MEMBERSHIP

**Rich Isaac**  
Sandler Training  
(631) 231-3538

**Alex MacPherson**  
UBS Financial Services, Inc.  
(631) 420-6421

## MENTORING/ NETWORKING AND COMMUNICATIONS

**Ann Morrison**  
The American Foundation for Suicide Prevention  
(516) 869-4215

**John Schneidawin**  
Teachers Federal Credit Union  
(631) 698-7000

## SALES & MARKETING

**Miriam Hubbard**  
PBI Payroll  
(516) 338-5454

**Dan Simon**  
Signwave LLC  
(631) 761-9292

## SECURITY

**Allan Lippolis**  
Superior Washer & Gasket Corp.  
(631) 273-8282

## TECHNOLOGY FOR BUSINESS

**Chris Coluccio**  
TechWorks Consulting Inc.  
(631) 285-1527

**Manny Morales**  
2M Technologies, Inc.  
(631) 231-3255 x27

## H.Y.P.E.

**Adam Holtzer**  
Connections4Hire  
(631) 696-0324

**Gregg Pajak**  
WizdomOne Group of Companies  
(631) 652-6001



631-543-5355 • WWW.HIA-LI.ORG

The Hauppauge Reporter - The Official Newspaper of the HIA-LI - (USPS 017-655) - is published monthly by the HIA-LI - 225 Wireless Blvd., Suite 101, Hauppauge, NY 11788. Application to mail at Periodical Postage Rate is accepted at Smithtown, NY 11787. POSTMASTER: Send change of address notices to HIA-LI at the address noted above to HIA-LI, Editor, Phone: (631) 543-5355, info@hia-li.org. The HIA-LI does not endorse the classifieds/display advertisements or necessarily agree with the opinions expressed in the articles written for this newspaper. Total number of copies (Net Press Run: 3,301 | Paid-In-County Subscriptions: 2,163 | Paid Outside-County Subscriptions: 638 | Distribution Outside the Mail: 200 | Copies Not Distributed: 300 | Total: 3,301).



# HIA-LI CALENDAR OF EVENTS: DECEMBER 2019

## HIA-LI COMMITTEE MEETINGS

### THURSDAY, DECEMBER 12<sup>TH</sup> 8:30 AM-10:00 AM

**HIA-LI's Human Resources Committee Meeting**  
Location: Clear Vision Optical - 425 Rabro Drive, Hauppauge

### FRIDAY, DECEMBER 13<sup>TH</sup> 8:30 AM- 10:00AM

**HIA-LI's Sales & Marketing and Business Development Joint Committee Meeting**  
Location: HIA-LI Headquarters – 225 Wireless Blvd Suite 101, Hauppauge

### FRIDAY, DECEMBER 13<sup>TH</sup> 8:00 AM- 10:00AM

**HIA-LI's Manufacturing/International Trade Committee Meeting**  
Location: Marcum LLP – 10 Melville Park Road, Melville

## FOR MORE INFORMATION

For more Information on upcoming events, committee meetings, or location changes - Please check the event calendar at [www.hia-li.org](http://www.hia-li.org) or contact the HIA-LI office at 631-543-5355 for any additional questions on dates or locations that may be added or updated.



## HIA-LI UPCOMING EVENTS

### THURSDAY, DECEMBER 12<sup>TH</sup>, 11:00 AM - 2:00 PM

"Season of Giving" Gala Luncheon. Bring your SMALL office to our LARGE Luncheon Gala to celebrate the holidays while enjoying food, cocktails and entertainment by Interactive Illusionist, TJ Tana. Also, finish your holiday shopping at our craft fair during the event! Join us at Stonebridge Country Club, 2000 Raynors Way, Smithtown, NY 11787 from 11:00 am to 2:00 pm. Members: \$75 | Non-Members: \$100. Payment and registration required/pre-register to avoid \$5 walk in fee. Refund Policy: No refunds for cancellations or no shows. To register, visit [www.hia-li.org](http://www.hia-li.org) or call 631-543-5355.

### FRIDAY, JANUARY 17<sup>TH</sup>, 8:00 AM - 10:00 AM

HIA-LI's 42nd Annual Meeting & Legislative Breakfast. Meet your local and state representatives! Learn more about their Long Island business initiatives and 2020 economic forecast. The event is from 8:00 am to 10:00 am. Location TBD. Tickets are Members \$50 | Non Members \$65. Payment and registration required/pre-register to avoid \$5 walk in fee. Refund Policy: No refunds for cancellations or no shows. To register, visit [www.hia-li.org](http://www.hia-li.org) or call 631-543-5355.

### WEDNESDAY, JANUARY 29<sup>TH</sup>, 5:30 PM - 7:30 PM

HIA-LI's Member Appreciation Networking Event. Join us for a night of networking with the HIA-LI business community from 5:30 pm -7:30 pm at Patrizia's of Hauppauge, 358 Vanderbilt Motor Pkwy, Hauppauge, NY 11788. This is a complimentary event for HIA-LI members. Bring a non-member as a guest to learn more about the benefits of the organization. There will be complimentary lite bites and a cash bar. To register, visit [www.hia-li.org](http://www.hia-li.org) or call 631-543-5355.

## CALENDAR HIGHLIGHTS



### Season of Giving Gala Luncheon

Thursday, December 12, 2019

Registration & Networking: 11:00 am | Program & Lunch: 12:00 pm - 1:30 pm  
Stonebridge Country Club | 2000 Raynors Way, Smithtown, NY 11787

**-Honoring-**

<p><b>ORGANIZATIONS</b></p>  <p><b>Paule Pachter</b> CEO Long Island Cares, Inc.</p>  <p><b>SCOTT MARTELLA</b> YOUNG EXECUTIVE</p> <p>Keith Keingstein President &amp; Founder BOSS Facility Services, Inc.</p>	<p><b>VOLUNTEERS</b></p> <p>Kevin Devecioglu Managing Director Bimser International Corporation HIA-LI Manufacturing Committee Co-Chair</p> <p>Ron Loveland President Summit Safety &amp; Efficiency Solutions HIA-LI Manufacturing Committee Co-Chair</p> <p>Adam Holtzer Founder Connections4Hire, Inc. HIA-LI H.Y.P.E. Committee Co-Chair</p> <p>Gregg Pajak President &amp; Founder WisdomOne Group, Inc. HIA-LI H.Y.P.E. Committee Co-Chair</p>
---	--

Entertainment by  
TJ Tana  
Interactive Illusionist

**-Holiday Craft Fair-**  
11:00 am - 2:00 pm  
\$150 for a Table

Members: \$75 | Non-Members: \$100  
To Register, visit [www.hia-li.org](http://www.hia-li.org) or call (631) 543-5355

For more information on becoming a sponsor or a vendor for the Holiday Craft Fair, please contact Anthony Forgione at [aforgione@hia-li.org](mailto:aforgione@hia-li.org) or call (631) 543-5355

-Sponsors to Date-





## MEMBERSHIP APPRECIATION EVENT

WEDNESDAY, JANUARY 29, 2020  
5:30 PM - 7:30 PM

**@ PATRIZIA'S OF HAUPPAUGE**  
358 Vanderbilt Motor Pkwy, Hauppauge, NY 11788

**NETWORKING  
LITE BITES  
CASH BAR**

SHAKE HANDS WITH YOUR NEXT CLIENT!

COMPLIMENTARY TO HIA-LI MEMBERS

BRING A NON-MEMBER AS A GUEST TO EXPERIENCE THE BENEFITS OF OUR ORGANIZATION

-FOR MORE INFORMATION-  
PLEASE CONTACT TERRI JIMENEZ AT  
[TJIMENEZ@HIA-LI.ORG](mailto:TJIMENEZ@HIA-LI.ORG)

-TO REGISTER-  
VISIT [WWW.HIA-LI.ORG](http://WWW.HIA-LI.ORG) OR CALL (631) 543-5355

Venue Sponsor: 



# HIA-LI CEO BRIEF

**JEFFREY FRIEDMAN - CEO OF CN GUIDANCE & COUNSELING SERVICES**

## TELL US ABOUT HOW YOU/ YOUR COMPANY STARTED.

Mr. Friedman is a non-profit leader with 25 years' experience in serving disadvantaged and vulnerable individuals in New York. He has led staff sizes ranging from 40 to 300+ in pursuing, winning, and implementing federal and foundation funding opportunities—including grants from the Administration for Children and Families (ACF), the Centers for Disease Control (CDC), and the Substance Abuse and Mental Health Services Administration (SAMHSA). Prior to joining CN Guidance as CEO in 2013, he helped drive the missions of other non-profit groups including The Retreat, Federation Employment and Guidance Service in New York City and ARC in Port Henry, New York. Mr. Friedman earned a MA in Administration for Nonprofits from SUNY Plattsburgh and a BS in Rehabilitation Counseling from Boston University.

## WHAT WAS A TURNING POINT FOR YOU/YOUR COMPANY?

Recognized as committed to high standards of comprehensive service, CN Guidance was designated in 2017 by state and federal authorities as a Certified Community Behavioral Health Clinic (CCBHC), the only one Long Island. As a result, our clinic now offers vital services such as: same-day appointments; individual, family, and group therapy; outpatient "detox" with medication-assisted treatment (MAT); 24/7 mobile crisis team/emergency intervention; targeted treatment for Veterans and their families; and on-site primary care. We are also able to provide key outreach and treatment services beyond the four walls of our clinic, including via the use of a mobile recovery unit, with onboard clinicians and Peer staff; service-offerings at partner locations such as a soup kitchen and local community centers; and collaborations with local emergency departments/hospitals.

## WHAT IS YOUR PHILOSOPHY AT CN GUIDANCE & COUNSELING SERVICES?

CN Guidance inspires and catalyzes recovery for people living with mental health and substance use conditions through innovative and person-centered integrated clinical treatment, counseling, housing and support services—empowering those served to live healthy and fulfilling lives. By recognizing and addressing the integration of behavioral health and physical health, our organization leverages a holistic perspective, driven by its belief in the ability of every individual to recover. For over 47 years, our nonprofit agency has reached/served people who are



***“Our organization leverages a holistic perspective, driven by its belief in the ability of every individual to recover.”***

**- Jeffrey Friedman | CEO of CN Guidance & Counseling Services**

economically disadvantaged, uninsured, under-insured, and disabled (including developmental disabilities) or otherwise marginalized in our Long Island community. Taking person-centered perspective, we provide substance use disorder and outpatient mental health treatment AND a range of supports such as mobile services and tele-psychiatry that reduce barriers to care.

## TELL US ABOUT YOUR COMPANY'S PROFILE TODAY

As an estimated 1 in 5 (451,000) L.I. residents suffer from a mental health disorder while 195,000 face substance use disorders, CN guidance is one of the only agencies regionally to treat often “co-occurring disorders.” With demand ever increasing – in part due to the opioid crisis - our agency serves nearly 7000 residents annually (compared to 2000 in 2013). We further support the community by delivering free Mental Health First Aid training (for teachers, 1st responders, Veterans, others—to help them recognize the signs of mental health crises and how to respond); and teaching people how to administer NARCAN — that helps people survive some opioid overdoses. As members of the Plainview-Old Bethpage and Hicksville chambers of commerce

and the Hauppauge Industrial Association, we serve as an educational and referral resource.

## WHAT OPPORTUNITIES DO YOU SEE IN THE FUTURE?

Taking a proactive approach toward client health outcomes and long-term agency sustainability, CN Guidance will look for the opportunity to build its capacity by continuing to innovate and grow through: (1) moving toward treatment on demand by expanding access to telemedicine (enabling a patient to speak to a psychiatrist/clinician remotely) and improving same-day access (allowing more people to obtain same-day appointments), and significantly reducing wait times; (2) Keeping more people out of hospitals by creating more partnerships with community organizations and healthcare providers that can refer people directly to and from treatment at our clinic; (3) Further reducing barriers to care by going directly out into the community to give treatment and vital information to people where they are; (4) Leveraging and expanding national, regional and local media exposure of our critical programs towards much needed funding.



**I AM SARAH.  
I AM NOT DEFINED  
BY MY ILLNESS.**



**I DESERVE  
TO RECOVER.**

**Cn** guidance &  
counseling

HOPE STARTS HERE

**CNGUIDANCE.ORG | 516.822.6111**



This section is dedicated to highlighting companies in the Long Island Innovation Park at Hauppauge, the largest park in the Northeast with over 1,300 companies and 55,000 employees. The HIA-LI is committed to reinvesting in the park with our partners from Business, Government and Institutions to create a place to work, live and play for our future workforce.

**ALL-WAYS ELEVATOR, INC.**



**PRESIDENT/CEO:** Rich Dalvano  
**IN BUSINESS SINCE:** 2006

**WHAT PRODUCTS/SERVICES DO OFFER?**

We install, maintain, inspect, repair and modernize, commercial and residential passenger and freight elevators, dumbwaiters and vertical reciprocating conveyors. Our service area spans from Montauk to Manhattan including all of the 5 Boroughs and parts of Westchester.

**WHAT IS YOUR COMPETITIVE EDGE?**

Ethics and service. We have licensed and certified staff.

We have all the necessary insurances. We are well versed on the codes that govern the equipment we work on. We have the riding public and our staff's best interests in mind in everything we do. We work tirelessly to constantly improve our service to our clients.

**WHY ARE YOU PROUD TO BE IN THE LONG ISLAND INNOVATION PARK AT HAUPPAUGE (IPH) AND SHOWCASING YOUR COMPANY**

In my opinion, this is the most sought-after industrial park. Its prime location to major thoroughways. The look of the park as you drive through it. The prestige that comes with being located in the park. The ability to attract talent based on the amenities the surrounding area has to offer. The potential for its growth in the future.

**TELL US ABOUT YOUR COMPANY'S PROFILE TODAY AND AREAS OF GROWTH.**

When we moved to the Innovation Park at Hauppauge, we had approximately 19 employees, to date we have 72. We have seen growth in all of the sectors we work in from Residential to Commercial and from Installation to Service.

**CONTACT: Nick Dalvano**  
631-563-1240 | 5 Davids Drive  
Hauppauge, NY 11788  
www.allwayselevatorinc.com  
ndalvano@allwayselevatorinc.com



**Welcome Long Island Businesses!**

Finance Commercial Real Estate  
Purchases or Refinances

**5/5/5 Adjustable Commercial Mortgages**

- Term: 15 years
- Initial Interest Rate = 3.375%\*
- Interest rate adjusts after years 5 and 10\*\*
- No prepayment penalty



Call (631) 323-6779, Ext. 1687  
or Email us at [business@teachersfcu.org](mailto:business@teachersfcu.org).  
**TeachersFCU.org**

Mixed Use Property  
\$1,700,000  
Merrick, NY

Office Building  
\$4,000,000  
Astoria, NY

Office Building  
\$550,000  
Greenlawn, NY

Shopping Center  
\$1,850,000  
Riverhead, NY

**31 Branches throughout Long Island, Queens and Manhattan**



\*Rate accurate as of 11/20/2019. Rates & terms subject to change without notice. Loans are subject to credit approval. Business owners must be members or eligible for membership at TFCU and must provide personal guarantees for loan request. \*\*After years 5 and 10, interest rate will adjust to the 5 year constant maturity treasury + 25% rounded up to nearest 1/8th.



# Make catering deliciously easy

...

## HOW TO MAXIMIZE YOUR CATERING EXPERIENCE



### A delicious addition to your celebration

Make the most of your gathering with our various catering trays. They'll have your guests ready to celebrate.

### We'll come to you

We offer delivery on orders over \$200 within a 10 mile radius. We'll set everything up so it's ready and organized for your guests. Please note, we require 24 hours notice for delivery.

### Just the way you like it

Our menu allows you to customize your order to please everyone. Gluten free? We can do that. No pickle? No problem.

### We've got you covered

We have everything you need from paper products to our specialty sauces. We're happy to provide these items upon request.



**Call or stop by to place your order today**



Commack

656 Commack Rd, Commack, NY 11725

[chick-fil-a.com/commack](http://chick-fil-a.com/commack)

[facebook.com/CFAcommack](https://facebook.com/CFAcommack)

631-499-1280

catering 631-486-0860



## Franchisors Beware: The Death of No- Poach Agreements . . . . Are Non-Competes Next?



**By Tom Telesca**  
Partner  
Ruskin Moscou  
Faltischek, P.C.  
516-663-6670  
ttelesca@rmfpc.com



**By Elizabeth Sy**  
Associate  
Ruskin Moscou  
Faltischek, P.C.  
516-663-6612  
esy@rmfpc.com

Off-used no-poach provisions in franchise agreements, in which franchisees agree not to recruit each other's employees, have gained considerable attention from the Department of Justice (DOJ), the Federal Trade Commission (FTC), U.S. Senators, and state attorneys general. A recent study by Princeton economists report that 58% of major franchises use no-poach agreements. Even though no-poach agreements cultivate harmony within a franchise system, which in turn gives such franchise system a competitive edge over others, no-poach agreements may also restrict worker mobility and cause wage stagnation.

The enforceability of no-poach provisions depends on a complex anti-trust analysis. In short, "vertical" no-poach provisions, which prohibit workers from leaving one franchise store for another within the same chain (i.e., an intra-brand restriction or e.g., Wendy's to Wendy's), are more likely to be enforced than a

"horizontal" no-poach agreement which prohibit workers from leaving one franchise for another in the same industry (i.e., an inter-brand restriction or e.g., Wendy's to Arby's).

While a franchisee's breach of a no-poach provision may give the franchisor the right to terminate the franchisee, the focus has been on their impact on employees. In late 2016, the DOJ and FTC issued their Antitrust Guidance for Human Resource Professionals to make clear that "naked" no-poach agreements among competing employers – i.e., one unrelated or unnecessary to a larger legitimate collaboration between employers – are per se illegal under federal antitrust laws and warned that criminal penalties may be imposed against employers who participate in such agreements. The DOJ has taken the position that "[r]obbing employees of labor market competition deprives them of job opportunities, information, and the ability to use competing offers to negotiate better terms of employment."

On July 13, 2018, U.S. Senators Elizabeth Warren (D-Mass) and Cory Booker (D-N.J.) sent a letter to about 100 large franchise CEOs urging them to abandon no-poach agreements for the same reasons stated by the DOJ.

Employee litigation concerning the enforcement of no-poach agreements has escalated, and the outcomes vary. In *Deslandes v. McDonald's USA, LLC*, 2018 WL 3105955 (N.D. Ill. June 25, 2018), a McDonald's franchisee prohibited a lower level employee from leaving to take a better paying position at a corporate owned McDonald's. The employee alleged that a no-poach agreement, which prohibited the hiring of current employees of other McDonald's or anyone who had worked for a McDonald's in the last six months, was an illegal restraint of trade.

The court denied McDonald's motion to dismiss, holding that the no-poach provision was a "horizontal" restraint even though it only prohibited intra-brand competition. The court relied on the distinguishing fact that McDonald's franchisees are not given exclusive territories and, thus, compete directly with corporate owned McDonald's.

In March 2019, after attorneys general from New York and thirteen other states joined forces in an investigation to expel no-poach agreements, Arby's, Dunkin', Five Guys, and Little Caesars agreed to ditch their no-poach practices. New York

Attorney General Letitia James stated, "My office will continue to work with other state attorneys general to ensure the workers at other national chains are not unnecessarily barred from opportunities for career and financial growth."

Following the DOJ, FTC, and state attorneys general, the court in *Blanton v. Domino's Pizza Franchising LLC*, 2019 WL 2247731 (E.D. Mich. May 24, 2019) denied Domino's motion to dismiss, ruling that the plaintiff sufficiently pled a horizontal restraint despite the no-poach provision's application to only intra-brand franchisees. The court focused "on whether the allegations are sufficient to demonstrate that Defendants entered into agreements with franchisees that resulted in less mobility and lower wages for employees."

By stark contrast, another judge in the same court granted Little Caesar's motion to dismiss in *Christopher Ogden v. Little Caesar Enterprises, Inc. et al.*, 2019 WL 3425266 (E.D. Mich. July 29, 2019). The plaintiff, a general manager, brought an action against Little Caesar's alleging that its no-poach agreement was horizontal and, thus, violated antitrust laws. Little Caesar, similar to Domino's, prohibited its franchisees in exclusive territories from hiring an employee in a managerial position at another Little Caesar's. The court found that Little Caesar's no-poach provision was neither per se "horizontal" nor close to it because Little Caesar's no-poach provision had some "vertical" component (i.e., intra-brand restriction), and the plaintiff failed to allege that Little Caesar's restriction on intra-brand competition was not negated by the pro-competitive effects the no-poach provision had on inter-brand competition.

Recently, on October 7, 2019, Washington State Attorney General Bob Ferguson announced that his initiative to end the use of no-poach clauses nationwide has reached 100 corporate chains. "We won't stop until every corporate franchise with a significant presence in Washington eliminates these clauses nationwide," said Ferguson.

With this scrutiny, franchisors should ensure that their no-poach provisions only restrict management level employees from switching employment between their own franchisees who have exclusive territories for a reasonable period of time. Franchisors should also consider whether the DOJ, FTC, or states attorneys general will next turn their attention to more traditional non-compete agreements.



WE SET THE  
BAR HIGHER

### SMART COUNSEL. STRAIGHT TALK.

Ruskin Moscou Faltischek is the preeminent business law firm in the New York region, with more than 70 attorneys, superior knowledge of the law, polished business acumen and proven credentials. The strength of RMF's resources has earned us a sterling reputation: we don't just solve problems; we create opportunities.

**RMF**  
RUSKIN MOSCOU FALTISCHEK P.C.  
*Smart Counsel. Straight Talk.*





## BUILDING A STRONGER LONG ISLAND TOGETHER

So much has changed since we first opened our doors in 1979. We are grateful for the growth and success we have experienced along the way and know much is owed to the support, encouragement, and loyalty that has been shown to us over the years.

Our daily mission is to enhance the businesses and personal lives of our clients through expert advice. When you are free to “focus on what counts” business thrives.



**MICHAEL SABATINI, CPA**  
Managing Partner  
Long Island Office  
631.930.5000 x5610  
msabatini@citrincooperman.com

ready  
**EVOLUTION**



# Companies Want to See “Talent in Action”



**By Mark J. Grossman**  
Mark Grossman Public Relations  
1113 Orchid Circle  
Bellport, NY 11713  
Tel 631-786-0404  
Fax 631-812-1414  
Mark@MarkGrossmanPR.com

“You know what bosses like even more than employees who get their work done? Employees who don’t even have to be told what to do, because they’ll create value on their own accord,” says Eric Talbot, Strategic Account Manager at National Business Capital & Services in Bohemia. That was his advice to young people – particularly Millennials and Generation Zs – who are a growing part of today’s emerging workforce.

“Customer service is not a department – it’s an attitude,” added Gregg Pajak, President and Founder of the Wizdome Group in Islandia. “Service is about making things easier and saving people time and money. Experience is about making things memorable and engaging and creating a desire to linger. “The best experiences,” Pajak adds, “are those you wish would last forever.”

These were just two pieces of sage advice that was part of an HIA-LI Small Business Task Force Open Forum titled, “Is There a Difference Between the Generations?” held on November 7 at Simplay in Hauppauge. Moderated by Rev.

Joseph Garofalo, Outreach Pastor at Island Christian Church, the panel included five distinguished business leaders: Gary Barello, Senior Vice President of Human Resources and Organizational Development at Biodex Medical Systems, Inc. in Shirley; Scott Maskin, CEO and Co-Founder at SuNation Solar Systems, Inc. in Ronkonkoma; Teresa Ferraro, President of East/West Industries Inc. in Ronkonkoma; along with Talbot and Pajak.

Panelists were asked to provide their thoughts on a range of topics including meeting deadlines, employee initiative, work-life balance, and performance reviews. According to Gary Barello, while there are differences in the way generations view the workplace, “employers have to be careful not to generalize. We have to avoid stereotyping by closing our eyes when a new person joins our team and say, ‘what does this person have to offer?’”

Barello added, “Just like ethnicity and gender, business leaders like us need to avoid labeling – we need to give each person the opportunity to show who they are.”

“Each scenario is case by case,” added Talbot. “You never know what someone has going on right outside the office.” However, if someone was consistently submitting projects and reports exactly at deadline with no time to spare, it would “raise some red flags” and question whether the employee could “handle the responsibility of bigger projects with tighter deadlines.” Pajak added that younger employees need to take initiative and

show management how they can build teamwork and impact the bottom line. “Companies don’t want sculptures of talent,” he said. “They want to see the talent in action.”

These Open Forums are a direct result of feedback from our membership, 80 percent of which are small businesses, a figure which mirrors the overall Long Island business community. We understand that small businesses have their own set of unique challenges, and discussions over the years centered on how our organization could provide better guidance and support for these companies. One result was the institution of these Small Business Task Force Open Forums, now in its third year.

A special thanks, as always, to Rita DiStefano, Chair of the Small Business Task Force and Director of HR Consulting at Portnoy, Messinger, Pearl and Associates, Inc. in Jericho and her task force members who work tirelessly to bring progressive, relevant programming to our membership.

Finally, stay tuned for future Small Business Task Force Open Forums, complimentary to HIA-LI members.

**Save the date for the next HIA-LI Small Business Task Force Open Forum on Thursday, April 2, 2020 at Simplay, 180 Commerce Dr, Hauppauge, NY 11788. This event is complimentary to the Long Island Business community but, registration is required. Please call the HIA-LI Office at (631) 543-5355 or visit [www.HIA-LI.org](http://www.HIA-LI.org).**

## Diva's Hair and Lash Studio

676 Motor Parkway Hauppauge, NY 11788

(631)-434-3482

**WE DO MENS CUTS**



**Glycolic Peel**

**\$80**

\*Can not be combined\*

Reg. \$160  
Exp. 1/10/19

**Set of Lashes**

**\$75**

\*Can not be combined\*

Reg. \$150  
Exp. 1/10/19

**Keratin**

**\$100**

\*Can not be combined\*

Reg. \$200  
Exp. 1/10/19

**Lash Tint & Lift**

**\$80**

\*Can not be combined\*

Reg. \$160  
Exp. 1/10/19

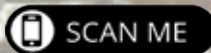


SEE THE  
**Long Island Innovation  
Park at Hauppauge  
Commercials & Films!**

*Liberty Moving & Storage, AVZ. Inc, Castella Imports, Contract Pharmacal, Tiffen Company and more.*



View the films today at:  
[www.telestorypictures.com/liiph](http://www.telestorypictures.com/liiph)



*TeleStory Pictures is proud to have partnered with the HIA-LI to produce a series of commercials and business testimonial films promoting the Long Island Innovation Park at Hauppauge, its businesses and future growth. Call us today to discover how we can do the same for your company.*

**Branded Stories | Corporate Video Marketing  
Commercials | Aerial**

[www.telestorypictures.com](http://www.telestorypictures.com)  
888-759-6096

**TELESTORY**  
P I C T U R E S  
...telling your story



# Wind Farms WILL Affect Your Rates In The Park?



**By Scott Maskin**  
Co-Founder & CEO  
SUNation Solar Systems, Inc.  
171 Remington Blvd  
Ronkonkoma, NY 11779  
Office: 631-750-9454  
Fax: 631-750-9455

As our Park drives forward with the HIPP rooftop solar initiative, most of the local headlines seem to be about wind farms. As a solar guy I value ALL forms of power. Wind, Solar, Fuel Cells, Battery storage and yes even the dreaded fossil fuel. ALL will play a vital role in Long Island's energy future as will conservation and energy efficiency policies.

Our utility grid gets power from many sources including local plants, solar farms, Niagara hydro power, and through a virtual spider web of transmission and generation plants throughout the east coast. All are referred to as POWER SUPPLY and all inputs ultimately land at your business or home.

The data on the wind farms is still very sketchy. On October 28th Newsday reported the proposed South Fork 130-megawatt wind farm will produce power at \$0.141 cents per kilowatt hour and the behemoth 1,700-megawatt combined state projects in contract from Denmark's Orsted and Norway's Equinor at \$0.083 cents per kilowatt hour. To a layman these seem like GREAT numbers for power however these ONLY represent the actual power and sets the proposed cost for energy at \$0.169 for the South Fork Wind Project which is significantly higher than the cost of existing power supply including solar. This is where confusion comes into play. In addition, to accept the power from these massive wind farms, huge investments need to be made for

utility upgrades. Initial estimates call for an additional \$ 1.39-\$1.57 per ratepayer for the South Fork Wind Farms and another \$0.73 for the state projects. That pencils out to about \$3 million so I would expect that's per year for the next 25 years or about \$ 75 million in total. Confused yet? I am.

There are many line items that contribute to the overall cost to power your business or home on Long island. They include not only power supply charges but taxes and notably the debt service from the Shoreham Nuclear debacle in addition to the highly publicized property taxes on the minimally used LI generation plants. There are line maintenance fees, efficiency program fees and demand charges as well. Currently when you write that check to PSEG and add all of those lines up you are currently paying between \$ 0.19 and \$ 0.21 cents per kilowatt hour used for your home. Commercial clients are between \$0.13 and \$ 0.15 cents.

Some industry professionals I've spoken to throw the dart at \$ 200- 500 million in infrastructure upgrades to accept the proposed wind power and the cost to the check book will raise "all in" costs to the residential user at an additional \$ 10-\$20 per month for basic fee's and rates somewhere between \$ 0.24 and \$ 0.26 per kilowatt hour consumed at the home. I would assume the monthly fees extend some 25years and the kilowatt hour rate will have an annual escalator for the same period as well. That's about a 20% premium for clean renewable wind power. More importantly commercial ratepayers in the park can expect equal increases as well. 20% is NOT an insignificant cost increase.

Most of the utility scale wind and solar projects are fashioned as a 20-25-year power purchase agreement. The ramifications of these agreements to our local

economy are great. Each time LIPA enters into a long-term power arrangement, they export billions in ratepayer dollars off Long Island, Out of state and now even out of the country. As the HIA-LI board works to retain and grow tradeable commodities, keeping LI dollars in Long Island circulation is also vital. PSEG is performing quite well in grid maintenance, grid reliability, billing and customer service. PSEG continually meets and exceeds all KPI's.

Let's cut to the chase, LIPA is moving forward with the wind farms; the Governor has blessed this and we the ratepayers will foot the bill. Electric rates have remained flat for the last few years as a whole due to lower fuel supply costs. That will surely change as LIPA accelerates infrastructure upgrades as well and provisions for increased usage from EV charging and electric heat pump conversions. Both being heavily subsidized.

The jury is still out on the costs for these wind farms and while I applaud the Governors 100% renewables by 2040, ultimately, I'd hope that the community would embrace responsible renewable decisions as opposed to being force fed.

Building owners in the park need to accelerate energy independence through solar, battery storage, efficiency programs, and any means financially viable. You can choose to take control of your energy costs through solar and storage.

**Please contact the HIA-LI Office for more information or visit the HIA-LI Hauppauge Industrial Power Project website at [www.HIPSOLAR.org](http://www.HIPSOLAR.org).**



**HIA Members! When was the last time you had your Sprinkler System Inspected and Maintained?**

**Call Island today for a custom tailored FREE QUOTE!**

**(631) 472-4500**

**Contact Island Fire Sprinkler for all your Fire Protection needs.**

We offer an array of services to protect our customers and their properties.

**Inspections · Maintenance · Central Station Monitoring · Fire Alarm  
24-Hr Emergency Service · Installation · Special Hazards · E-Lighting**

**We are here to help you and your community navigate fire protection codes for all your business needs throughout Long Island & the New York Metro area.**



**630 Broadway Avenue, Suite 1 Holbrook, NY 11741 [www.IslandFireSpk.com](http://www.IslandFireSpk.com)**





# FERRO FOUNDATION SCHOLARSHIP PROGRAM

**ATTENTION LONG ISLAND STUDENTS! THIS IS ABOUT YOU!**

Each year, the Ferro Foundation provides one 4 year scholarship of \$2,500 per year, to a promising ungraduate in financial need. This program is for a diligent student with high academic standards and strong ties to our community. If you think you fit that description, the Ferro Foundation would like to help!

**FOR MORE INFORMATION:**

[www.FerroFoundation.org/Scholarship](http://www.FerroFoundation.org/Scholarship)

516-396-9088

Sal Ferro  
President/CEO



## Tell Your Story. Grow Your Business.

Did you know that more than 82% of your prospects aren't interested in talking to you or your sales team till they've made a buying decision? That means you need to educate them faster and build trust sooner so you cut through the noise and stand out as the expert in your industry. Nothing does that faster than video marketing. Discover more today!

**Branded Stories | Corporate Video Marketing  
Commercials | Aerial**

[www.telestorypictures.com](http://www.telestorypictures.com)  
888-759-6096

**TELESTORY**  
P I C T U R E S  
...telling your story



## Long Island's Industrial Market Poised to Maintain Momentum Through 2020

*Thriving industrial sector has led to increase in speculative development*



**By Richard Neuman**

Vice President & Long Island Market Lead  
Project and Development Services  
JLL  
(212) 812-5916  
www.jll.com

Long Island's industrial market is poised to maintain its momentum through 2019 and into early 2020 as positive investor and developer sentiment continues to strengthen. A significant rise in proposed speculative projects signifies widespread interest from industrial developers and investors.

Industrial space users inked approximately 700,000 square feet in deals on Long Island in the third quarter of 2019, fueling 45,420 square feet of positive net absorption in Nassau County and 94,627 square feet of positive net absorption Suffolk County. Class A facilities in close proximity to the Long Island Expressway remain the best-positioned properties in the market, driving demand in both Nassau and Suffolk counties.

Strong demand for industrial product in Long Island's secondary markets showed no signs of slowdown, evidenced in the continued expansion of local market users. In the third quarter, the Mekhatti Group LLC expanded its operations with the lease of a 56,745-square-foot facility at 55 Harbor Park Drive in Port Washington. Additional significant transactions include Global Tissue Group Inc. leasing 125,000 square feet at 45 Ranick Road in Hauppauge and Time-Cap Labs Inc. taking 59,000 square feet at 260 Spagnoli Road in Melville.

The strong leasing activity has kept industrial rents on an even keel. This quarter, Long Island industrial rents dropped 9.5 percent to \$11.12 per square foot in the third quarter of 2019, falling from \$12.29 per square foot in the third quarter of 2018.

Long Island had 472,610 square feet of industrial product underway at the end of the third quarter of 2019, including Gerald Wolkoff's planned 232,000-square-foot facility at 80 Wilshire Boulevard in Edgewood. The market's thriving industrial sector has led to an increase in speculative development, with Lincoln Equities Group building a 195,000-square-foot warehouse and distribution facility at 344 Duffy Avenue and Sanders Equities constructing a 43,000-square-foot warehouse and distribution building at 400 West John Street.

Despite the increase in new supply the market's vacancy rate increased only slightly in the past year, rising 3.7 percent (or 10 basis points) to 2.8 percent in the third quarter of 2019.

On the investment side, increased interest in the Long Island market led to an upswing in sales transactions among national developers. Maryland-based Realterm Logistics acquired the 120,000-square-foot distribution center at 255 Pinelawn Road in Melville for approximately \$20.0 million, or \$167 per square foot. Likewise in Melville, New Jersey-based developer Hartz Mountain Industries Inc. recently completed its acquisition of the 35.5-acre National Grid site on Spagnoli Road that can accommodate approximately 450,000 square feet of warehouse and distribution product. Another New Jersey-based developer, Woodmont Industrial Partners, purchased a 130,565-square-foot industrial building at 100 Precision Drive in Shirley. The developer plans to make capital improvements to the vacant building, and market the Class A facility to a last-mile user.

Hauppauge Innovation Park is looking to achieve the same kind of success achieved by markets and cities around the world through the creation of innovation centers. These hubs foster deep innovation ecosystems with state-of-the-art infrastructure and access to a deep and talented labor pool to attract tenants and investors.

HIP offers investors and developers an ideal central distribution location to Nassau, Suffolk, Queens, and Brooklyn. The HIP is the largest suburban park in the northeast and second largest in the entire country, accounting for approximately one in 20 jobs on Long Island. The park recently developed a revitalization plan to transform the outdated warehouse space at the park into modern facilities that meet the needs of the thriving e-commerce industry and Long Island's workforce.

**About JLL**

JLL (NYSE: JLL) is a leading professional services firm that specializes in real estate and investment management. Our vision is to reimagine the world of real estate, creating rewarding opportunities and amazing spaces where people can achieve their ambitions. In doing so, we will build a better tomorrow for our clients, our people and our communities. JLL is a Fortune 500 company with annual revenue of \$16.3 billion, operations in over 80 countries and a global workforce of more than 93,000 as of September 30, 2019. JLL is the brand name, and a registered trademark, of Jones Lang LaSalle Incorporated. For further information, visit [jll.com](http://jll.com).

**About JLL**

JLL (NYSE: JLL) is a leading professional services firm that specializes in real estate and investment management. Our vision is to reimagine the world of real estate, creating rewarding opportunities and amazing spaces where people can achieve their ambitions. In doing so, we will build a better tomorrow for our clients, our people and our communities. JLL is a Fortune 500 company with annual revenue of \$16.3 billion, operations in over 80 countries and a global workforce of over 90,000 as of December 31, 2018. JLL is the brand name, and a registered trademark, of Jones Lang LaSalle Incorporated. For further information, visit [jll.com](http://jll.com).



### Miller Business Center's "Fast Facts"

- **Giving by corporations is estimated to have increased by 5.4% in 2018, totaling \$20.05 billion (an increase of 2.9%, adjusted for inflation).**  
*Source: <https://givingusa.org/giving-usa-2019-americans-gave-427-71-billion-to-charity-in-2018-amid-complex-year-for-charitable-giving/>*
- **Workplace giving positively effects employee engagement and retention.**
- **71% of surveyed employees say it is imperative or very important to work where culture is supportive of giving and volunteering.**
- **86% believe that employees expect them to provide opportunities to engage in the community and 87% believe their employees expect them to support causes and issues that matter to those employees.**  
*Source: <https://www.charities.org/Snapshot-Employee-Research-What-Employees-Think-Workplace-Giving-Volunteering-CSR>*
- **74% say their job is more fulfilling when they are provided opportunities to make a positive impact at work**  
*Source: <https://www.conecomm.com/research-blog/2016-employee-engagement-study>*

Through a unique partnership with the Miller Business Center, HIA-LI members receive access to extensive and specialized business resources as well as personalized business research and reference assistance. For more information, please contact Terri Jimenez at [tjimenez@hia-li.org](mailto:tjimenez@hia-li.org).



# HIA-LI Leaders Inducted into Long Island Business Hall of Fame

**By Joe Campolo, Esq.**

Chairman, HIA-LI Board of Directors And  
 Managing Partner  
 Campolo, Middleton & McCormick, LLP

On November 7, CMM Managing Partner and HIA-LI Board Chairman Joe Campolo was inducted into the Long Island Business Hall of Fame with HIA-LI President/CEO Terri Alessi-Miceli and board members Rich Humann (President/CEO of H2M architects + engineers) and Jim Coughlan (Co-Founder of Tritec). Induction into the Hall of Fame is a high honor reserved for leaders who demonstrate a commitment to excellence. Below are Joe's remarks from the ceremony.

Congratulations to my fellow inductees. I was surprised to be included with this group and was certain a mistake had been made. Once I confirmed it wasn't a mistake, that triggered an internal struggle about my message tonight. I thank my team at CMM, and my dear friend and co-inductee Terri Alessi-Miceli, collectively a remarkable group of professionals who inspire me every day to be my best. I would also be remiss if I didn't thank my wife, Alyson, who makes sure that my world is full of love and laughter.

Since this award was made public, the question I've received most is "What was the criteria?" Great question. I don't have the largest law firm; I don't lead an organization with a large balance sheet; I'm clearly not the best-looking male executive on Long Island. So I searched for what could have led to my inclusion here. And what I came up with are the following factors that have shaped my career.

**A burning desire to grow –**

Since leaving home at 17 to enlist in the Marine Corps, my life became consumed with a burning desire to grow. Prior to joining the Marines, I found myself in a world



where I just didn't fit in – a world of reckless youth where I was surrounded by people who felt doing just enough was good enough. Burning inside me was the feeling that I didn't belong. Thus, I knew I needed to make a drastic change and I joined the Marine Corps, a decision that was crucial to me finding myself and marked the beginning of my journey to this podium. As a Marine I was, for the first time, surrounded by high chargers all looking to excel. It made me realize that I was not weird for wanting to spend my life pushing the limits of my God-given talents to see how far I could go. This desire now permeates every facet of my life and dictates everything I do.

**The courage to be authentic –**

I strive to be fully transparent and authentic. This isn't a shtick like some performer – it's how I'm able to stay fully immersed and focused on maximizing my growth. It would be impossible for me to see a clear path forward without genuine feedback from others, and it's impossible to receive that unless what you present is genuine. But it isn't easy – it takes courage to put yourself out there. But the more discipline I have in remaining authentic,

the better the outcome, because no matter where I wind up, I never lose myself along the way.

**Boundless energy to persevere –**

Perseverance is a cornerstone of my career, as I have been blessed with a strong work ethic instilled in me by my grandmother and my father. This ability to get up every day and continue to advance the ball down the field takes an enormous amount of focus and energy. Maintaining this discipline is even more difficult because we live in the most prosperous country in the world – one could just do "enough" and still do well. The ability to persevere through boredom and adversity is what turns good business leaders into great ones.

Understanding that balance is needed, the formula is work hard/play hard, and I do take opportunities to recharge. But I never lose sight of the fact that they are temporary fuel stations that provide me the energy I need to continue down my path.

**A promise to always do my best –**

I have made a promise to myself that I will always do my best and, if I fall short, I won't make excuses but instead strive to do better. This commitment is critical because mistakes and failures are inevitable. Unless I'm confident that I've done my best, such failures will lead me down a dark road. As a business leader, the most important thing to instill in my team is an expectation that everybody will do their best and understanding that it sometimes won't work out. This builds the confidence necessary to grow and take risks.

I am proud to share this spotlight with you and look forward to working together to continue to make Long Island the greatest place on earth.

**Tell Your Story.  
 Grow Your  
 Business.**

**Did you know that more than 82% of your prospects aren't interested in talking to you or your sales team till they've made a buying decision? That means you need to educate them faster and build trust sooner so you cut through the noise and stand out as the expert in your industry. Nothing does that faster than video marketing. Discover more today!**

**Medical & Pharma Marketing Films  
 Branded Stories | Corporate Video Marketing  
 Commercials | Aerial**

**www.telestorypictures.com  
 888-759-6096**

**TELESTORY  
 P I C T U R E S  
 ...telling your story**





# **MONDAY NIGHT GOLF LEAGUE**

**Starts Monday, January 6, 2020**

**EVERY MONDAY**

**Starts Jan. 6th and ends Feb. 24th**

8 Weeks, 8 Simulators

Consists of a 9 Hole Match Each Week.

If You Miss on Monday Night, You Can Play Your Round During the Week

Watch Monday Night Football

**Cost is \$250 per player**

*Prize money for top finishers will be awarded*

**To Sign up go to [www.simplayny.com/events](http://www.simplayny.com/events)  
For more info call Chuck at (718) 344-0768**

## **THE HOLIDAYS ARE HERE**

Get a Unique Gift for a loved one, a family member, colleague, Kris Kringle...

Good on RAINY days  
Good on HOT days  
Good at NIGHT  
Lots of Games to Play  
**NEVER EXPIRES!**

Print your own Gift Certificate online at  
[www.simplayny.com](http://www.simplayny.com) or call

**631-617-6363**





## 5 Ways Time and Attendance Software Will Improve Your Efficiency



### AccuData Workforce Solutions

www.workforcesolutions.com  
info@workforcesolutions.com  
516-935-6767

Accurately tracking time and attendance is very important for all organizations, no matter the size of the business. It's also very complicated. The growth of the gig economy has many companies using freelancers along with full-time employees. And often, in-staff employees work outside of the office...and outside of normal work hours. All of this has made keeping tabs of employee work time more difficult than ever.

Today's new workplace environment has more and more companies turning to automated time and attendance software. If you haven't done so yourself, here are five reasons why you should make the move:

#### 1. It Reduces Human Error

Whenever processes are calculated or completed manually, mistakes are bound to happen. All it takes is one misplaced decimal, digit or date to adversely affect payroll, time-off requests and other human capital management (HCM) functions. With time and attendance software, the human error factor is all but eliminated, as all of

your time-tracking needs are managed right within the system. You'll experience greater accuracy in labor tracking and employee compensation, without the trouble of exporting, importing or duplicate data entry.

#### 2. It Reduces Paperwork

Managing and storing time and attendance documents via paperwork is just not viable for most HR and payroll departments anymore. Collecting employee time, approving hours, planning schedules, etc. is both a time- and space-consuming endeavor. When you choose a time-tracking solution like Accu Data's, you no longer have to manually collect and plan schedules each pay period. You can also say goodbye to all the shelving and filing cabinets taking up space in the office.

#### 3. It Reduces Costs

Inaccurate time reporting. Tardiness. Buddy punching. Overpayment. It all adds to business costs that can really impact your bottom line. Using automated software helps you accurately capture all timekeeping and attendance-related information, eliminating time theft (intentional or not) and human error, helping you increase efficiency and in the long run, improve your profitability.

#### 4. It Reduces Absenteeism

Every company has to deal with unanticipated

absences at the workplace. Employees get sick or need to take care of a kid or handle a family emergency. But if not monitored or managed, absenteeism can get out of control, which can lead to missed deadlines, or poor customer service and possibly lost business. An automated solution, like Accu Data's, allows you not only to track rates but report reasons for each absence. This allows HR teams to monitor and analyze the whens and whys, and then create a comprehensive attendance policy.

#### 5. It Increases Employee Satisfaction

Business owners and HR managers aren't the only ones to benefit from an automated time and attendance solution. Employees are empowered to access their own information—such as how many personal or sick days they have remaining in the year—on their own at any time. They will also notice how much faster it is for HR managers to review, approve and address the time-off requests, allowing them to start preparing their vacation and time-off plans sooner.

Are you ready to bring an automated time and attendance solution to your office? Contact Accu Data today to learn more about how we can help you with real-time detailed reporting, scheduling and time collection options, along with our host of other Human Capital Management (HCM) services, including payroll, benefits administration, applicant tracking and more.

## Changing Payroll Providers Has Never Been Easier.

Thinking of making the switch? There's no better time than the beginning of the new year. At Accu Data Workforce Solutions, **we make the transition as simple and seamless as possible**, using our 30+ years of experience as a leading provider of payroll and Human Capital Management.

- Streamlined Payroll & HR Software
- Customized Solutions for your Business
- Personalized Service and Support



**"Best Payroll Company"**

Top Three - LI Business News

PAYROLL PROCESSING | HUMAN RESOURCES | TIME & ATTENDANCE | BENEFITS ADMIN | ACA COMPLIANCE

95 West Old Country Road, Hicksville, NY 11801 • 516.935.6767 • workforcesolutions.com



## Get In The Head Of The CEO



On November 13th, HIA-LI held its annual “Get in the Head of a CEO” which featured recipients of the 25th Annual Business Achievement Awards. The inspiring program was moderated by Joe Campolo, HIA-LI Board Chairman, and Managing Partner, Campolo, Middleton & McCormick, and included panelists Teresa Ferraro, President of East/West Industries Inc., Scott Maskin, CEO & Co-Founder of SUNation Solar Systems & HIA-LI Board Member, Bobbianne Ng, Chief Financial Officer of Dominican Village, Deborah Schiff, Executive Vice President, Strategy & Business Development of Northwell Health, and Felicia Telep, Operations Manager of Pure Mammography. These industry leaders shared insight on their pathway to success, unique stories that led them to where they are today, and company culture values.

Join us on Thursday, December 12th at the HIA-LI’s “Season of Giving” Gala Luncheon 11 a.m. to 2 p.m. at Stonebridge Country Club as we honor organizations and individuals who give back to the Long Island community. Celebrate the holidays with other business professionals and enjoy entertainment by interactive illusionist TJ Tana. Seats are filling up quick! To register, call the HIA-LI Office (631) 543-5355 or visit the website at [www.HIA-LI.org](http://www.HIA-LI.org).

## HIA-LI’s CEO Forum Featuring Steve Tiffen, President CEO Of The Tiffen Company



On December 5, HIA-LI held its last CEO Forum of the year featuring Steve Tiffen, President & CEO, The Tiffen Company. During the discussion led by Joe Campolo, HIA-LI Board Chairman and Managing Partner, Campolo, Middleton & McCormick, Tiffen shared an inside look at identifying what customers want and determining how to give it to them. Attendees heard inspiring stories of perseverance and relying on core company values, which has helped the company reinvent itself as trends and times change. Their dynamic interview discussion prompted interaction from the audience with Q&A to conclude the program.

**Exclusive CEO Forum Package for HIA-LI-Members:** Please join us at our 2020 CEO Forums. Register and pay for all 6 CEO Forums for 2020 and receive \$30 off for a total price of \$210. This offer ends December 31, 2019. To take advantage of this exclusive offer, please call the HIA-LI office at (631-543-5355).



## November 19<sup>TH</sup> Membership Appreciation Event



Thank you to all of our HIA-LI Members who attended the November 19th, Membership Appreciation Event! A special thanks to Gerardi's Bar & Grill in Hauppauge for hosting and providing a delicious spread at your beautiful venue!

Please join us at Patrizia's Of Hauppauge for our next Membership Appreciation Event on Wednesday, January 29, 2020 from 5:30 – 7:30PM. Complimentary lite bits, cash bar and networking. Capacity is limited, call (631) 543-5355 or visit [www.hia-li.org](http://www.hia-li.org) to register. Complimentary to attend, guests are welcome.



# HAPPY HOLIDAYS

## FROM ALL OF US AT HIA-LI





**Your business is on 24/7.  
Shouldn't your advertising  
partner be too?**



Meet a4. We help small businesses plan, execute and manage their advertising campaigns. Running a small business is tough. Advertising your small business doesn't have to be. **Learn how at [a4media.com](https://a4media.com).**



**DATA | MEDIA | TECH**





# Holiday Catering at its Best!

# Brendel's

**BAGELS & EATERY**  
OF NEW YORK

*Brendel's is your Corporate Catering Holiday Specialist*  
*Kick off the Holiday Season with a Spectacular Catered Event*

WHETHER YOU ARE PLANNING HOLIDAY CELEBRATIONS AT THE OFFICE, OFFICE MEETINGS  
CORPORATE BREAKFASTS, COCKTAIL PARTIES, CORPORATE RECEPTIONS OR FUND-RAISERS,  
LET *Brendel's* BRING EXCEPTIONAL TASTE TO YOUR NEXT EVENT!



### *Package 1*

2 DOZEN BAGELS  
1 LB. OF CREAM CHEESE  
1 LB. OF WHIPPED BUTTER  
BOX OF BRENDEL'S  
SIGNATURE COFFEE  
½ GALLON ORANGE JUICE

\$59.00



### *Package 2*

ASSORTMENT OF BRENDEL'S  
BAGELS, FLAGELS & BIALYIS.  
DECORATED CREAM CHEESE PLATTER  
CONSISTING OF PLAIN, VEGETABLE & SCALLION  
CREAM CHEESES AND WHIPPED BUTTER  
FRESH FRUIT PLATTER,  
BREAKFAST BAKERY BASKET,  
BRENDEL'S SIGNATURE COFFEE &  
HOT CHOCOLATE,  
ASSORTMENT OF JUICES

\$8.99 PP



### *Package 3*

FRENCH TOAST OR PANCAKES,  
SCRAMBLED EGGS, BACON &  
HOMEFRIES  
AN ASSORTMENT OF BRENDEL'S BAGELS,  
FLAGELS & BIALYIS. CREAM CHEESE PLATTER  
YOGURT & GRANOLA PARFAIT  
WITH SEASONAL BERRIES  
BRENDEL'S SIGNATURE COFFEE &  
HOT CHOCOLATE

\$12.99 PP



### *Package 4*

BRENDEL'S SELECTION OF  
SIGNATURE WRAPS &  
DESIGNER PANINIS  
CHOICE TOSSED OR CASEAR SALAD  
(2) 2 LITERS OF SODA  
FRESH FRUIT PLATTER OR  
GOURMET COOKIE TRAY  
\$8.99pp



### *Package 5*

CHOICE OF 2 APPETIZERS -  
FRUIT & CHEESE,  
VEGETABLE CRUDITE OR CHIPS & DIP  
CHOICE OF 2 SPECIALTY HEROES  
CHOICE OF 3 SIDE SALADS  
(2) 2 LITERS OF SODA  
FRUIT OR COOKIE TRAY  
\$299.00



### *Package 6*

CHOICE OF 3 HOT ENTREES  
TWO HOT SIDES DISHES  
CHOICE OF SALAD  
BREAD BASKET  
BEVERAGE ASSORTMENT  
BROWNIE & BLACK & WHITE  
COOKIE PLATTER  
\$329.00

COMPLETE HOLIDAY MENUS, CATERING MENUS & DAILY MENU AVAILABLE IN STORE ON OUR WEBSITE!

VISIT ANY OF OUR 3 CENTRALLY LOCATED LONG ISLAND LOCATIONS:

950 WHEELER ROAD, HAUPPAUGE - 631-656-6828  
133 WALT WHITMAN ROAD, HUNTINGTON - 631-923-0559  
297 JERICO TURNPIKE, SYOSSET - 516-588-9999



**HIA-LI MEMBERS RECEIVE 10% OFF CATERING**



**1 866-CATERING WWW.BRENDELSBAGELS.COM**

**THE GOURMET FOOD & CATERING SOLUTION**





# ★ ★ ★ 42ND ANNUAL MEETING & ★ ★ ★ LEGISLATIVE BREAKFAST

JANUARY 17, 2020 | 8:00 AM - 10:00 AM

LOCATION TBD

## MEET YOUR LOCAL & STATE REPRESENTATIVES

LEARN ABOUT LONG ISLAND BUSINESS INITIATIVES & THE 2020 ECONOMIC FORECAST

### -INVITED PANELISTS-

U.S. CONGRESSMAN  
LEE ZELDIN

N.Y.S. SENATOR  
JOHN FLANAGAN

N.Y.S. ASSEMBLYMAN  
MIKE FITZPATRICK

SUFFOLK COUNTY EXECUTIVE  
STEVE BELLONE

TOWN OF ISLIP SUPERVISOR  
ANGIE CARPENTER

TOWN OF SMITHTOWN SUPERVISOR  
ED WEHRHEIM

### -MODERATOR-

JOE CAMPOLO  
HIA-LI BOARD CHAIR AND

MANAGING PARTNER, CAMPOLO, MIDDLETON & MCCORMICK, LLP

★ ★ ★  
\$50 MEMBERS/ \$65 NON-MEMBERS | TO REGISTER VISIT [WWW.HIA-LI.ORG](http://WWW.HIA-LI.ORG) OR CALL (631) 543 - 5355  
FOR SPONSORSHIP OPPORTUNITIES , PLEASE CONTACT ANTHONY FORGIONE  
AT [AFORGIONE@HIA-LI.ORG](mailto:AFORGIONE@HIA-LI.ORG) OR CALL (631)-543-5355

SPONSORS TO DATE:





## Long Island Cares To Expand To Five Locations With New Pet Pantry And Food Rescue Center



**By Paule T. Pachter,**  
**A.C.S.W., L.M.S.W.**  
Chief Executive Officer  
Long Island Cares, Inc.  
The Harry Chapin Regional Food Bank  
10 Davids Drive – Harry Chapin Way  
Hauppauge, New York 11788  
Office: 631.582.3663 x 101  
www.licares.org

In 2009, Long Island Cares, Inc. opened our very first community-based satellite location in the Village of Freeport. Our goal was to expand opportunities for individuals experiencing food insecurity to access emergency food and other resources in a “one-stop” location that was easily accessible by public transportation, highly visible within the community, and that would provide additional services and supports that persons struggling with hunger and food insecurity could benefit from. In the past nine years, we have opened two additional satellites in the Village of Lindenhurst and Huntington Station that serve nearly 6,000 each month. In addition, they have also provided 440,412 meals for Long Island families in need.

Each of our satellite locations offer visitors the opportunity to select healthy foods from our client-choice First Stop Food Pantries to feed their families. In addition, we provide visitors with personal care products, household supplies, pet food, new clothing primarily for infants and toddlers, information about other resources and entitlement programs, career development services, and educational workshops hosted in each locations’ conference rooms. Each of our satellite locations is staffed by at least one, full-time staff person who is joined everyday by local



community volunteers that welcome our visitors and assist them in shopping in our pantries. Currently, several allied organizations visit our three satellite centers on a weekly or monthly schedule to meet with our visitors and provide them with additional services that address the root causes of hunger, and to improve their ability to become more self-sufficient. Among the partner organizations working alongside our staff and volunteers are: the Health and Welfare Council of Long Island, United Healthcare, Nassau/Suffolk Hospitals Council, NYS Department of Health, Literacy Nassau, Emblem Health, PSEG Long Island, and Northwell Health.

Each of our satellite centers are also home to some of Long Island Cares’ specialty programs. Freeport and Lindenhurst house our Student Volunteer Corps, providing opportunities for high school and college students to volunteer with The Harry Chapin Regional Food Bank

and in some of our member agency pantries and soup kitchens. Lindenhurst is also home to our Job and Career Development Program and our Emergency Response and Recovery Services Program, and Huntington Station is home to our Vets Work, Veterans Services Project, and The Chapin Center for Social Policy. The three satellite centers are an extension of our main facility in Hauppauge where the regional food bank and our warehouse and distribution center is located.

By the time you read this column, Long Island Cares will have opened our fourth satellite location, also located in Lindenhurst. The new Long Island Cares Annex will be home to Baxter’s Pet Pantry, a free-standing pet pantry sponsored by VCA Charities in addition to Jazzy’s Place, offering organic pet food for dogs and cats sponsored by the Caplan Bensley Foundation. The Annex will also house Gus’s Retail Food Rescue Center, providing perishable food received from 80 retailers and made available for pick up by our south shore member agencies. For Long Islanders facing food insecurity, Long Island Cares now offers five locations, open at least five-days-a-week to serve them better.

**THE LONG ISLAND CARES NETWORK OF LOCATIONS:**  
Long Island Cares-The Harry Chapin Regional Food Bank, 10 Davids Dr., Hauppauge - (631) 582-FOOD  
South Shore Service Center, 163-1 N. Wellwood Ave., Lindenhurst – (631) 991-8106  
Harry Chapin Food Bank and Humanitarian Center, 220 Broadway, Huntington Station – (631) 824-6384  
Center for Collaborative Assistance, 21 E. Sunrise Highway, Freeport – (516) 442-5221  
Baxter’s Pet Pantry/Retail Rescue Center, 161 N. Wellwood Ave., Lindenhurst – (631) 991-8106



## SalesMastery

KNOWLEDGE | GROWTH | SUCCESS

IS YOUR SALES TEAM TIRED OF...

Chasing buyers?

Proposals being used as bargaining chips?

Losing the business to someone else?

Contact us today and help your team acquire the skills of a SALES MASTER



**CRASH A CLASS** Mention this ad to attend a training session as our guest.

Rich Isaac ■ Rob Fishman ■ Leigh Schuckman ■ Pete Fasulo

225 Wireless Blvd., Suite 104, Hauppauge, NY | 631-231-3538 | www.legend.sandler.com



**-MEET THE**



**Kevin Devecioglu**  
 Managing Director  
 Bimser International Corporation

Kevin Devecioglu is the Managing Director of Bimser International & Corporation that is a New York based quality, maintenance, automation and compliance software maker for manufacturers. Bimser has global presence with 1000+ reputable corporate customers.

Kevin is a co-chairman of Manufacturing & International Trade Committee to help manufacturers of Long Island thrive in high-cost New York region. He is a volunteer mentor at Institute for Veterans and Military Families.

Earned his Master's Degree in Interactive Marketing in New York, he is a published author of four marketing/business books in U.S. He is a public speaker and presenter in the fields of digital innovation, digital transformation, automation, manufacturing 4.0 and digital leadership. Kevin has years of experience in information technology, enterprise software, discrete manufacturing, process manufacturing, import/export and international business fields.



**Adam Holtzer**  
 Founder  
 Connections4Hire, Inc.

Adam Holtzer is the founder of Connections4Hire, Inc., an outsourced business development firm specializing in building strategic business partnerships. Many people know Adam as a "Master Connector" because of his positive reputation in the networking and business community connecting business professionals. Since 2018, Adam has served as the co-founder of HYPE-LI (HIA-LI's Young Professionals & Entrepreneurs), an ever-growing resource for young professionals and entrepreneurs to network, build business acumen, and - most of all - be a part of a community committed to enriching everyone's future. Adam loves being a "difference maker", as well as a resource to those in the business community. Adam enjoys mentoring and working with business professionals who seek to continually achieve success.

He is a life-long learner. Having earned Undergraduate and Masters degrees, he views himself - always - as a student; capable of learning new things from every interaction. Those experiences have cultivated his entrepreneurial ventures and passion for community advocacy. Having multifaceted experience as a professor, coach, consultant and entrepreneur, Adam devotes a significant portion of his spare time raising awareness and donations for numerous charities, including The Leukemia Lymphoma Society (LLS), Island Harvest, Make-A-Wish Foundation and Only Love Foundation, to name a few. A quote Adam has always lived by is, "courage creates opportunity." If you haven't had a chance to meet Adam and get to know him, we strongly recommend you have the courage to reach out. Adam, his wife Lara and their daughter Mollie reside in Dix Hills.



**Keith Keingstein**  
 President & Founder  
 BOSS Facility Services, Inc.

Keith Keingstein is the current President of BOSS Facility Services, Inc. Keith grew up in Hauppauge and graduated from Hauppauge High School. Keith's career spans over the last 3 decades and he has always had an affinity for business. Keith worked from the young age of 13 at a flooring store loading and unloading trucks which is hard work but found it exciting as there was a feeling of freedom and satisfaction that came along with the job. At age 15 Keith started working summers in his father's sheet metal shop in Brooklyn but always wanted to do something on his own. Keith started his first business at 17 years old (an auto detailing business) which allowed him to experience the real world of running a business. After he graduated high school he went to college and shortly thereafter started working for the family HVAC business. Keith attended the Local 638 Steamfitters Union Apprenticeship program and within a few years achieved Journeyman status.

Changing careers once again Keith started working for a .COM startup allowing him to learn about business process and mapping of inefficient protocol and how technology could be leveraged in order to reduce waste in unnecessary processes. In 2001 Keith and his sister Kerri started BOSS Facility Services which is a nationally recognized leader in the facility management space. BOSS's core competencies include HVAC, Lighting, Electrical, Plumbing, General Repair, Janitorial and Special projects throughout the continental US as well as Hawaii and Puerto Rico. Now the company has over 150 clients, thousands of sites under management, over 10,000 vendor partners, 65 local employees and looks to double its workforce in the next 5 years. BOSS recently purchased a building in the Innovation Park at Hauppauge. BOSS much like the park has a renewed energy and looks forward to the growth soon to come. The move to Hauppauge will allow the company to increase its workforce while keeping its roots firmly planted on Long Island.



**Ron Lov**  
 Preside  
 Summit Safety & E

Many manufacturers have challenges with Sa deliveries, quality p margins, flagging sal cash. Ron's business, Efficiency Solutions, us Industrial Engineeri address these issues thr and Efficiency improv 30 years of manufa Engineering, chang leadership, general operations experience years of training accomplishments.

As a West Point grad officer, and business m wealth of managem change management clients. One of Ron's positions was as a proo the Black Hawk heli Aircraft. In his curren Safety, Quality & Ind training and consul manufacturers, d construction clients productivity, free up accelerate top line grow

Summit has assisted ma to take advantage of Federal grant opport Credits, sales tax reco improvement strateg productivity, free up accelerate top line grow

**-Tickets-**  
 Members: \$75  
 Non-Members: \$100

**Come have your holiday party with us! Bring your SM**  
**the holidays while enjoying food, cocktails and e**

**SPONSORS TO DATE:**





# ing Gala Luncheon

2019 | Craft Fair: 11 am - 2 pm

Program & Lunch: 12:00 pm - 1:30 pm

100 Raynors Way, Smithtown, NY 11787

## HONOREES-



**Ron Cleveland**  
President  
Efficiency Solutions

...s that Ron speaks to safety, rising costs, late problems, shrinking resources and shortage of Summit Safety & Safety, Quality & ng techniques to rough Safety, Quality ment. Ron has over cturing, Industrial ge management, and management, and , including over 10 and consulting

...duate, former Army manager, Ron brings a nt, leadership and experience to his most recognizable duct line manager of icopter at Sikorsky nt role, Ron runs a Industrial Engineering ing firm, helping distributors and to improve safety, working capital and th.

...any NYC metro firms f Local, State and untunities, R&D Tax very and implement gies to improve working capital and th.



**Paule Pachter**  
CEO  
Long Island Cares, Inc.

Paule Pachter is Chief Executive Officer of Long Island Cares, Inc., The Harry Chapin Regional Food Bank. Founded by the late singer, Grammy Award winning songwriter, and social activist Harry Chapin, Long Island Cares brings together all available resources for the benefit of the hungry and food insecure on Long Island, and provides to the best of their ability for the humanitarian needs of four communities. Paule is also on the faculty of St. Joseph's College in Patchogue where he teaches a second-year graduate course on, "Executive Leadership and Models of Innovation." Paule is a graduate of the Adelphi University School of Social Work and has held several positions within Long Island's human services community including Deputy Commissioner of the Nassau County Department of Mental Health. He is credited with influencing the passage of New York State's social work parity legislation, and in 1985, Paule was selected "Nassau County Social Worker of the Year" by the NASW Nassau Division in recognition of his work in the areas of social work and political action, and for his contributions to the fields of mental health. Paule is currently a member of the Board of Directors of the Long Island Association; he is also a 2006 recipient of the New York State Liberty Medal, the state's highest honor for his work in relief efforts associated with Hurricane Katrina. Paule also received the Town of Hempstead's "Make a Difference Medal" in 2012 for his work in responding to Super Storm Sandy. In 2016, he was named one of Long Island's Top CEO's by Long Island Business News, and in 2018, the Long Island Press named him to their "2018 Power List of Long Island Change Makers." In 2019, he was inducted into the "Long Island Business Hall of Fame" by Long Island Business News. Long Island Business News has described Paule as a leader "who has transformed the work of a food bank to focus on the root causes of hunger and food insecurity by developing some of the most innovative approaches to helping people in need."



**Gregg Pajak**  
President & Founder  
WizdomOne Group, Inc.

Gregg Pajak is the President and Founder of the WizdomOne Group Family of Companies. A group of five companies built around his focus on the accumulation, preservation and transfer of wealth for business owners and entrepreneurs. Gregg is a Chartered Financial Consultant and a 17-year veteran of the industry. He is a husband of his high school sweetheart and the mother of his three vegetable loving kids. (Not a typo) Gregg frequently speaks ( in two languages ) at industry events, sharing his passion for financial wellness for business owners and entrepreneurs. When he isn't working with his clients or visualizing the next direction for the WizdomOne Group of Companies, he spends time with his family, staying active hiking, playing hockey and passionately watching his Boston Bruins.

The WizdomOne Group Family of Companies Encompasses: WizdomFinancial Advisors LLC - a private wealth management firm. WizdomTree Benefit Solutions Inc. - a full-service all-inclusive and innovative employee benefits firm. WizdomCare Senior Solutions LLC - a full-service Medicare plans agency. WizdomTower Risk LLC - a full-service insurance agency servicing clients' business and personal property & casualty insurance needs.



**Chris Valsamos**  
"The Sophia Valsamos Foundation"  
President & CEO, Castella Imports  
& HIA-LI Board Member

Chris Valsamos is the President and CEO of Castella Imports, Inc. and one of the co-founders of the company. Before taking over as CEO in July of 2016 from the company's founder, Chris was Castella's Executive Vice President and was responsible for overseeing and leading the company's executive team. In addition, he was responsible for devising and implementing systems, processes and procedures in order to streamline operations, gain market share and enhance company profitability and performance. Chris was also instrumental in implementing a commitment based management style to achieve breakthrough results in execution, collaboration and communication of company goals. Chris has also spent time leading both the company's sales teams and operations teams. In 2018 he led Castella Imports, Inc. through an impressive expansion, moving corporate offices and distribution facility to the Heartland Industrial park. The office in Hauppauge remains in operation as a manufacturing and warehouse facility. After experiencing the devastating loss of his daughter, Chris worked to create The Sophia Valsamos Foundation. The non-profit organization was formed to honor Sophia and keep her memory and vibrant, artistic, intelligent, and kind hearted spirit alive. It is dedicated to empowering our youth, building their self-confidence and promoting kindness through programming, community outreach & workshops. To learn more about the organization call 866-599-TSVF or visit [www.tsvf.org](http://www.tsvf.org). Chris earned an MBA from Hofstra University, where he majored in Strategic Business Management, and a bachelor's in Business Administration majoring in Finance from Hofstra University. Chris is also an advanced SQF Practitioner and is currently working on his Advanced Master Black Belt in Six Sigma from Villanova University. He resides in Huntington.

ALL office to our LARGE Luncheon Gala to celebrate entertainment by Interactive Illusionist, TJTana!

-To Register-  
Visit [www.hia-li.org](http://www.hia-li.org) or  
call (631) 543-5355



## HIA-LI Technology For Business Committee



If you missed the last months Technology for Business Committee meeting you missed the future. Wait! How can we miss the future if it hasn't happened yet? Well, technically your correct, but those of us that got a chance to see Ken D'Amato, CEO & Co-Founder of Vidoni, discuss Mixed Reality Training technology all agreed we were seeing a glimpse into the future. A future of advanced learning and diagnostics using VR/Mixed Reality.

I know what you're thinking, VR and Mixed Reality have been touted for years as game changing technology, but to date they have served as little more than novelty or amusement toys, especially in the business world. But innovative technology startups like Vidoni are on the cusp of changing all that.

Vidoni's technology will allow users to create

Mixed Reality training experiences with motion capture of an instructor's hands. Trainees and lifelong learners then follow and mimic the expert hands for muscle memory and hands-on learning by actually "doing" for the best possible retention.

Just think about it. In the future, Vidoni's technology might help us learn piano while mimicking Billy Joel's hands or get a good look at exactly how Eric Clapton plays our favorite riff. All the time, being able to slow it down, rewind it, and see our hands in sync with theirs. And this is just one of thousands of practical applications for their technology.

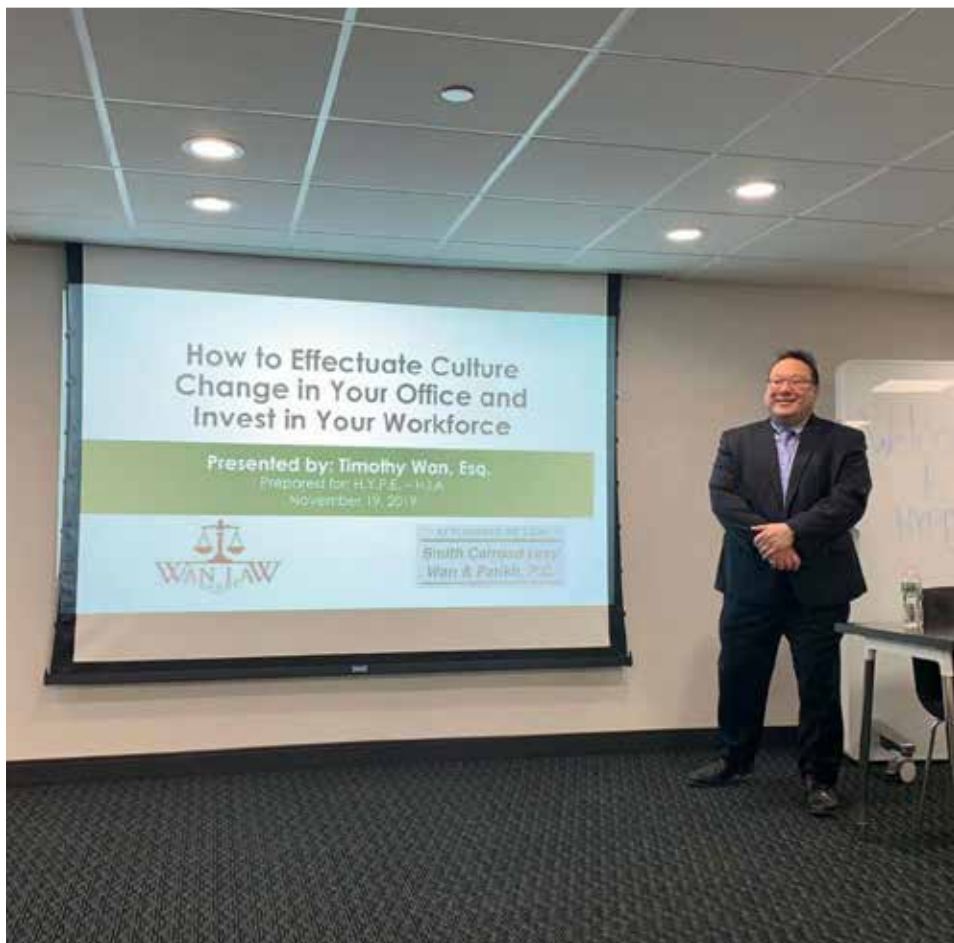
In our meeting we envisioned a world where we could use this technology for manufacturing, medical, real estate and even service industry. Ken gave us a practical demo of how this could

be used in a building's facility management. By inventorying and cataloging the products in a building, we could see how repairs are done to equipment and even get copies of the service manuals and videos real-time, all while having both hands free to do the repairs.

If you're interested in learning more about VR/Mixed Reality or about Vidoni's patented technology. Head on over to the their website @ [www.vidoni.io](http://www.vidoni.io).

**Have great technology/topic you want to speak about. Let us know. The Technology for Business Committee meets the first Wed. of every month open to all members. Check out the HIA-LI Event Calendar to see when the next Technology Committee will be by visiting <https://www.hia-li.org/hia-li-events/event-calendar/> or call (631)543-535.**

## H.Y.P.E. Committee



Timothy Wan, Esq of Wan Law Group PLLC, Smith Carroad Levy Wan & Parikh, P.C., and H.Y.P.E. Advisory Member presented at the latest H.Y.P.E. meeting on November 19th. Tim presented on How to Effectuate Culture Change in Your Office: Investing In Your Employees. Thank you to all that came out to fill the room and a special thank you to Suburban Eats for providing a wonderful food spread. Come attend H.Y.P.E.'s next meeting in January. More info can be found on the HIA-LI Website: [www.HIA-LI.org](http://www.HIA-LI.org).





## Women Talk Leadership at HIA-LI Women's Leadership Breakfast



**By Claude Solnik**  
516-404-2960  
claudesolnik@gmail.com

*Claude Solnik is an award-winning business writer whose work has appeared in many Long Island and New York City publications. Mr. Solnik also writes for companies and nonprofits, providing a wide range of content.*

A crowd of more than 200 attended the ninth annual HIA-LI's Women Leading the Way Executive Breakfast and summit where a panel of four women in various industries talked about courage, paths to success in their careers and obstacles that remain.

Domenique Camacho-Moran, a partner at Farrell Fritz, asked questions at the Women Leading in Business event's panel of women who rose in their respective industries at the event and craft fair on Nov. 22 at the Stonebridge Country Club in Smithtown.

The panelists opened a window into what motivated and worked for these women who help lead organizations and businesses, their views on management and leadership, discussing success and solutions more than problems.

The panel included two executives related to financial services, Carolyn Mazzenga, Melville office managing partner at Marcum, and Rebecca O'Connell, managing director and a region head at Chase Bank.

Kristen Jarnagin, president and CEO of Discover Long Island, the region's hospitality and tourism group, and Joanna Austin, publisher of The Long Island Press and executive vice president of Schneps Media, also brought their perspective.

"This initiative started in 2010 when Sen. Kirsten Gillibrand brought together a women's roundtable at Anne Shybunko-Moore's company (GSE Dynamics)," HIA-LI President Terri Alessi-Miceli said. "The senator said she understood that women in business and women that own businesses are a force to be reckoned with. And they help the economic movement go forward."

Miceli said women lead companies that employ millions nationwide and several thousand women own and run businesses on Long Island.

"As we continue our path to economic recovery, women must play a crucial role," Gillibrand said in a video played



at the summit nearly a decade after the first meeting. She said that a quarter of all small businesses in New York State are owned by women and yet few, although a growing number of, Fortune 500 companies have female CEOs.

Thirty-three of the Fortune 500 companies on the 2019 list were women, up from 24 a year ago. And women have taken the helm at companies in a wide range of industries such as Mary Barra at General Motors, Gail Boudreaux at Anthem, Ginni Rometty at IBM, Indra Nooyi at PepsiCo, Marilyn Hewson at Lockheed Martin and Safra Catz at Oracle to name a few. Still, Gillibrand talked about a wage gap that many women face.

"To this day, women still make 78 cents on the dollar compared to men," Gillibrand added, noting that African Americans earn 71 cents and Latinos earn 62 cents on the dollar.

Miceli talked about a businessman who told her that race, age and gender shouldn't matter in hiring or promoting, while "what matters is strength of character and conviction and how big your heart is."

"That really stuck with me," Miceli said. "I think it's very relevant, whether we're a male or a female leading an organization."

Nearly a century after women got the right to vote in the United States and in the era of #MeToo, at this event, the theme seemed to be more #Wetoo, focusing on how women are empowering themselves and advancing. "We have a saying that hope is not a strategy," Mazzenga said of the need to set goals and seek paths to achieve them. "When you say, 'I hope they recognize me, I hope I get that promotion,' you really have to strategize."

Others noted positive changes as women become a majority in the work forces for many industries from entry level jobs to executive suites.

"There's been an evolution to make entering the workforce easier," O'Connell said, noting diversity and inclusion opportunities help. "The opportunities are there."

Companies, O'Connell added, are making it easier to return to the workforce, creating more paths to success and leadership.

"Organizations are now implementing more formal programs to enter the workforce whether it's new entry



or re-entry," she said. "The re-entry into the work force is there as well."

Panelists talked about the responsibilities and the rewards of leading. In order to lead, it's important to focus on people as well as purpose.

"It's tough being in a leadership role. It's not easy. You are dealing with people's lives," Mazzenga said. "You spend more than 40 hours a week at your job. It's an important part of your life. Some people are defined by it."

Jarnagin said it's important to remember that action, not just discussion, matters. Teams need to work well and be oriented toward results.

"A lot of people love to talk about things. So what are we going to do about it? That's how you execute. You start with a purpose," she said. "What are we trying to achieve? What is the purpose? You communicate that to your team so everybody's on the same page."

O'Connell said good leaders don't simply create followers, but other people who lead along with them. Teams are about working together, not simply following one person.

"Today I define success as building leaders, not gaining followers," O'Connell said. "And continuing to drive forward in a team capacity."

Austin -- who also helped build brands at Maybelline, Microsoft, Visa and other companies -- said leaders need to energize, not simply motivating themselves, but others. "If you can bring in energy, a positive vibe," she said. "I try to infuse energy in every single task, no matter how mundane."

In order for an organization to function well, Austin said it's important that employees respect each other.

"Respect on many levels," she said. "Respect for each other, respect for the work. Respect is so important. If you don't give each other the respect of listening, what do you have as a team? There is no teamwork, no collaboration, no integrity."

**Save the date and join us at for the HIA-LI 42nd Annual Meeting & Legislative Breakfast on Friday, January 17, 2020 from 8-10 a.m. Meet your local and state representatives. Learn about Long Island Business initiatives and the 2020 economic forecast.**





Come on in and fill'er up!

*The Hauppauge Industrial Park's favorite daytime eatery for over 20 years~!*

The Garage Eatery caters 7 days a week throughout Nassau and Suffolk, keep us in mind for all your catering needs:

- Communion
- Backyard Weddings
- Graduations
- Showers
- Corporate Meetings
- Office Parties
- & More!

We feature an extensive menu, plenty of seating, friendly staff, and great service - Come stop by!

**ORDER YOUR HOLIDAY PIES AND CATERING TODAY!**



**Hours:  
Monday - Friday  
7:00 AM - 4:00 PM**

**631-582-4141**

170 Bridge Road, Islandia NY • [www.thegarageeatery.com](http://www.thegarageeatery.com)



## 'Tis The Season: Your Winter Communications List for the Jolliest of Seasons



By Richard Rutigliano,  
President/CEO  
PriMedia, Inc.  
(516) 222-2041  
www.primediamy.com

It's the most wonderful time of year! By now, you are (we hope) in the midst of a busy winter holiday season. You've processed and shipped the orders from new customers who rushed your physical and online stores to complete their holiday wish lists, and are now deep into juggling last-minute shoppers and next year's business plans, and probably doing the work of three other people to cover your team's vacations. Thanks to all your pre-planning (and a bit of luck), everything should be going as smoothly as possible.

If you've been in business for more than a day or two, you know that you'll face a business challenge (or three) in the near future. Over the last few years, we've seen unusual severe weather, including polar vortices, bomb cyclones and blizzicanes, wreak havoc with store traffic, shipping and delivery schedules and power supply. Through it all, what we've learned, year after year, is that preparation and communication make the difference between strengthening relationships and losing customers, between 5-star raves and thumbs-down rages.

Open two-way channels can save your customer relationships despite the service delays, misunderstandings and product

shortages that can challenge even the best managed companies. So, in honor of the season, it is only fitting that we give you a list and hope you check it twice. Any of the suggestions below can be executed quickly enough to make your winter season jolly and bright, and put your company on customers' "nice" lists!

### The Nice Company List

**Online Services:** All you want for the holidays is for customers to order more products and pay you more quickly. These online services can be added to most websites in just a few days, to deliver your holiday wish all wrapped neatly with a bow!

**Local Search Optimization:** When customers search for your services online, is your company lost on the Island of Misfit Toys? Search engines continue to evolve and fine-tune their contextual understanding of user queries, and your website, Google My Business account and other major directory listings may need to evolve as well. These listings can now be enhanced, in many cases, with more information, links to specific pages, and even limited time promotions.

**Search Engine Marketing:** On Search Engine Result Pages (SERP), the ads appear on the rooftops of the listings, high above any organic or local results. An SEM campaign (also known as Pay-Per-Click or PPC because of the bidding structure) puts your company among the first results they see. As a Certified Google Partner, PriMedia has demonstrated its expertise and skills in managing digital marketing campaigns.

**Website Pop-ups:** Like Rudolph's nose, a pop-up can direct your site visitors to the information you need them to see. Your web manager should be able to quickly add pop-ups to your site, so you can communicate to customers and site visitors about power outages, phone issues, or delivery restrictions and delays, as well as sales promotions or storm warnings.

**Social Media:** Social media has evolved into a search engine, review site, advertising platform and communications tool. Your feeds should be kept current with regular posts about your products and services as well as your community, participation in charity events (event announcements, donations, team or individual photos and fund raising, etc.), staff updates and announcements – and also cultural or seasonal posts and

memes. You build community with your followers with an array of messages, but can also use the platform for emergency announcements or alerts. Social media is also becoming the platform of choice for customer communications – where they post reviews as well as messages regarding service issues. During this busy season, make sure you have someone keeping an eye on your social media accounts at all times.

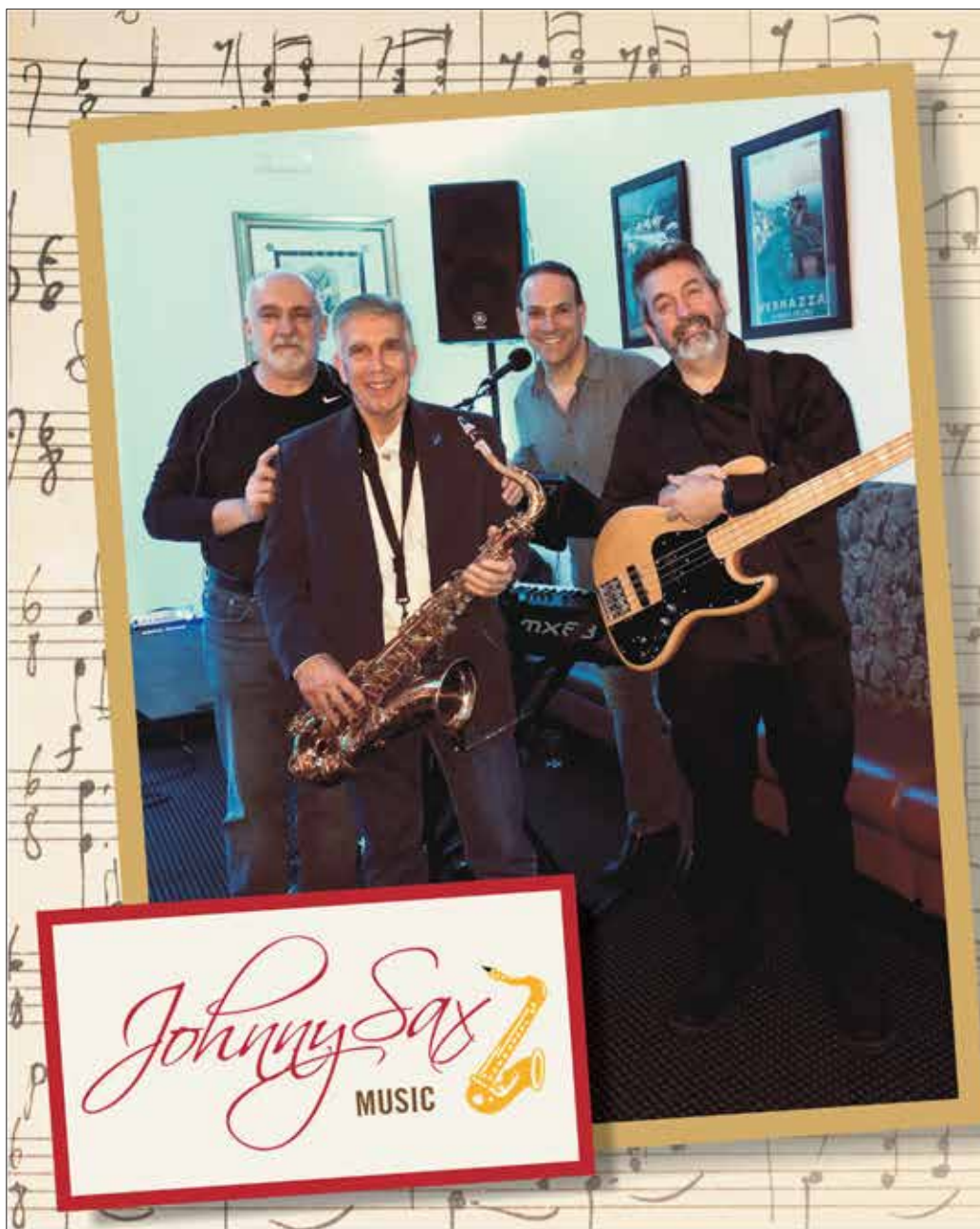
**Text Messaging:** The average text message travels almost as fast as Santa's sleigh. Texts are read, on average, within 90 seconds of being received, and many consumers, especially millennials, would rather hear from you via text than any other format. When integrated with your enterprise software, your text communications system can also remind customers of appointments, accept payments, promote limited-time offers, and keep in touch during storms.

**Traditional Marketing:** Like beloved holiday TV specials and carols around the piano (or karaoke machine), traditions became traditions because they work. The same is true in marketing – there is still a strong, viable place for TV, radio and print advertising to reach your local audience. While many people think these programs need a long lead time, PriMedia has launched full campaigns, from initial creative concept development to publication/broadcast, in a matter of days.

**Message on Hold:** Spread holiday cheer through the phone lines, with a seasonal on-hold message! Update your messaging to include holiday greetings and music, as well as any seasonal specials or reminders you feel are necessary.

While sugarplums may be nice, these tactics result in happy customers who gift you with their trust year after year. And while PriMedia is staffed not with elves but with experienced marketing and communications professionals, we work all year long to prepare our clients for this all important season. If you're ready to learn more, or have a winter wish list of your own, please visit [www.primediamy.com](http://www.primediamy.com) or call (516) 222-2041.

PriMedia has weathered winter storms with our business partners for 26 years. We are here to help you make the most of the opportunities available, with ready-to-use and custom solutions for your customer communications. Call 516-222-2041 or contact us to get started with a free consultation.



## Johnny Sax Quartet

Playing your favorite songs from the 60's to today

Rock, R&B, Funk, Fusion, Dance & Traditional Jazz

Enjoy the Sophisticated Sounds of Johnny Sax Quartet

Perfect for All Occasions

Special Events, Corporate Events, Cocktail Hours & Private Events

**For booking information contact:**

p: 631-513-5382

e: [Johnny@johnnysaxmusic.com](mailto:Johnny@johnnysaxmusic.com)

w: [Johnnysaxmusic.com](http://Johnnysaxmusic.com)





# Membership Early Renewals!

offer ends December 31, 2019



## PLUS...

Complimentary  
HIA-LI

### "Membership Directory List"

(in excel format includes all  
members company/contact information listed)

(\$100 value)



*For more information:*

*Call (631) 543-5355 or email [rmaskin@hia-li.org](mailto:rmaskin@hia-li.org)*





**Marcum Workplace Challenge**



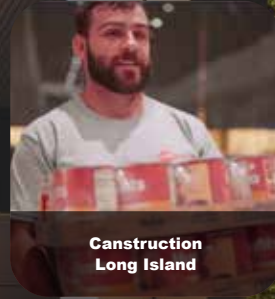
**The Stephen Siller Tunnel to Towers Foundation**



**Habitat for Humanity Long Island**



**Bethpage Federal Credit Union 11th Annual Turkey Drive Benefiting Island Harvest**



**Construction Long Island**

H2M is an award-winning multi-discipline professional consulting firm with over 470 employees providing design services for the Education, Emergency Service, Energy, Forensic, Municipal, Public Agency, Real Estate, and Water/Wastewater Markets in the Northeast Region.



**Newsday**



**New York** - Melville | Albany | Westchester | New York City | Riverhead | Suffern  
**New Jersey** - Parsippany | Wall Township

631.756.8000 | h2m.com | f in @ t p

# How to Develop the Powerful Woman in You



Whether you are an individual that seeks to move ahead in her career, or a company seeking to retain and promote their women employees in the organization, this program provides the foundation of influential communications, human relations and processes that are essential to executive leadership.

- Develop greater confidence and the skills of a leader
- Create a powerful personal and professional vision
- Uncover your unique leadership style
- Build trust, credibility, and respect in your organization
- Create balance between work and home life
- Develop executive presence
- Use listening skills for boosting communication
- Get skills to deal with difficult people



**Contact:**

**Diego Beas**  
**(631) 813-2966**  
**Diego.Beas@DaleCarnegie.com**



Currently planning on-site and public programs





# JOIN US AT OUR UPCOMING 2020 EVENTS

## JANUARY

**January 17, 2020**  
HIA-LI 42nd Annual Meeting & Legislative Breakfast

**January 29, 2020**  
Member Appreciation Networking Event

## FEBRUARY

**February 4, 2020**  
CEO Forum Invited Speaker: TBD

**February 12, 2020**  
HIA-LI's 26th Annual Economic Summit:  
Surveying the Future of LI Business

**February 26, 2020**  
New Member Breakfast

## MARCH

**March 5, 2020**  
CEO Forum Featuring: Felicia Telep,  
Pure Mammography

**March 20, 2020**  
Tradeable Sector Survey

**March 24, 2020**  
Information Meeting

## APRIL

**April 2, 2020**  
Small Business Task Force: Open Forum

**April 6, 2020**  
CEO Forum Invited Speaker: TBD

**April 20, 2020**  
Member Appreciation Networking Event

**April 24, 2020**  
Long Island Innovation Park at Hauppauge:  
Current & Future Growth

**April 29, 2020**  
New Member Breakfast

## MAY

**May 14, 2020**  
Networking in Style: Pre-Trade Show  
Networking Event

**May 28, 2020**  
HIA-LI 32nd Annual Business Trade Show

## JUNE

**June 4, 2020**  
Information Meeting

**June 12, 2020**  
Discover Long Island & LI MacArthur Airport:  
Helping your Business Soar to New Heights

**June 16, 2020**  
Young Professional's Executive Breakfast  
& Scholarship Awards Conference

## JULY

**July 20, 2020**  
HIA-LI 41st Annual Golf Outing

**July 29, 2020**  
Member Appreciation Networking Event

## AUGUST

**August 6, 2020**  
CEO Forum Featuring Paul Wasser,  
Dominican Village

**August 13, 2020**  
Lauren Kristy Boat Cruise

**August 26, 2020**  
New Member Breakfast

## SEPTEMBER

**September 11, 2020**  
Information Meeting

**September 29, 2020**  
HIA-LI's 26th Annual Business Achievement  
Awards Gala Luncheon

## OCTOBER

**October 1, 2020**  
CEO Forum Featuring: Pat Dolan, Newsday

**October 7, 2020**  
Transformational Leadership

**October 16, 2020**  
New Member Breakfast:  
Honoring HIA-LI Committee Co-Chairs

**October 30, 2020**  
HIA-LI 11th Annual Energy &  
Environmental Update

## NOVEMBER

**November 5, 2020**  
Small Business Task Force Open Forum

**November 9, 2020**  
Member Appreciation Networking Event

**November 13, 2020**  
Get in the Head of the CEO: Business  
Achievement Award Recipient Panel

**November 17, 2020**  
Information Meeting

**November 20, 2020**  
10th Annual Women's Leadership Executive Breakfast

## DECEMBER

**December 10, 2020**  
HIA-LI Season of Giving  
Gala Luncheon

**December 3, 2020**  
CEO Forum Invited Speaker: TBD

**REGISTER ONLINE AT [HIA-LI.ORG](http://HIA-LI.ORG) OR CALL (631) 543-5355**



# BUSINESS CARD & SEASONAL LOGO SECTION

**Daniel Chaite**  
Business Development  
dchaite@acdeskonline.com

P 516.741.7979 ext. 215

A.C. Desk Co., Inc.  
249 Elm Place  
Mineola, NY 11501  
www.acdeskonline.com




**PWGC**  
P.W. GROSSER CONSULTING

**CLIENT DRIVEN SOLUTIONS**  
631.589.6353  
WWW.PWGROSSER.COM

Bohemia, NY • New York, NY • Syracuse, NY • Saratoga Springs, NY • Seattle, WA • Shelton, CT



**Robert G. Krivit, CFP**  
Benefits Advisor  
An Independent Agent Representing Aflac

4250 Veterans Memorial Hwy  
Holbrook, NY 11741  
516.589.4415 cell  
800.366.3436 WWHQ  
robert\_krivit@us.aflac.com  
aflac.com

**Colonial Voluntary Benefits**  
THE PAUL REVERE LIFE INSURANCE COMPANY

**Patrick Kiernan**  
Agency Development Manager

1225 Franklin Avenue  
Suite 250  
Garden City, NY 11530

☎ 203.494.3337  
☎ 631.665.0534  
☎ 516.871.0623

patrick.kiernan@coloniallifesales.com



**DYNAMIC FITNESS LI**  
A PLACE FOR EVERYONE

Roseanne Giugliano  
Fitness Manager  
631-813-2500  
150 Motor Parkway  
Suite LLO  
Hauppauge, NY 11788  
ecfya@yahoo.com



**ETG CONSULTING**

Microsoft Gold ERP Partner  
Atlanta • New York • Vancouver  
Istanbul • London

**Umut Altinay**  
Business Development Manager  
631.509.3717  
umut.altinay@etg-it.com



**Serving The Corporate Work Place**

**Michael Pergola**  
President

85 Marcus Blvd.  
Hauppauge, NY 11788  
www.gbmservicesinc.com

P: 631-244-9444  
F: 631-244-9448  
mike@gbmserv.com



GETTRYMARCUS

Virtualize your accounting  
Re-engineer your processes  
Transform your business  
Launch business initiatives

**VRTLaccounting.com**



**LINCOLN IT**  
Tech Drives People Forward.

**MICHAEL WOLF**  
BUSINESS DEVELOPMENT

H: 516.520.6463 EXT. 4012  
C: 631.495.5504  
F: 516.520.6468  
mwolf@lincolnit.com | lincolnit.com

**HEADQUARTERS**  
25 Bloomingdale Road  
Hicksville, NY 11801

**NEW YORK CITY**  
1430 Broadway  
New York, NY 10018

**HAMPTONS**  
15 Toilsome Lane  
East Hampton, NY 11937



**Jesse Hirsch**  
Technical Account Manager

☎ 516.210.2000 x109  
☎ 631.333.9035

710-9 Union Parkway  
Ronkonkoma, NY 11779  
jhirsch@overviewts.com  
overviewts.com



**SOTER TECHNOLOGIES**

**Derek Peterson**  
Principal Software Engineer

T: 934-500-4655 C: 631-220-3100  
derek.peterson@sotertechnologies.com  
113 Comac Street, Ronkonkoma, NY 11779

**sotertechnologies.com**



**VISIONARY**  
MARKETING WITH FORESIGHT + IMAGINATION

**HENRY BRAMWELL**  
President

☎ 631.475.2959 ☎ 631.466.4393 ☎ HB@vgj.com

**www.vgj.com**



**CITRICOOPERMAN**  
Accountants and Advisors

**40**  
Years of Service

(631) 930-5000  
www.citricooperman.com





# INDUSTRY LISTS

ADVERTISING AGENCIES, MARKETING & PR FIRMS

\* OUTLINED LISTINGS INDICATED ADVERTISERS

## ADVERTISING / PUBLIC RELATIONS / MARKETING

### ACTIVE WEB GROUP INC.

Michele Gray | Chief Operating Officer | (800) 978-3417  
30 Oser Avenue, Suite 500 | Hauppauge, NY 11788  
mgray@activewebgroup.com | www.activewebgroup.com

### A.I. DIGITAL

Stephen Magli | President | (516) 816-8519  
6 Wren Court | Glen Head, NY 11545  
Stephen@aidigital.io | www.aidigital.io

### ALL ISLAND MEDIA / PS DIGITAL

Carmella Fazio | Marketing Consultant | (631)-297-9011  
1 Rodeo Drive | Edgewood, NY 11717  
carmella.fazio@allislandmedia.com | www.allislandmedia.com

### BRAINSTORM STUDIO

John McHugh | President | 631-367-1000 X1001  
155 Pinelawn Road, Suite 240N | Melville, NY 11747  
john@brainstormstudio.com | www.brainstormstudio.com

### CHAIRMANPROMOTIONS, INC

Frank Inzirillo | CEO | 718-578-6973  
718 Walt Whitman Road | Melville, NY 11747  
frank@chairmanpromotions.com | www.chairmanpromotions.com

### DCP MARKETING SERVICES LLC

David Pinkowitz | President | (631) 491-5343  
53 Beaumont Drive | Melville, NY 11747  
dpinkowitz@dcpmarketing.com | www.dcpmarketing.com

### DISPATCH DIGITAL

Jeff Bloch | Owner | (516) 297-9000  
39 John Street | Sayville, NY 11782  
jeff@dispatchconcierge.com | www.dispatchconcierge.com

### EGC GROUP

Ernie Canadeo | CEO and Founder | 516-935-4944  
1175 Walt Whitman Road | Melville, NY 11747  
ernie@egcgroup.com | www.egcgroup.com

### ENTERCOM NEW YORK

Mark Businski | Director, Strategic Partnerships, Local Integrated Solutions  
(212) 315-7083 | 345 Hudson St, 10th Fl | New York, NY  
Mark.Businski@entercom.com | entercom.com

### EPOCH 5 PUBLIC RELATIONS

Katherine Heaviside | President | (631) 427-1713  
755 New York Avenue, Suite 400 | Huntington, NY 11743  
kheaviside@epoch5.com | www.epoch5.com

### FAMILY AFFAIR DISTRIBUTING INC.

Lisa Chalker | President | 5167978770  
282 N POPLAR ST | MASSAPEQUA, NY 11758  
lisa@familyaffairdist.com | www.familyaffairdist.com

### FASTSIGNS OF PATCHOGUE

Kim Travaglianti | Owner | (631) 562-5353  
274 Medford Ave | Patchogue, NY 11772  
2217@fastsigns.com | www.fastsigns.com/2217-patchogue-ny

### GVP DIGITAL MEDIA

Harry Oates | President & CEO | (631) 285-2544  
3075 Veterans Highway, Suite 131 | Ronkonkoma, NY 11779  
harry@gvpdigitalmedia.com | www.gvpdigitalmedia.com

**GVP DIGITAL MEDIA**

CORPORATE VIDEO MARKETING  
BROADCAST PRODUCTION

- COMMERCIALS / INFOMERCIALS
- HD MULTI CAMERA STUDIO
- FACEBOOK / YOUTUBE LIVE EVENTS
- ENG VIDEO PACKAGES & CREWS

**(631) 285-2544**  
gvpdigitalmedia.com



# 2020 Vision: Digital Marketing Strategies to Grow Your Business in the New Year



By **Brainstorm Studio**  
www.brainstormstudio.com  
info@brainstormstudio.com  
631-367-1000

As digital transformation continues to change the way we do business, it's also opened the doors to a variety of new or evolving ways to improve the marketing efforts of brands and organizations. Innovations in media, platforms and technology played a large role in digital marketing in 2019. So, what does the next year have in store for us? Here are five strategies you should consider implementing to help you achieve your marketing goals in 2020.

## 1. Personalized Communications

According to Gartner, by 2020 at least 90% of online advertisers will start using personalized communications in some shape or form, and for good reason. In this day and age, why should every contact see the same content on your website? Marketing software (like HubSpot and Marketo) offers modules that deliver different versions of your content based on the user. For example, if your business serves different verticals, contacts from each

vertical could see content tailored to their needs. The same concept applies to email campaigns. With mass emails having an average open rate of only 17%, why not take advantage of your CRM data and get more personal with customers?

**TIP:** Instead of sending the same message to everyone, segment your email list and send contacts information about specific products or services where they have shown past interest. And if possible, personalize the subject line to the product, service or even refer to the recipient by name.

## 2. Automation

Looking for more qualified leads and lower costs per lead, while at the same time saving your marketing team time and effort? Then start your 2020 by investing in marketing automation software to handle your essential marketing tasks, such as blogging, content, landing pages, email, SEO and social media. At Brainstorm, we use many marketing automation platforms and have become big fans of HubSpot because of its robust features, usability and affordability.

**TIP:** When choosing the right software, do your homework. Get free trials and kick the tires before you buy. Also consider software that handles multiple functions, which will save your team time lost from disconnected analytics, exports, imports and task switching.

## 3. Conversational Marketing

There's no better way to engage customers than through personal, one-on-one interactions. Conversational marketing allows you to communicate with customers how, when and where they want, across multiple channels. It begins with live chat and extends to phone calls, texts, email, Facebook Messenger and Slack — virtually any way in which your customer wants to interact with you.

**TIP:** An easy way to test the waters in conversational

marketing is by installing live chat software such as HubSpot Conversations or Drift. Integrate them with your website, Facebook Messenger and Slack to start.

## 4. Artificial Intelligence

There was a time when the main association we had with Artificial Intelligence (AI) was chess-playing computers and sci-fi tales of robots taking over the world. And while humanity appears to remain safe (for now), AI is starting to take over marketing strategies (but in a good way). From chatbots to voice assistants like Alexa and Siri, AI helps provide great customer care, using sensors, human inputs and your company's data to answer users' questions and point them along the buyer's journey.

**TIP:** Look into your vendors that already have AI capabilities, like Google ads, HubSpot, Salesforce, etc., and see if they will provide a free demo so you can test it out and consider extending your partnership with them.

## 5. Voice Powered Search

In 2020, it is anticipated that people will become more reliant on using voice assistants via Google, Alexa and Siri. That is why voice search is becoming a more valuable marketing tool for organizations. It not only adds SEO value, it also helps brands reach consumers anywhere at any time with a personalized marketing message or a solution to their problem.

**TIP:** To increase the chances of being found in voice search results, use longer keywords and complete sentences. Also, when creating content for voice-powered searches, be sure to include questions people may ask about your products and provide detailed answers.

Looking for a digital marketing agency to help you get the best ROI from your 2020 marketing budget? Contact Brainstorm at: 631-367-1000 or info@brainstormstudio.com, and one of our experts will get back to you to schedule a discovery call.

# Take Your Brand to New Heights in 2020

At Brainstorm, we'll help you overcome marketing challenges and reach your business goals with digital strategies that are measurable and scalable.

- Inbound Marketing
- Digital Campaigns
- Content Creation
- Website Development
- Video Production
- Search & Social Media



For a FREE Web or  
SEO Assessment,  
Visit Us at:  
[brainstormstudio.com/hia](http://brainstormstudio.com/hia)





**MARK GROSSMAN**  
**MGPR**  
**PUBLIC RELATIONS**

# *Reaching the Stakeholders You Need to Succeed*

**MEDIA/PRESS RELATIONS**

**CRISIS COMMUNICATIONS**

**GOVERNMENT RELATIONS/LOBBYING**

**SOCIAL MEDIA MANAGEMENT**

**STAKEHOLDER RELATIONS**

**COMMUNITY RELATIONS/ISSUE ADVOCACY**

**EVENT MANAGEMENT**

**PUBLICATIONS/WEBSITE DEVELOPMENT**

**TELEVISION AND RADIO PRODUCTION**

**DATABASE MANAGEMENT**

[www.markgrossmanpr.com](http://www.markgrossmanpr.com)  
[mark@markgrossmanpr.com](mailto:mark@markgrossmanpr.com)  
631-786-0404



**HARPER MARKETING**

Steve Harper | President | (631) 371-1287  
 4400 Veterans Memorial Hwy, Suite 204 | Holbrook, NY 11741  
 steve@harpermarketing.com | www.harpermarketing.com

**KSRYAN GROUP LLC**

Kevin Ryan | Principal & Lead Consultant | (646) 801-4680  
 51 Greenway E | New Hyde Park, NY 11040  
 kevin@ksryangroup.com | www.ksryangroup.com

**LINX COMMUNICATIONS**

Michael Smith | Chief Executive Officer | 631-361-4400  
 155 East Main Street | Smithtown, NY 11787  
 ThinkAhead@linx.com | www.linx.com

**LORRAINE GREGORY COMMUNICATIONS**

Gregory Demetriou | President | (631) 694-1500  
 95-A Executive Dr | Edgewood, NY 11717  
 greg@lgcli.com | www.lorrainegregory.com

**M AND M SOCIAL MEDIA LLC**

Suzanne Breit | Owner | (631) 265-6289  
 527 Townline Road, Suite 203 | Hauppauge, NY 11788  
 Jasonm@mnmsocialmedia.com | www.mnmsocialmedia.com

**MARK GROSSMAN PUBLIC RELATIONS**

Mark Grossman | President | (631) 786-0404  
 1113 Orchid Circle | Bellport, NY 11713  
 mark@markgrossmanPR.com | markgrossmanpr.com

**MEJEUR-HAAS COMMUNICATIONS**

Janine M. Mejeur-Haas | CEO and Founder | 2122084494  
 64 Beaver Street, Suite 139 | New York, NY 10004  
 janine@mejeurhaas.com | www.mejeurhaas.com

**NATIONAL BUSINESS CAPITAL & SERVICES, INC**

Joseph Camberato | President & Co-Founder | (877) 482-3008  
 1 Corporate Drive, Suite 202 | Bohemia, NY 11716  
 info@national.biz | www.national.biz

**NEXTGEN ADVERTISING**

Tina Obremski | COO | (631) 648-9948  
 3075 Veterans Memorial Highway, Suite 130 | Ronkonkoma, NY 11779  
 tobremski@nextgenadv.com | www.nextgenadv.com

**PRIMEDIA, INC.**

Richard Rutigliano | President/CEO | (516) 222-2041  
 401 Franklin Ave, Suite 310 | Garden City, NY 11530  
 rrutigliano@primediany.com | www.primediany.com

**PROFORMA EXECUTIVE BUSINESS SERVICES**

Andrew Janosick | Vice President | (888) 697-7660 Ext. 2106  
 550 North Country Road, Suite D | St. James, NY 11780  
 andrew.janosick@proforma.com | www.proformaebss.com

**SLIGHTLYMAD**

Paul Levine | President and Chief Strategic Officer | (631) 271-2971  
 81 Scudder Avenue | Northport, NY 11768  
 paul@weareslightlymad.com | www.weareslightlymad.com

**TELESTORY PICTURES, LLC**

Michael Mills | Executive Producer | (631) 343-6634  
 9 Digney Ct | Commack, NY 11725  
 info@telestorypictures.com | www.telestorypictures.com

**THE FIELD MARKETING, INC.**

Theresa Cuttitta | Vice President, Account Services | 631-961-1203  
 4250 Vets. Memorial Highway, Suite 304E | Holbrook, NY 11741  
 theresac@thefieldinc.com | www.thefieldinc.com

**THE HERALD COMMUNITY NEWSPAPERS/RICHNER LIVE**

Amy Amato | | (516) 569-4000  
 2 Endo Blvd | Garden City, NY 11530  
 aaamato@liherald.com |

**THE MARKETING GIG**

Jean Derespina | President | 631-358-4370  
 159 Horizon View Drive | Farmingville, NY 11738  
 jean@themarketinggig.com | www.themarketinggig.com

CONTINUED ON NEXT PAGE

**TRANSFORM YOUR MARKETING**



Lorraine Gregory Communications is an award-winning agency recognized by a multitude of organizations for our work in both traditional and digital marketing. Our culture is one of collaborative effort and teamwork which yields positive results and greater marketing impact for our clients.



Call us today:  
 631.694.1500

lorrainegregory.com

95-A Executive Drive | Edgewood, NY 11717

**BOBGIGLIONE**  
 P H O T O G R A P H Y



**PROFESSIONAL PHOTOGRAPHY  
 FOR THE BUSINESS COMMUNITY**

516.848.9600 • bobgiglionephotography@outlook.com



**THE REBEL AGENCY**  
 Frank Bravata | President | (631) 615-0030  
 285 West Main Street, Suite 203B | Sayville, NY 11782  
 frank@therebelagency.com |

**KEVIN WOOD MEDIA**  
 Kevin Wood | Owner | (631) 228-8039  
 PO Box 667 | Shoreham, 11786  
 kevin@kevinwood.com | www.kevinwood.com

**VISIONARY MARKETING**  
 Henry Bramwell | President | (631) 475-6756  
 80 Orville Drive, Suite 100 | Bohemia, NY 11716  
 HB@vgl.com | www.vgl.com

**TELESTORY PICTURES, LLC**  
 Michael Mills | Executive Producer | (631) 343-6634  
 9 Digney Ct | Commack, NY 11725  
 info@telestorypictures.com | www.telestorypictures.com

**WINK DESIGN GROUP**  
 Francine Germano Moshe | Partner | (516) 780-2431  
 125 West Broadway | Port Jefferson, NY 11777  
 francine@winkdesigngroup.com | www.winkdesigngroup.com

**WALDNER'S BUSINESS ENVIRONMENTS**  
 Jenny-Lynn Georgiades | VP Sales & Designs | 631-844-9300  
 125 Route 110 | Farmingdale, NY 11735  
 jennyg@waldners.com | www.waldners.com

**AUDIO-VISUAL EQUIP. & PRODUCTIONS**

**GRAPHIC DESIGN**

**ASTORIA COMMUNICATIONS**  
 Glen Sherman | General Manager | (631) 694-3334  
 195-A Central Avenue | Farmingdale, NY 11735  
 info@design-av.com | www.design-av.com

**APPLIED VISIONS, INC**  
 Frank J. Zinghini | President & CEO | (631) 759-3901  
 6 Bayview Ave | Northport, NY 11768  
 frank.zinghini@avi.com | www.avi.com

**CLEARWATER INTERNATIONAL, INC**  
 Andrew Guasto | President  
 andyclearwaterinternational@gmail.com | www.clearwaterinternationalinc.com

**WINK DESIGN GROUP**  
 Francine Germano Moshe | Partner | (516) 780-2431  
 125 West Broadway | Port Jefferson, NY 11777  
 francine@winkdesigngroup.com | www.winkdesigngroup.com

**FACTXBACK.COM WEBSITES AND VIDEOS**  
 Robert Kothe | Owner | (631) 427-3292  
 11 Cortelyou St West | Huntington Station, NY 11746  
 robert@factxback.com | www.websitesvideo.com

**MEDIA BROADCASTING**

**GVP DIGITAL MEDIA**  
 Harry Oates | President & CEO | (631) 285-2544  
 3075 Veterans Highway, Suite 131 | Ronkonkoma, NY 11779  
 harry@gvpdigitalmedia.com | www.gvpdigitalmedia.com

**ENTERCOM NEW YORK**  
 Mark Businski | Director, Strategic Partnerships, Local Integrated Solutions  
 (212) 315-7083 | 345 Hudson St, 10th Fl | New York, NY 10014  
 Mark.Businski@entercom.com | entercom.com

**IVCI LLC**  
 Morgan Neems | HR Administrator | 631-273-5800  
 601 Old Willets Path, #100 | Hauppauge, NY 11788  
 hrmailbox@ivci.com | www.ivci.com

CONTINUED ON NEXT PAGE

**SIGNARAMA**  
 SAFETY & TRAFFIC  
 A.D.A. TRADE SHOWS PYLON & CARVED SIGNS  
 WINDOW LETTERING BANNERS  
 VEHICLE LETTERING & WRAPS  
 REAL ESTATE  
 LOGO DESIGN  
 REPAIRS  
 The way to grow your business.

**Signarama**  
 of HAUPPAUGE

**631.952.3324**

TRADE SHOW DISPLAYS . PYLON/BUILDING SIGNS . CARVED SIGNS  
 VEHICLE LETTERING/ WRAPS . BUSINESS CARDS . BANNERS  
 A.D.A. SIGNS . REAL ESTATE SIGNS . LOGO DESIGN  
 SAFETY/TRAFFIC SIGNS . WINDOW LETTERING

 SIGNARAMAHAUP  SIGNARAMAHAUP  SIGNARAMA HAUPPAUGE

**CUSTOM FULL SERVICE SIGN & DESIGN CENTER**

663B OLD WILLETS PATH, HAUPPAUGE | SIGNARAMAHAUPPAUGE.COM



**GVP DIGITAL MEDIA**

Harry Oates | President & CEO | (631) 285-2544  
3075 Veterans Highway, Suite 131 | Ronkonkoma, NY 11779  
harry@gvpdigitalmedia.com | www.gvpdigitalmedia.com

**HOME BOX OFFICE, INC. (HBO)**

Joseph Spagnuolo | Director, Facility Engineering | (631) 361-8362  
300 New Highway | Hauppauge, NY 11788  
joseph.spagnuolo@hbo.com | www.hbo.com

**KEVIN WOOD MEDIA**

Kevin Wood | Owner | (631) 228-8039  
PO Box 667 | Shoreham, 11786  
kevin@kevinwood.com | www.kevinwood.com

**SLIGHTLYMAD**

Paul Levine | President and Chief Strategic Officer | (631) 271-2971  
81 Scudder Avenue | Northport, NY 11768  
paul@weareslightlymad.com | www.weareslightlymad.com

**TELESTORY PICTURES, LLC**

Michael Mills | Executive Producer | (631) 343-6634  
9 Digney Ct | Commack, NY 11725  
info@telestorypictures.com | www.telestorypictures.com

**WSHU PUBLIC RADIO**

Lynda Mettler | (800) 365-2005  
5151 Park Avenue | Fairfield, CT 6824  
lmettler@wshu.org | www.wshu.org

**PHOTOGRAPHY & VIDEO SERVICES**

**BRENNER PHOTOGRAPHY & VIDEO PRODUCTIONS**

Jay Brenner | President/Photographer | 631-940-9190  
22A Corbin Ave. | Bay Shore, NY 11706  
jay@brennerphoto.com | www.brennerphoto.com

**GVP DIGITAL MEDIA**

Harry Oates | President & CEO | (631) 285-2544  
3075 Veterans Highway, Suite 131 | Ronkonkoma, NY 11779  
harry@gvpdigitalmedia.com | www.gvpdigitalmedia.com

**RADIO TECH SECURITY**

Robert Spetta | (631) 582-5641  
85-1 Air Park Dr., Suite 1 | Ronkonkoma, NY 11779  
bob@radiotechsecurity.com | www.radiotechsecurity.com

**TELESTORY PICTURES, LLC**

Michael Mills | Executive Producer | (631) 343-6634  
9 Digney Ct | Commack, NY 11725  
info@telestorypictures.com | www.telestorypictures.com

**PRINTING**

**ATLANTIC COLOR CORP.**

Joe Calandra | VP | (631) 345-3800  
14 Ramsey Road | Shirley, NY 11967  
jcalandra@atlanticcolor.com | www.atlanticcolor.com

**CANON SOLUTIONS AMERICA, INC.**

Andrew Ruiz | Account Executive, Senior | (516) 247-4905  
90 Merrick Ave, Suite 204 | East Meadow, NY 11554  
andrui@csa.canon.com | www.csa.canon.com

**DISC GRAPHICS, INC.**

Diane Ferrante | Director Human Resources | 631-300-1340  
10 Gilpin Avenue | Hauppauge, NY 11788  
dferrante@oliverinc.com | www.discgraphics.com

**EFFECTS OF COLOR**

Robin Eschenberg | President | (631) 630-5450  
655 Old Willets Path | Hauppauge, NY 11788  
robin@eocprint.com | www.eocprint.com

**EVENT TECH INTERNATIONAL LLC**

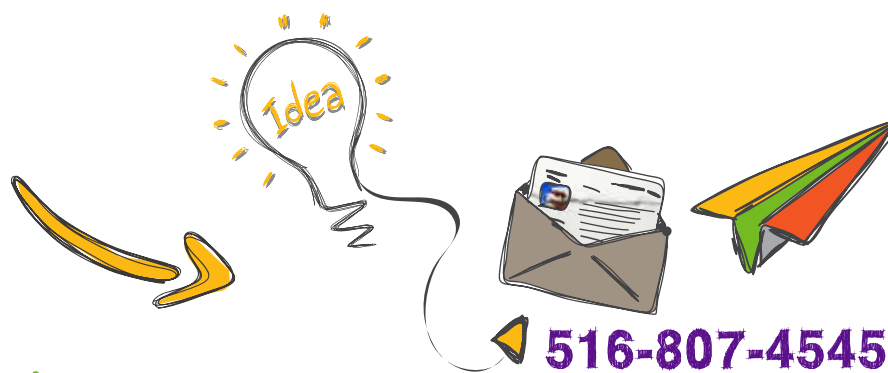
**PRINT BUDII SMART PRINTER**  
Christopher Postilio | CEO | 8889928344  
1700 Arctic avenue, Suite 2 | Bohemia, NY 11716  
jeremy@printbudii.events | www.printbudii.com

CONTINUED ON NEXT PAGE

**eocprint**  
PROMOTE YOUR BRAND



*Think Warm Thoughts  
For The Winter Season*



**eocprint.com**

same day business cards



Files in by 8am & out by 4pm  
Upload @ eocprint.com  
Full color both sides on  
16pt. coated stock

**eocprint**

655 Old Willets Path, Hauppauge, NY 11788

516.807.4545 robin@eocprint.com



**FASTSIGNS OF PATCHOGUE**

Kim Travaglianti | Owner | (631) 562-5353  
274 Medford Ave | Patchogue, NY 11772  
2217@fastsigns.com | www.fastsigns.com/2217-patchogue-ny

**HOLLYWOOD BANNERS**

Christopher O'Shea | Sales Agent | (631) 842-3000  
539 Oak Street | Copiague, NY 11726  
amartini@hollywoodbanners.com | www.hollywoodbanners.com

**IMPACT GRAPHICS CORP.**

Melissa Mirra | (631) 724-3081  
61 Keyland Court | Bohemia, NY 11716  
| www.impactgraphicscorp.com/

**LMN PRINTING CO., INC.**

Noreen Carro | (516) 285-8526  
23 W. Merrick Road | Valley Stream, NY 11580  
noreen@LMNprinting.com | www.LMNprinting.com

**LORRAINE GREGORY COMMUNICATIONS**

Gregory Demetriou | President | (631) 694-1500  
95-A Executive Dr | Edgewood, NY 11717  
greg@lgcli.com | www.lorrainegregory.com

**MAGNUM MEDIA AND MARKETING**

Michael Paneth | Owner | (516) 996-2318  
245 Hempstead Ave, #536 | West Hempstead, NY 11552  
mp@magnummediamk.com | www.magnummediamk.com

**PGS PRINTING AND GRAPHICS**

Glenn Pollack | Owner | (516) 599-0400  
536 Merrick Road | Lynbrook, NY 11563  
gpollack@pollack.com | www.pollack.com

**PRINTERS3**

Jim Pickett | (631) 447-1506  
43 Corporate Drive | Hauppauge, New York 11788  
Jim@printers3.net | www.printers3.net/

**SIGN A RAMA OF HAUPPAUGE**

Robert Trovato | Owner | (631) 952-3324  
663 B Old Willets Path, Suite B | Hauppauge, NY 11788  
rtrovato@signaramahauppauge.com | www.signaramahauppauge.com

**SIR SPEEDY**

Maria Marino | Account executive | (516) 334-7400  
75 State Street | Westbury, NY 11590  
mmarino@sirspeedyny.net | www.sirspeedyny.net

**STERLING NORTH AMERICA DIGITAL PRINT**

Drew O'Connor | (631) 243-6933  
270 Oser Avenue | Hauppauge, NY 11788  
drew.oconnor@SterlingDigitalPrint.com | www.sterlingdigitalprint.com/

**TEXPAK INC.**

Peter Stuart | Regional Sales Manager | 516 602 9355  
130 New Hyde Park | Franklin Square, NY 11010  
peter@texpak.com | www.texpak.com

**PROMOTIONAL ITEMS**

**FAMILY AFFAIR DISTRIBUTING INC.**

Lisa Chalker | President | 5167978770  
282 N POPLAR ST | MASSAPEQUA, NY 11758  
lisa@familyaffairdist.com | www.familyaffairdist.com

**LORRAINE GREGORY COMMUNICATIONS**

Gregory Demetriou | President | (631) 694-1500  
95-A Executive Dr | Edgewood, NY 11717  
greg@lgcli.com | www.lorrainegregory.com

**PROFORMA EXECUTIVE BUSINESS SERVICES**

Andrew Janosick | Vice President | (888) 697-7660 Ext. 2106  
550 North Country Road, Suite D | St. James, NY 11780  
andrew.janosick@proforma.com | www.proformaebss.com

**SIGNS**

**FASTSIGNS OF PATCHOGUE**

Kim Travaglianti | Owner | (631) 562-5353  
274 Medford Ave | Patchogue, NY 11772  
2217@fastsigns.com | www.fastsigns.com/2217-patchogue-ny

**SIGN A RAMA OF HAUPPAUGE**

Robert Trovato | Owner | (631) 952-3324  
663 B Old Willets Path, Suite B | Hauppauge, NY 11788  
rtrovato@signaramahauppauge.com | www.signaramahauppauge.com

**SIGNWAVE**

Dan Simon | President | 631-761-9292  
82 Bridge Road | Islandia, NY 11749  
dan@signwaveli.com | www.signwaveli.com

**TRADE SHOW EXHIBITS**

**PROFORMA EXECUTIVE BUSINESS SERVICES**

Andrew Janosick | Vice President | (888) 697-7660 Ext. 2106  
550 North Country Road, Suite D | St. James, NY 11780  
andrew.janosick@proforma.com | www.proformaebss.com

**SIGN A RAMA OF HAUPPAUGE**

Robert Trovato | Owner | (631) 952-3324  
663 B Old Willets Path, Suite B | Hauppauge, NY 11788  
rtrovato@signaramahauppauge.com | www.signaramahauppauge.com

**SKYLINE NEW YORK**

Kristin Bay-McCormack | Director of Sales | 631-586-9400  
60 Plant Avenue, Suite 5 | Hauppauge, NY 11788  
kristin@skylinenewyork.com | www.skylinenewyork.com

**VIDEO SERVICES**

**DIGITAL PROVISIONS**

Brian McCabe | Account Manager | (631) 209-2600 x14  
3385-E Veteran's Memorial Hwy | Ronkonkoma, NY 11779  
bmccabe@digitalprovisions.com | www.digitalprovisions.com

**FACTXBACK.COM WEBSITES AND VIDEOS**

Robert Kothe | Owner | (631) 427-3292  
11 Cortelyou St West | Huntington Station, NY 11746  
robert@factxback.com | www.websitesvideo.com

**GVP DIGITAL MEDIA**

Harry Oates | President & CEO | (631) 285-2544  
3075 Veterans Highway, Suite 131 | Ronkonkoma, NY 11779  
harry@gvpdigitalmedia.com | www.gvpdigitalmedia.com

**MEDIA MECHANIX**

Joe Refano | President | (631) 757-4309  
P.O. Box 309 | Centerport, NY 11721  
solutions@media-mechanix.com | www.media-mechanix.com

**TELESTORY PICTURES, LLC**

Michael Mills | Executive Producer | (631) 343-6634  
9 Digney Ct | Commack, NY 11725  
info@telestorypictures.com | www.telestorypictures.com

**TO ADVERTISE IN THIS SECTION CONTACT  
CONNOR AT CROBERTSON@HIA-LI.ORG**



# FROM BUILDING BOTTOM LINES TO BUILDING RELATIONSHIPS

See where **PASSION**  
can take *your business.*

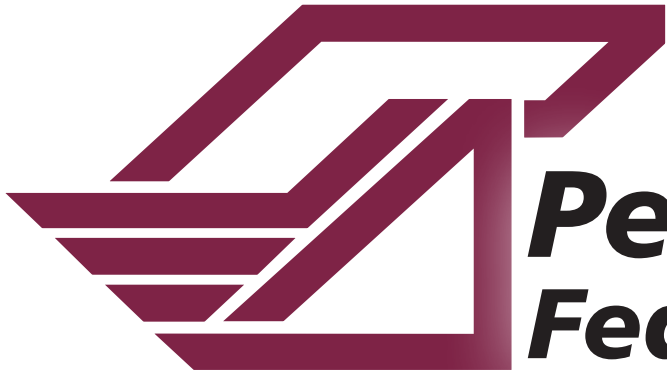


Prasad Venigalla's successful network of 14 neighborhood pharmacies across Long Island is built on his passion for helping others and longstanding relationship with financial partner BNB Bank. One of New York's fastest growing community banks, BNB has helped build and grow businesses like Prasad's for more than 100 years. What can we do for yours?

COMMUNITY BANKING FROM MONTAUK TO MANHATTAN  
MEMBER FDIC | 631.537.1000 | BNBBANK.COM







# **People's Alliance Federal Credit Union**

## ***We Put People First,***



## ***Even In Our Name!***

***PAFCU is a Great No-Cost Employee Benefit!***

**We can come on-site to your company to open new accounts  
and service existing accounts for all your employees.**

**125 Wireless Blvd. • Hauppauge, NY 11788 • [www.pafcu.org](http://www.pafcu.org) • (631) 434-3500**

Brooklyn, NY • Brooklyn, NY • Jamaica, NY • Jamaica, NY • Miami, FL • Ronkonkoma, NY • Westbury, NY • Yonkers, NY  
(718) 643-4506 (718) 797-2988 (718) 656-1774 (718) 206-4600 (305) 261-1255 (631) 580-3702 (516) 832-8100 (914) 963-1370  
x 3037







# REFERRAL REWARDS

## A SPECIAL THANK YOU

To all of our HIA-LI members for referring members to the HIA-LI and growing our long island business community.

**Mary Locasio** | All Island Media

**Vanessa Mazzilla** | Bana Electric

**Joe Campolo** | Campolo, Middleton & McCormick, LLP

**Sue Gubing** | Career Smarts

**Carmine Grasso** | Cataldo Grasso Architects, PC

**Renee' Nielsen** | Nielsen Associates

**Mary Simmons** | Portnoy Messenger

**Alisa Rosati** | Proactive Risk Management, Inc.

**Felicia Telep** | Pure Mammography

**Rich Isacc** | Sandler Training

**Ron Loveland** | Summit Safety & Efficiency Solutions

**Scott Maskin** | SUNation Solar Systems, Inc.

**Don Ravella** | The Garage Eatery

## GET REWARDED FOR YOUR REFERRALS

Refer a company to the HIA-LI and receive \$50 Referral Rewards and recognition in the HIA-LI Reporter Newspaper when a company joins, becomes a sponsor or advertises with the HIA-LI. HIA-LI Referral Rewards credits can be used towards your company membership or renewal, attending HIA-LI events, exposure opportunities & sponsorships, and print and/or digital advertising.

FOR MORE INFORMATION, CALL 631-543-5355 OR VISIT [WWW.HIA-LI.ORG](http://WWW.HIA-LI.ORG)



# POWERING **PROGRESS** FOR LONG ISLAND BUSINESS



**Wyandanch relies on Sir Shave to keep in style. Sir Shave relies on us.**

We're investing in new technology and initiatives to prevent power outages before they happen, like tree trimming and drones to inspect the grid. So Sir Shave's customers can always look their best.

**[PSEGLINY.com/business](http://PSEGLINY.com/business)**



**PSEG** LONG ISLAND

*We make things work for you.*



# WELCOME NOVEMBER NEW MEMBERS

## **A.C. DESK CO., INC.**

Daniel Chaite  
Business Development  
249 Elm Place  
Mineola, NY 11501  
(516) 741-7979  
dchaite@acdeskonline.com  
www.acdeskonline.com  
AC Desk is a 75 year old family owned and operated firm with roots on Long Island. We furnish corporate offices and boardrooms, healthcare facilities, education environments, and laboratories

## **AFLAC - ROBERT KRIVIT**

Robert Krivit  
CFP, Benefits Advisor  
4250 Veterans Memorial Highway  
Holbrook, NY 11741  
(516) 589-4415  
robert\_krivit@us.aflac.com  
www.aflac.com  
Worlds leading provider of workplace benefits.

## **CLOUDLINE LOGISTICS, LLC**

Jami Hall  
Vender Manager  
609-3 Cantiague Rock Rd  
Westbury, NY 11590  
(516) 408-4282  
jami.hall@ergogroup.com  
www.cloudlinelogistics.com  
Providing Outsourced Custom Logistics Services across

## **COLONIAL VOLUNTARY BENEFITS**

Patrick Kiernan  
Agency Development Manager  
1225 Franklin Ave.  
Suite 250  
Garden City, NY 11530  
(631) 665-0534  
lauren.coffey@coloniallifesales.com  
patrick.kiernan@coloniallifesales.com  
Benefits that work for your business and employees.

## **DISPATCH DIGITAL**

Jeff Bloch | Owner  
39 John Street  
Sayville, NY 11782  
(516) 297-9000  
jeff@dispatchconciierge.com  
www.dispatchconciierge.com  
Small & medium sized companies often times don't have the on-staff resources or expertise to manage their sales and marketing technology effectively. Applications that track sales pipeline, customer relationship management and digital marketing require on-going data management, administration and support. We partner with our clients to provide an outsourced, managed "full-suite" of operational, strategic and advisory services. Our business model is a cost-effective alternative to managing your sales & marketing technology internally.

## **DYNAMIC FITNESS LONG ISLAND**

Roseanne Giugliano  
General Manager  
150 Motor Parkway  
Lower Level  
Hauppauge, NY 11788  
(631) 813-2500  
dynamicfitness150@gmail.com  
www.dynamicfitnessli.com  
Fitness Center for everyone.

## **ETG CONSULTING (ETG US, INC.)**

Umut Altinay  
Business Development Manager  
3418 Northern Blvd.  
4th Floor  
Long Island City, NY 11101  
(631) 509-3717  
info@etg-it.com  
www.etg-inc.com  
Microsoft Gold ERP Partner.

## **GATE STAFFING**

Michael Innamorato  
Founder  
104 Bellerose Avenue  
East Northport, NY 11731  
(646) 808-5537  
michael@gatestaffing.com  
www.gatestaffing.com  
High-tech digital staffing firm.

## **OVERVIEW TECHNOLOGY SOLUTIONS**

Marc Menzies  
Technical Account Manager  
710 Union Parkway  
Ronkonkoma, NY 11779  
(516) 210-2000  
jhirsch@overviewts.com  
www.overviewts.com  
Provides I.T. services and solutions to small and medium sized businesses.

## **PAYROLL DYNAMICS INC**

Michael Tintweiss  
President  
35 Arkay Dr  
Suite 200  
Hauppauge, NY 11788  
(631) 435-8700  
mtintweiss@payrolldynamics.com  
www.payrolldynamics.com  
Payroll HR Time and labor Benefits Admin

## **SENIOR LIVING RENAISSANCE**

Sandra Brennan  
CEO / Owner / Strategic Marketing Consultant  
121 Venetian Blvd.  
Lindenhurst, NY 11757  
(516) 582-3215  
brennansandra005@gmail.com  
www.seniorlivingconsultingservices.com  
Senior Living Renaissance is a niche marketing firm that provides strategic marketing consulting

specifically for the senior housing and healthcare industry. Our clients range from start-ups to established companies that may be under performing or desire to be more competitive and profitable. With extensive industry experience, our goal is to provide personalized, creative solutions with quick results that help our clients get back on track.

## **SOTER TECHNOLOGIES, LLC**

Leigh Ann Garofalo  
Executive Assistant  
113 Comac St.  
Ronkonkoma, NY 11779  
(934) 500-4658  
leighann.garofalo@sotertechnologies.com  
www.sotertechnologies.com  
Soter Technologies is a company not only selling the only real-time vape detector on the market but a Long Island startup with a team full of passionate leaders. The company's top priority is to create safer and healthier environments for students around the world, doing so with the FlySense™ Solution.

# WHY NOT JOIN A COMMITTEE!



**HIA-LI'S PRO-ACTIVE COMMITTEES PROVIDE THE OPPORTUNITY FOR YOU TO SHARE INFORMATION, NETWORK, AND WORK ON PROJECTS.**

**IF YOU OR OTHER MEMBERS OF YOUR COMPANY WOULD LIKE TO "MAKE A DIFFERENCE", YOU ARE INVITED TO JOIN ONE OR MORE OF OUR ACTIVE COMMITTEES.**

**PLEASE CALL THE HIA-LI OFFICE AT**

**(631) 543-5355 OR EMAIL RMASKIN@HIA-LI.ORG FOR MORE INFORMATION.**





# NEW MEMBER PROFILES



**HKM Associates**  
 333 Earle Ovington Blvd; Suite 402  
 Uniondale, NY 11553  
 T: 516-394-2522  
 F: 516-228-1001  
 jeff@hkmassociates.com  
 www.hkmassociates.com

Jeff Weiner, the CEO of HKM Associates has named his company for his wife, Helene and his daughters, Kelsey and Megan. HKM Associates strives to provide excellent service in the areas of Life Insurance, Health Insurance and Financial Services both in the personal and corporate marketplace. Jeff brings extensive knowledge to these areas and has been the recipient of many industry awards in his 38 years in the field.

Nothing makes Jeff happier than supporting organizations which are doing good things in our communities and benefitting the causes closest to his heart. Jeff started his charitable initiatives with the SUNY Albany 24-hour telethon during his college days. Since then he has made leaps and bounds, holding many key positions and raising millions of dollars for over a dozen organizations locally and nationwide.

Jeff's pay it forward attitude has transferred to his daughters who are proud to involve themselves in the causes that speak to them the most. When his daughter, Megan, fell ill with Hodgkin's Lymphoma in 2011, the family did what they do best, support and get involved. With initiatives like "Like the Night", "5 and Alive" and participating in organization events through Stupid Cancer and the Leukemia and Lymphoma Society, Jeff and his family were able to help many other struggling families receive benefits through fundraising.

Jeff's business goal is to be able to sustain himself to focus on his passion of working within the charity world, organizing and coordinating fundraising events through his networks and provide the benefit to those who need them the most



**Mayfair Limousine Service, Inc**  
 341 Larkfield Road  
 East Northport, New York 11731  
 631-266-1411  
 amanda@mayfairlimo.com  
 For Sales: sales@mayfairlimo.com  
 www.mayfairlimo.com

Mayfair offers a complete array of luxury ground transportation at a reasonable cost. Our professional drivers are vetted and T.L.C certified. Mayfair Limousine Service has over 30 years of service in the industry. Our company motto is "Experience, Elegance, Excellence" and our reputation speaks for itself. You will never have to worry about who is showing up at your doorstep.

We provide travel for personal and corporate clients to all locations including airports, New York City, and beyond. Group transportation is also available, we have a variety of packages for wine and brewery tours, weddings, and special occasions. Best of all our staff is available 24hrs/7days a week.



**Garmer Industries**  
 268 Route 109  
 Farmingdale, NY 11735  
 P: (631) 293-6960  
 F: (631) 293-6961  
 garmerind@gmail.com  
 www.garmerindustries.com

Garmer Industries Inc. is a commercial and residential air conditioning and heating contractor headquartered in Farmingdale, New York. Since its establishment in 1965, Garmer Industries has been providing prompt, knowledgeable HVAC services to its clients. These clients consist of building management companies, building owners, business owners, restaurants, warehouses, property managers, facility managers and home owners. Whether designing a completely new facility, or maintaining an existing, Garmer Industries assists its clients with cost effective designs, and on-site scheduled comprehensive maintenance programs. With its state of the art in house ductwork fabrication shop, Garmer Industries offers quick turnaround times on its new installation projects in a fast pace construction industry.

Garmer Industries continues to grow its loyal clientele by standing behind its core values and educating its customers on the various changes that are constantly taking place in the air conditioning and heating industry. Garmer Industries believes that peace of mind through quality customer service and education are essential to building an organization. From EPA regulations to PSEG efficiency programs, they are able to provide valuable information to new and existing customers, saving them time and money on their air conditioning and heating costs.

Garmer Industries believes that from the moment a lead is received, every employee's contribution is essential to providing the highest level of quality in customer satisfaction. That is why they are committed to providing the best in employee training and education.

Being a member of HIA-LI offers new and exciting opportunities to educate members on our business and to learn about theirs. We are thrilled to be a part of it!



**The Cornerstone at Hauppauge**  
 135 Stonehenge Lane  
 Hauppauge, NY 11788  
 631-234-7368  
 www.thecornerstonehauppauge.com

The Cornerstone at Hauppauge by Terwilliger & Bartone Properties is an age-restricted 55+ community NOW LEASING sophisticated one- and two-bedroom apartment residences that offer the ultimate luxury living experience. The property is centrally located in Hauppauge, New York on nine sprawling acres of garden-like grounds, just south of the Long Island Expressway on Route 111. Residents will enjoy convenient access to premier golf courses, shopping, dining and many other attractions.

Our amenity-rich community boasts an oversized clubhouse with fireplace for entertaining, dining

room, library, community gardens, modern fitness center, resident activities & events and much more.

Settle into living spaces that feel intimate, yet open with high ceilings and natural light spilling in through oversized windows. Each of our modern residences are bright and airy with thoughtfully crafted fixtures and finishes. With exquisitely designed kitchens, sophisticated communal spaces and convenient on-site parking, The Cornerstone at Hauppauge is designed for luxury living.

Terwilliger & Bartone Properties is a dynamic organization pioneering the way in smart and sustainable development of luxury apartment home communities. Committed to building thoughtfully, we locate residences near transit and close to downtown centers to add to the vibrancy of retail and restaurant establishments.



**Entercom I New York**  
 345 Hudson St, 10th Fl  
 New York, NY 10014  
 O: +1 212-315-7083  
 M: +1 631-807-2110  
 entercom.com | radio.com  
 mark.businski@entercom.com

Entercom Communications Corp. is a leading American media and entertainment company reaching and engaging over 170 million people monthly through its premier collection of highly rated, award winning radio stations, digital platforms and live events. As one of the country's largest radio broadcasters, Entercom offers integrated marketing solutions and delivers the power of local connection on a national scale with coverage of close to 90% of persons 12+ in the top 50 markets. Entercom is the #1 creator of live, original, local audio content and the nation's unrivaled leader in news and sports radio.

You may know us across the New York Metro area with flagship radio stations such as 1010 WINS, WCBS-AM Newsradio 880, WFAN Sports Radio, WCBS-FM 101.1, WNEW 102.7, New York's Country 94.7, and ALT 92.3.

For more information on the Entercom New York portfolio of premier media properties, please contact Mark Businski, Director of Strategic Partnerships at 212-315-7083 or at mark.businski@entercom.com.



**Dynamic Fitness LI**  
 150 Motor Parkway  
 Lower Level  
 Hauppauge, NY 11788  
 (631) 813-2500  
 dynamicfitness150@gmail.com  
 www.dynamicfitnessli.com

Dynamic Fitness LI is the first fitness facility that utilizes state-of-the-art, self-spotting, strength-training with using Body Format training that enable our team members to do interval group weight training securely and perform core strengthening and full body workouts safely while building lean muscle mass and boosting your metabolism.

We Intensify your workouts and you'll increase strength, cardiovascular health, while improving your stamina. Achieve your fitness goals by first

visiting our unique group interval training studio. Then become that lean, mean, calorie-burning machine!

Heart-pumping interval group training classes utilize very little machines. Also in our personal trainers fat burning arsenal are rowers, battle ropes, TRX, slam balls, and even your own body weight. Our experienced, Certified Professional Trainers design their own training programs, guaranteeing every session is effective at helping your reach your fitness goals in the quickest time possible.

We are a true small group personal training facility, but with an edge, a new technology not offered anywhere else on Long Island. The benefits of group interval strength training are scientifically proven to build lean muscle mass, control your body weight, increase your stamina, and also manages chronic conditions like back pain, arthritis, obesity, heart disease, diabetes, etc. New scientific evidence shows it can even help sharpen focus among adults.

Get more done in less time! Our small groups provide a complete, total body, metabolism revving, weight and cardio workout in 45 minutes! It's not how long you workout but how well you workout.



**Dispatch Digital**  
 39 John Street  
 Sayville, NY 11782  
 (516) 297-9000  
 jeff@dispatchconciierge.com  
 www.dispatchconciierge.com

Dispatch Digital is a marketing technology 'Martech' consulting firm. Its core business involves designing, implementing and managing customer relationship management (CRM) solutions for clients across a wide range of industries. Dispatch Digital is an Authorized Partner for Zoho – a CRM platform used by +50 million users worldwide. Zoho was recently named "Editor's Choice" by PC Magazine. Virtually any organization that needs to track their prospects, clients, sales and marketing efforts can benefit tremendously.

As CRM applications grew more sophisticated a new industry niche emerged: "MarTech". Today successful CRM applications serve as the cornerstone for a broad range of functionality including digital marketing, pipeline management, relationship tracking and complex integrations providing a "360 degree view" of clients and prospects. "MarTech" manages the systems, processes, technology, operations, data integrations, resources and financial analysis necessary for a successful implementation.

In addition to Zoho consulting, Dispatch offers data governance and CRM "managed services". Once a concept only acknowledged by large corporations, smaller organizations are realizing data governance is critical for accurate reporting, actionable intelligence and regulatory requirements. Additionally, CRM managed services provides a cost-effective solution addressing day-to-day marketing technology operations including data management, user support and training.

Prior to starting Dispatch Digital, Jeff Bloch, the firm's founder and Principal Consultant was the Director of Marketing Technology for Goodwin Law, a \$1.2B international law firm. Prior to Goodwin, Mr. Bloch held similar roles with EisnerAmper and Marcum LLP. Both are +\$500M national public accounting firms. Mr. Bloch has personally designed and implemented CRM solutions for Goldman Sachs Asset Management, Fitch Ratings, Teach for America, Genzyme Pharmaceuticals and many of the largest private equity firms and hedge funds in the United States.



# HEARD AROUND THE ISLAND

## APPOINTMENTS, PROMOTIONS & HONORS



November 5, 2019 - HEMPSTEAD, NY - Hempstead-based human service agency **EAC Network** has added Louis A. Bruno, owner of O'Shea Funeral Homes in Wantagh

and East Meadow and Albrecht, Bruno, and O'Shea Funeral Home in East Islip, and Michael F. LoFrumento, matrimonial attorney and founding partner of Barnes Catterson LoFrumento & Barnes, LoFrumento, to its Board of Directors. To learn more about Louis Bruno, Michael LoFrumento, and EAC Network's Board of Directors, visit <https://eac-network.org/board-of-directors>.



**Racanelli Construction Company, Inc.** (Melville, NY, [www.racanelliconstruction.com](http://www.racanelliconstruction.com)), a leading construction management, general contractor and design/build resource for commercial, industrial, retail, medical, pre-engineered and multi-unit residential projects, announced the appointment of Michael Matassa as Project Superintendent. Matassa brings over four decades of commercial and residential construction experience, and holds a New York City Superintendent License along with the required OSHA 30 credential.



**Long Island Cares – The Harry Chapin Regional Food Bank** is pleased to announce that, Katherine M. Fritz has joined the organization as Chief Development and Communications Officer, effective October 15, 2019. The position was previously held by Robin Amato, who retired last month. Fritz brings more than 25 years of experience in the nonprofit sector to her new role. Previously, she was Director of Development for America's VetDogs, as well as for its parent organization, the Guide Dog Foundation for the Blind.



**Farrell Fritz** is pleased to welcome Peter J. Sluka to its New York City office as a commercial litigation associate. Peter is a Rockville Centre, NY, resident. Prior to joining Farrell Fritz, he was an associate at Schlam Stone & Dolan LLP. Peter earned his J.D., magna cum laude, from St. John's University School of Law and his B.S. from Fordham University. Peter is admitted in New York State; the United States District Court, Eastern District of New York; and the United States District Court, Southern District of New York.



**Campolo, Middleton & McCormick, LLP** continues to grow, welcoming Adam Eisen, Esq., as an Associate based in the firm's Westbury office. Eisen's strong background in the business side of the construction industry is an asset to our Corporate and Construction teams, which have expanded in size, scope, and sophistication as CMM expands its footprint across Long Island. Eisen handles a variety of corporate transactions and drafts agreements including SaaS (Software as a Service) agreements, merchandise license agreements, and commercial leases.



**Farrell Fritz** is pleased to announce that Brian P. Corrigan has been named a Fellow of The New York Bar Foundation. Brian, a resident of Garden City, NY, is a partner in the firm's estate litigation practice group. He earned his J.D. from Hofstra University School of Law and his B.A., cum laude, from Providence College.

Fellows are nominated by peers and recognized for distinguished achievement, dedication to the legal profession, and commitment to the organized bar and service to the public.

## UPCOMING EVENTS



The **Stony Brook Small Business Development Center** will be hosting an event titled, "BUSINESS PARTNERSHIPS (THE GOOD, THE BAD & THE UGLY!)" on Wednesday, December 11, 2019 from 8:30 AM to 11:00 AM at the Stony Brook Small Business Development Center. While our events are FREE and open to the public, registration is required.



Photographers from the NY Tri-State area, including amateur and practicing photographers, are invited to submit applications to participate in the **Art League of Long Island's** upcoming juried photo exhibition titled "This Land is Our Land". The exhibit is scheduled to be on display January 11 through February 8, 2020 in the Art League's spacious Jeanie Tengelsen Gallery. The deadline to submit applications is Friday, December 6, 2019.

## OTHER NEWS & HAPPENINGS



The Caplan Bensley Foundation recently awarded **Long Island Cares, Inc.** a \$5,000 grant to support the development of a free-standing pet pantry as part of the organizations' new annex satellite center in Lindenhurst. The new Long Island Cares Annex will be anchored by Baxter's Pet Pantry and a new Retail Food Rescue Center. The additional funding provided by Caplan Bensley will fund the purchase of holistic and highly nutritious dog food, and help establish the Jazzy's Place Dog Food Initiative, as a special section of the pet pantry. Jazzy's Place is named for CBF founders David and Maria Caplan's beloved Jazzy, their toy poodle of 13 years who succumbed to Cushing's disease in 2012. The mission of Jazzy's Place is to help people in need by feeding dogs in need.



Long Island Philanthropist, and Civilian Aide to the Secretary of the Army, Steven A. Castleton of West Islip will be donating \$11,000 to **Long Island Cares, Inc.**-The Harry Chapin Regional Food Bank to provide holiday meals for 500 veterans and their families as we celebrate Veterans Day. Mr. Castleton is a generous donor of the regional food bank and has been active in supporting our Veterans Mobile Outreach Services, Vets Work and Military Appreciation Tuesday's program for a number of years.



RONKONKOMA, NEW YORK – **MBPS** has announced that the company has entered into an agreement to provide merchant processing services to Amerant Bank, a financial institution with locations in Coral Gables, Florida and Houston, Texas. These services will be made available to Amerant's commercial account holders. MBPS, which offers a multitude of payment products from point of sale to electronic check processing, signed a contract with Amerant on August 19, 2019. As part of the agreement, MBPS would begin to offer its services on November 14, 2019.



November 15, 2019 - LONG ISLAND, NY – **EAC Network**, the Hempstead-based human services agency, is celebrating its 50th year of uninterrupted service to people in need across Long Island and New York City. Its year-long celebration will culminate at a special Golden Anniversary Gala on November 20th at the Fox Hollow in Woodbury, NY. The event will honor Geraldine Hart, Commissioner of the Suffolk County Police Department, and Patrick J. Ryder, Commissioner of the Nassau County Police Department, for their dedicated service to Long Island communities.



November 18, 2019 - HEMPSTEAD, NY - Thanks to the generosity of **Kids Helping Kids by Kids Way, Inc.**, hundreds of children in need from all walks of life across Long Island and New York City will stay warm this winter. EAC Network received yet another incredible donation of winter coats for local kids from the decades-old organization led by Bob Eslick and founded by his sons Robert and Philip in 1997.

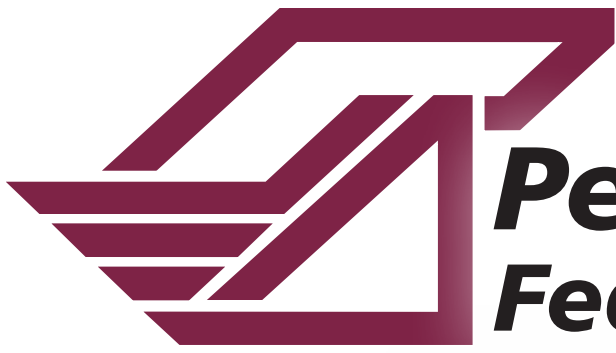


**Protegrity Advisors**, a leading M&A firm based on Long Island, hosted a first-of-its-kind meetup on October 24 between Long Island business owners contemplating selling all or part of their company now or in the future and private equity firms and family offices interested in acquiring businesses in those industries. The event empowered business owners with critical information about the value of their businesses and allowed private equity firms to explore businesses that are not yet on the market.

## Share the News

Share your recent events, happenings and promotions with the Long Island business community in **HIA-LI's Heard Around the Island** section, complimentary to all of our members. For more information, call 631-543-5355 or visit [www.hia-li.org](http://www.hia-li.org).





**People's Alliance  
Federal Credit Union**

***We Put People First,***



***Even In Our Name!***

**PAFCU's Holiday Loan  
offered November 1 - December 31, 2019**

**NO INTEREST FOR 30 DAYS!**

**Qualified borrowers can receive a  
maximum of \$5,000 for up to two years with  
annual percentage rates as low as 7.99%.\***

**To apply visit [pafcu.org](http://pafcu.org)  
or contact us at (631) 434-3500, option 1.**

\*Annual percentage rate is the lowest rate offered to applicants with direct deposit of net pay and a checking account. Applicants who are not approved at this rate may be offered credit at a higher rate. All loan requests and rates are subject to credit approval. This offer cannot be combined with any other offer.

**125 Wireless Blvd. • Hauppauge, NY 11788 • [www.pafcu.org](http://www.pafcu.org) • (631) 434-3500**

Brooklyn, NY • Brooklyn, NY • Jamaica, NY • Jamaica, NY • Miami, FL • Ronkonkoma, NY • Westbury, NY • Yonkers, NY  
(718) 643-4506 (718) 797-2988 (718) 656-1774 (718) 206-4600 (305) 261-1255 (631) 580-3702 (516) 832-8100 (914) 963-1370  
x 3037

