



# HIA-LI'S 31<sup>ST</sup> ANNUAL TRADE SHOW & CONFERENCE

HIGHLIGHTS FROM LONG ISLAND'S LARGEST B2B  
ANNUAL TRADE SHOW & CONFERENCE **P. 26-27**

#### HIA-LI'S CEO BRIEF PG 6

Featuring an exclusive interview with Karen Boorshtein, LCSW - President & CEO of Family Service League (FSL)

#### HIA-LI'S INDUSTRY LIST: PG 46-47

Educational Services & Institutions, Human Resources, Staffing Companies & Workforce Development

#### HIA-LI'S HEARD AROUND THE ISLAND PG 51

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

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LABEL

# HIA-LI POSITIONING STATEMENT & INITIATIVES

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## VIRTUAL HIA-LI

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# HIA-LI CALENDAR OF EVENTS: JUNE 2019

## HIA-LI COMMITTEE MEETINGS

**TUESDAY, JUNE 4<sup>TH</sup> | 8:30 AM - 10:00 AM**  
HIA-LI's Health & Wellness Committee Meeting

**WEDNESDAY, JUNE 12<sup>TH</sup> | 8:30 AM - 10:00 AM**  
HIA-LI's Manufacturing/International Trade Committee

**THURSDAY, JUNE 27<sup>TH</sup> | 8:30 AM - 10:00 AM**  
HIA-LI's Business Development Committee is hosting a joint committee meeting with Education/Workforce Connection, Manufacturing/International Trade, Sales & Marketing and Technology for Business. Location: Campolo Middleton & McCormick 4175 Veterans Memorial Hwy, #400, Ronkonkoma NY

**FRIDAY, JUNE 28<sup>TH</sup> | 8:30AM - 10:00AM**  
HIA-LI's Mentoring/Networking Committee Meeting

## 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

**FRIDAY, JUNE 14<sup>TH</sup> | 9:00 AM - 10:30 AM**  
HIA-LI's New Member Breakfast hosted at HIA-LI Conference Room. Help educate New Members and Prospective Members about the benefits of membership. Complimentary for the first HIA-LI New Member. All additional, \$35. To register, visit [www.HIA-LI.org](http://www.HIA-LI.org) or call 631-543-5355.

**TUESDAY, JUNE 18<sup>TH</sup> | 8:00 AM - 10:00 AM**  
HIA-LI's Young Professionals Emerging Leadership and Scholarship Breakfast - Presentation of HIA-LI Scholarship Awards, featuring a panel of young professionals and entrepreneurs'. Hosted at WizdomOne Group of Companies, 1377 Motor Parkway Suite LL1 Islandia NY. Members: \$45 • Non-Members: \$60. To register, visit [www.HIA-LI.org](http://www.HIA-LI.org) or call 631-543-5355.

**MONDAY, JULY 15<sup>TH</sup> | 10:30 AM - 5:30 PM (TEE TIME 12:00 NOON)**  
HIA-LI's 40th Annual Golf Outing - Honoring Steven Brett, President, Marcum Financial Services, LLC and Scott Maskin, Co-Founder & CEO, SUNation Solar Systems and HIA-LI Board Member. Hosted at Nissequogue Golf & Country Club. 21 Golf Club Road, St. James, NY 11780. For More Information visit [www.HIA-LI.org](http://www.HIA-LI.org) or call 631-543-5355.

**MONDAY, JULY 15, 2019 | 10:30 AM - 5:30 PM**  
HIA-LI's 40th Annual Golf Outing - Dinner Honoring Steven Brett, President, Marcum Financial Services, LLC and Scott Maskin, Co-Founder & CEO, SUNation Solar Systems and HIA-LI Board Member. Hosted at Nissequogue Golf & Country Club. 21 Golf Club Road, St. James, NY 11780. Network with C-Level Executives and acknowledge our Honorees during a sit down dinner at a premiere Golf Club.

## CALENDAR HIGHLIGHTS




### YOUNG PROFESSIONALS EXECUTIVE BREAKFAST & SCHOLARSHIP AWARDS

LEARN WHAT IT TAKES TO BE A SUCCESSFUL YOUNG EXECUTIVE & PRESENTATION OF HIA-LI SCHOLARSHIP AWARDS

**TUESDAY, JUNE 18<sup>TH</sup> • 8:00 AM - 10:00 AM**

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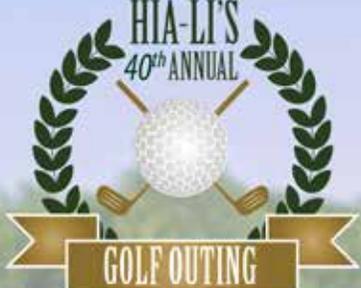
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# HIA-LI CEO BRIEF

**KAREN BOORSSTEIN, LCSW | FAMILY SERVICE LEAGUE (FSL)**

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

Founded in 1926, Family Service League (FSL) began with a small group of volunteers working together as a non-profit, non-sectarian, grass-roots effort to help the most vulnerable members of their Huntington community. For the next 9 decades, FSL continually evolved and expanded to meet the many challenges faced by children and adults in communities across Long Island. FSL has grown into a premier human service agency offering a broad array of over 60 programs at 21 locations and touches the lives of over 50,000 Long Islanders each year. Our comprehensive network of care serves infants to elders through Children's Education Programs, Senior Services, Vocational Programs, Family Support Programs, Mental Health Counseling, Addiction Treatment Programs, and Housing and Homeless Services.

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

FSL has had a number of turning points during my tenure as CEO. The first was launching a capital campaign in 2005 and successfully securing the funding to build the lovino South Shore Family Center in Bay Shore. At 44,000 sq.ft. it is the largest of our six family centers and offers over 20 distinct programs under one roof. A few months ago we broke ground on an adjacent facility, the Fay J. Lindner Health and Wellness Center on the Judith and Thomas lovino Campus, which will serve thousands of South Shore residents. Another milestone for FSL began three years ago when FSL was asked to manage and provide care for Suffolk County's largest Shelter. In total, our six Family Shelters offer life-altering help to more than 500 children and adults every day. I am very proud of the work we have done with families who are homeless. As we give them hope for a better life ahead.

## **WHAT IS YOUR PHILOSOPHY AT FAMILY SERVICE LEAGUE?**

FSL's philosophy mirrors our mission; we strive to help people achieve their highest quality of life through programs that strengthen individuals at home, in the workplace, and in the community. No matter why someone enters FSL's system of care -- seeking crisis assistance, attending an after-school program, or for advice on managing debt -- they will encounter a system that is intent on finding solutions to their specific pressing issue. While each person's situation is unique, common



***"We strive to help people achieve their highest quality of life through programs that strengthen individuals at home, in the workplace, and in the community."***

**- Karen Boorshtein, LCSW**

threads run through people's lives that impact their ability to improve their situation, including mental illness, substance abuse, poor physical health, and low educational levels. As Long Island's premier not for profit human service organization FSL provides tangible assistance to our most vulnerable neighbors regardless of their socio-economic situation.

## **TELL US ABOUT YOUR COMPANY'S PROFILE TODAY.**

2019 has continued to be a year of growth and milestones for FSL. Today, it is comprised of a governing board of 34 directors, over 750 full and part time staff, and over 350 volunteers. We work together to ensure that the comprehensive spectrum of 60+ programs we provide help Long Island children and adults to better their lives. We are proud of the fact that .87 of every dollar goes directly into programs. We appreciate and value the trust that our donors place in us and utilize best practices of stewardship in fundraising and event planning. FSL is the only organization in Suffolk County accredited by the Council of Accreditation for Child and Family Services.

## **WHAT OPPORTUNITIES DO YOU SEE IN THE FUTURE?**

FSL is well positioned to continue providing consistent, quality care for critical social issues such as mental health concerns, homelessness, and addiction treatment. There are innovative models of care that are being created which will enhance FSL's network of programs. I feel that there are opportunities to develop additional alliances with community-based organizations such as hospitals, school districts, law enforcement, and civic organizations. These relationships strengthen FSL's ability to directly reach those that may benefit from outreach programs and build awareness of available support services. Another opportunity that will have a profound impact on those in crisis will be the replication of our newly opened 24/7/365 crisis care center known as DASH - Diagnostic, Assessment, and Stabilization Hub. Additional DASH facilities will become the gold standard for early intervention and avoid unnecessary visits to Emergency Rooms for those experiencing a mental health or substance use crisis.



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# There's Opportunity Here – I Just Know It

**By Joe Campolo, Esq.**  
Chairman, HIA-LI Board of Directors  
Managing Partner -  
Campolo, Middleton & McCormick, LLP

HIA-LI Board Chairman Joe Campolo delivered these remarks at the press conference held on April 24, 2019 by Suffolk County Executive Steve Bellone, the Suffolk County IDA, and the HIA-LI to announce "The Long Island Innovation Park at Hauppauge" as the new name of the Hauppauge Industrial Park and to reveal the results of the opportunity analysis.

Anyone who knows me knows that I love Long Island.

When I left Long Island to go into the Marine Corps, there was never any doubt that I was going to come back here and spend my career here. I attended Stony Brook University, and I loved Stony Brook. And then I went to law school, and after law school I had many opportunities to work in the city, but I wanted to come back to Long Island, particularly Suffolk County. And people said, "Why do you want to go to Suffolk County? It's farm country. There's nothing going on out there!" And I said, "There's an opportunity there – I just know it."

The reason I love Long Island, and particularly Suffolk County, is because I believe in its greatness. And as part of this belief, I joined the HIA-LI. And people said, "Why are you joining the HIA-LI? There are bigger business organizations out there that can help you grow." And I said, "I know that there's something special about HIA-LI and that industrial

park." The report that was released today about the enormous economic impact of the businesses in the Park has proven that every one of my inclinations about Long Island and Suffolk County is true.

As County Executive Steve Bellone has said, "The Hauppauge Industrial Park is the cornerstone of Suffolk County's economy, plain and simple." The Park has the highest cluster of tradable industries in the nation. It's the second largest industrial park in the nation. We bring in more new dollars per capita in our Park than any other spot here in the United States. So I proudly say to you, Mr. County Executive, that we aren't in farm country anymore!

The other beautiful thing that has happened during this process is that there's been total collaboration across all lines. On this stage you have Republicans, Democrats, real estate developers, business people, educational organizations – and everyone came together to get this done. And so now, we're not just being recognized as the leading economic hub in the United States, but also as the leading collaborative group in the nation, and should be a role model for every private and public partnership that's out there today.

So on behalf of everyone that was involved in creating this study – James Lima Planning, hats off to you, for confirming what I had always believed – thank you very much. Thanks to this work, when our children are deciding where to live and work and build their lives, Long Island, and Suffolk County in particular, is a much more viable option.



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# How to Create Buyer Personas for Your Business



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Finding the ideal customer is a dream come true and can quickly lead to higher sales and profits for your business. But before you dive into marketing campaigns to reach these customers – you must first define them. That's where buyer personas come in.

### What exactly is a buyer persona?

Simply put, it's a semi-fictional representation of your ideal customer. Personas should include details like demographics, communication preferences, goals, challenges, common objections and, most importantly, how your products or services can make their lives easier.

### Why do we use personas?

The beauty of buyer personas is the multiple uses they serve within a company. Marketers can refer to them when developing campaigns and content. For your sales team, they are an invaluable tool that can determine the tone and content of prospect interactions. The same holds true for your customer



service team—their knowledge of personas can help them to better solve customer support issues. It's just smart business!

### How do you create a buyer persona?

Buyer personas can be created through research, surveys and interviews with your target audience. In fact, interviewing a few of your best customers is a simple way to gather information and, because it comes right from the source, you can be confident of the accuracy. When requesting interviews, however, consider offering an incentive for their time. A simple Amazon gift card, for example, is a popular way to say thanks.

While there is no correct number of people to interview, we suggest interviewing at least five people for each persona you're creating. Through these interviews, you'll start to notice trends and common responses. Once you're able to expect

and predict what your interviewee is going to say, that means you've interviewed enough people to create a solid persona.

### What questions should you ask during your interview?

This list is a good place to start:

1. What level of education have you completed?
2. How do you prefer to interact with vendors (e.g., phone, email or in-person)?
3. How do you obtain industry information?
4. What does it mean to be successful in your job?
5. What are your biggest challenges at work?
6. How can a new (product, service or vendor) help you achieve your goals?
7. What are your objections to our products or services?

Anyone deeply involved with inbound marketing/marketing automation knows that content creation is a big investment in time and company resources. Using buyer personas will help focus your efforts on landing the best fitting customers for your business.

Interested in learning more about inbound marketing for your business? Contact the experts at Brainstorm today for a free evaluation.

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# Not-for-Profit Reserves



**By John Eusanio, CPA**  
Practice Leader, Not-For-Profit  
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Not-for-profit leaders have, in recent studies, identified the establishing and maintaining of operating reserves as a top priority for their organization. In today's ever changing environment and economic climate, many not-for-profits may face potentially unforeseen challenges and issues that can be a drain on financial resources. The use of operating reserves may help not-for-profits better manage these risks and achieve financial stability. Although many not-for-profits agree that the establishment of operating reserves and policies is a best practice, many organizations currently do not maintain such reserves, or worse, already have negative reserves and are at risk.

### Why are Reserves Necessary?

There are various definitions of what reserves are and how they are established. Quite simply, a reserve is a not-for-profit's liquid net assets. Not-for-profit boards view operating reserves as a portion of unrestricted net assets accessible for financial emergencies, economic down shifts, or unexpected events within its organizations or "rainy day" funds. Other reserves created by not-for-profits are things like a building repair reserve or a programmatic opportunities reserve. It's important for organizations to understand that reserves are different than restricted funds. Restricted funds are typically grants or contributions that were provided for a specific program or project and often times are "restricted" by donor or grantor agreements. Reserves on the other hand are

"unrestricted" funds that either management and/or the Board of the organization can utilize at its discretion. There are various external and internal forces that not-for-profits must contend with daily. As an organization becomes more self-reliant, it must evaluate its operations' performance and prospective outlook. Recent constrictions in funding from federal, state, and local sources have caused not-for-profits to reevaluate previously stable revenue streams and how they now impact its mission and programs. Furthermore, the turbulent investment market, where investment performance for major indices fluctuates vastly above past results, has caused reliance on investment earnings and portfolio growth to be unreliable. Coupled with the desire of most not-for-profits to utilize funds to the maximum in an efforts to carry out their programs and mission, oftentimes with limited resources, the environment for financial security against unanticipated interruptions may become difficult to manage.

### Developing an Operating Reserve Policy

There are host of ways by which not-for-profits can measure liquidity. Some organizations rely on the use of a current ratio (current assets divided by current liabilities), with a ratio of 2:3 being generally favorable. Others may choose to measure against liquidity factors, where an organizations' expendable net assets are divided by an average monthly expense. This provides an indication of how many months a not-for-profit has before it consumes its liquid assets. On average, not-for-profits should strive to attain coverage of expenses for a minimum of three months, although many larger nonprofits tend to strive for greater than six months.

Establishing ratios and benchmarking against other, peer not-for-profits for your organization is often recommended as a best practice in the industry. While every not-for-profit is different, understanding how your metrics compare to others may be helpful as you consider your short-term and long-term financial plans.

Another critical consideration in the establishment of reserve policies is the organization's budgeting process. Not-for-profits that exhibit more conservative forecasts tend to have less financial exposure than those of other not-for-profits that utilize more aggressive budgeting assumptions.

Finally, not-for-profits should consider performing a self-assessment of the financial and operational risk the organization faces, perhaps in conjunctions with an enterprise risk management assessment, in order identify potential exposure for target reserve levels.

Choosing the correct ratio and reserves is just as important as establishing a formal written policy related to the reserve. Written policies help to ensure that the board and management clearly understand how the reserves are to be maintained, funded, and used by the organization. In general, most reserve policies address the purpose of the reserves, who has authority to make use of the funds, reporting any changes to the reserves, and any relevant definitions or ratio formulas related to obtaining the targeted reserve levels.

### How we can help

While there is no one-size fits all approach to reserve setting, not-for-profits should take the time to analyze its financial liquidity as it relates to its long-term outlook. Even the smallest of not-for-profits can cost-effectively implement a reserve policy by assessing its monthly cash flow requirements and the need for any unforeseen cash requirements in the short-term. Achieving financial sustainability will ultimately not only lead to the furtherment of your not-for-profits' mission, but will also help to create the opportunity to attract additional resources from donors and grantors.

Citrin Cooperman's Not-for-Profit Practice professionals can assist you in benchmarking and developing your optimal reserve and liquidity ratios.

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

ready  
**EVOLUTION**

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 dedicated 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.

**CEO Name:** Matt Wolf  
**President Name:** Mark Wolf  
**Company Name:** Contract Pharmacal Corp  
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## WHAT PRODUCTS/SERVICES DO OFFER?

Contract Pharmacal Corp is a second-generation family owned company that has a rich heritage in developing and commercializing small molecule drugs and dietary supplements for our marketing partners around the world. At our factories in Hauppauge, we manufacture and package over-the-counter and prescription medicines in tablet, capsule and powder forms for the pharmaceutical industry.

## WHAT IS YOUR COMPETITIVE EDGE?

As a family owned company, we are nimble and agile, and can quickly respond to our customers' needs. Manufacturing products for many leading pharmaceutical companies, we are held to the highest levels of quality and compliance. Being family owned, we remain committed to investing in our people and equipment for long term growth and success.

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

Contract Pharmacal works with approximately 60 customers, delivering over 10 billion tablets and capsules per year. Our 1,500+ employees work in nine buildings in the Hauppauge Industrial Park to create best-in-class pharmaceuticals, used by millions of patients and consumers around the globe. More recently, CPC began to partner with Kirk Humanitarian, a non-profit organization that strives to meet the needs of malnourished women in third-world countries. Thanks to this partnership, CPC will ship over 600 million prenatal vitamin tablets this year to Kirk Humanitarian, who provides this product free of charge to health care clinics in some of the poorest parts of our world.

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

CPC began operations in the Hauppauge community in 1975. We are proud to call



the IPH our home, as the quality of talented associates in our community has been integral to our growth and success from the very beginning. Sharing the IPH with other pharmaceutical companies creates a common thread, as we compete in a highly regulated industry. Our location in Hauppauge provides us the means to draw employees from the surrounding area, giving us an edge as we recruit employees to join our expanding business. We are delighted with the dedicated, quality-minded individuals who work at CPC and share our passion for a customer-centric culture, where they can grow personally and professionally.

**For more information, contact:**  
**Paul Hennessey**  
**Sr. VP Sales and Business Development**  
**Paul.hennessey@cpc.com**  
**631-231-4610 x3110**

**In the industrial park and want to highlight your company in this section? Contact Ann Marie Spampinato at [aspampinato@hia-li.org](mailto:aspampinato@hia-li.org)**



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# Strategies for Effective Employee Onboarding



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So you just spent the last three months reviewing hundreds of resumes, interviewing dozens of applicants and checking countless references in order to fill one office position. But all that effort paid off: You found the perfect candidate for the job. You made an offer. She said yes. And she can start in one week. Terrific! The heavy lifting is over, right?

Well...not quite. While hiring a new employee can be a time-consuming (and stressful) venture, it's important to spend a few extra hours preparing for what happens after your chosen candidate says "yes." A major league baseball team doesn't draft a player and tell him they'll see him on the field Opening Day, right? New hires need to be properly onboarded to ensure they're acclimated not just to their new job, but for the new office environment they're entering. Here are five steps to take to make sure your rookie is ready to bring his or her A-game right off the bat!

**Don't wait until Day 1**

Before your new employee begins, send him or her all the forms (or digital files of the forms) that have to be filled out. I-9s need to be completed and returned

within 3 days of the start date. W-4s should also be turned in as soon as possible. Additional paperwork, such as health care information, direct deposit forms, and non-disclosure agreements should also be sent and returned before the hire even shows up. That first day will already be busy enough. Why swamp the newbie with boring paperwork on top of it all.

**Set goals...for the new hire and for you**

You probably talked about goals and expectations during all those interviews and follow-up conversations during the hiring process. Now that the candidate has the job, it's time to revisit these discussions to make sure you're starting off on the right foot. Remind your rookie of what your expectations are...and be sure to ask about his or her career objectives as well. It's important that you set the tone early so this working relationship is mutually beneficial.

**Give them a tour**

There's a lot of information your new employee will be hit with on Day 1, and lot of questions he or she will have. "Where's my desk?" "Where's my boss's office?" "What's the code to the bathroom?" Be sure to start the first day with a grand tour of the office so he or she can meet everyone on your team and get the lay of the land. Consider ordering in lunch for the company that day as well. Pizza and soda in the conference room is a great way for your rookie to get to know the rest of the staff in a relaxed and informal setting.

**Get them app to speed**

Does your company use Google Docs or Microsoft Office? Dropbox or WeTransfer? Slack or Workplace? Not every company uses the same tools and technology; you can't just assume your new hire will be able to automatically reassign job tasks in your project management solution or set up a conference call on your phone system. Take the time to walk your rookie through your email and communications services and whatever software and apps you regularly use.

**Begin the knowledge transfer**

After all the forms are completed, all the introductions are made, all the tech and tools are introduced and the first job assignments begin rolling in, it's very likely your new employee's brain will become overstuffed. Names will be forgotten...along with app functionalities...and bathroom codes. Make sure to offer additional support and resources, either through a knowledge repository, access to key files or an assigned office mentor—something he or she can refer to without having to bother the new boss.

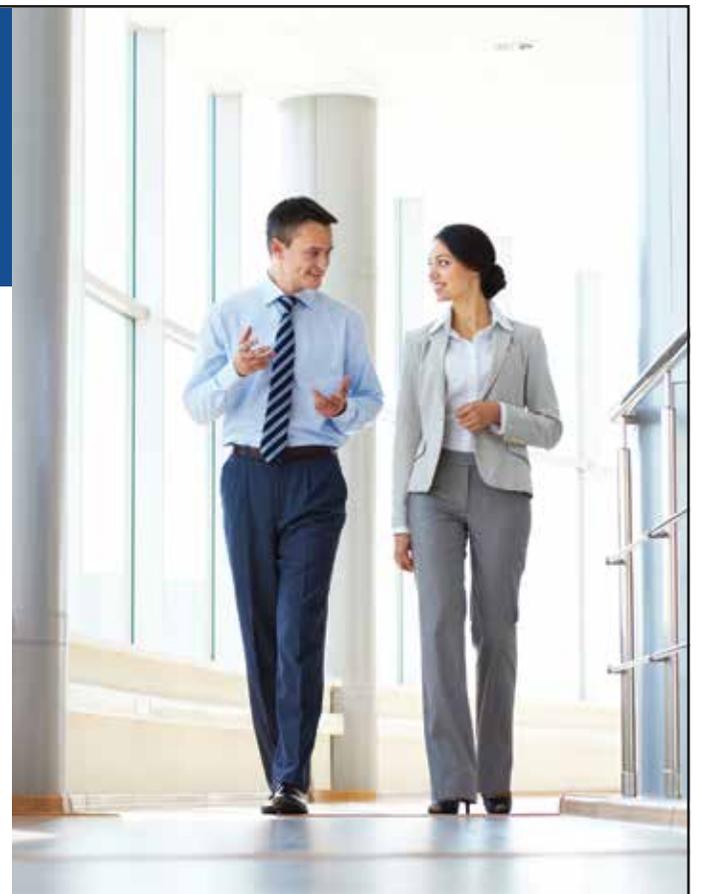
Bringing in a new hire can be as stressful to an HR department as it is to the incoming employee, but Accu Data makes it simple. Our software eliminates the paperwork and manual work from hiring to onboarding, seamlessly managing all documentation, increasing data consistency and providing a great user experience to your new employees. Contact us today to learn more about our robust onboarding module as well as our other Human Capital Management software solutions.

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**By Lauren Kanter-Lawrence**  
Director of Communications  
Campolo, Middleton & McCormick, LLP  
lkanter@cmmlp.com

Just off the LIE where Nassau and Suffolk meet sits the Composite Prototyping Center (CPC), a state-of-the-art, innovative entryway into Long Island's future. Unassuming from the outside, tucked into an industrial area on Express Street in Plainview, the visionary CPC uses cutting-edge composite technology that enables businesses to design and build virtually anything they can dream up. How can HIA-LI's members, particularly those in the robust manufacturing industry, benefit from this hidden jewel? HIA-LI Board Chairman Joe Campolo, President and CEO Terri Alessi-Miceli, and board member

Dr. Ann-Marie Scheidt recently toured this visionary facility and met with some of its leaders and board members to find out.

The nonprofit facility offers organizations and manufacturers the ability to design, prototype, test, and train all under one roof. Its equipment includes a 3D printer, automated fiber placement robot, and more, giving businesses the opportunity to draft a design, create a prototype, and validate that the product meets any design or required specifications. CPC also offers training programs to introduce college and high school students to the world of composite manufacturing and STEM with hands-on training, as well as certification programs for professionals. The 25,500 square foot facility is spread out on two floors and boasts a 20,000 square foot main manufacturing area.

Stay tuned for details of a Manufacturing Committee meeting hosted at this unique venue, as well as special opportunities for HIA-LI members, particularly those located in the Long Island Innovation Park at Hauppauge, to take advantage of all the CPC has to offer.



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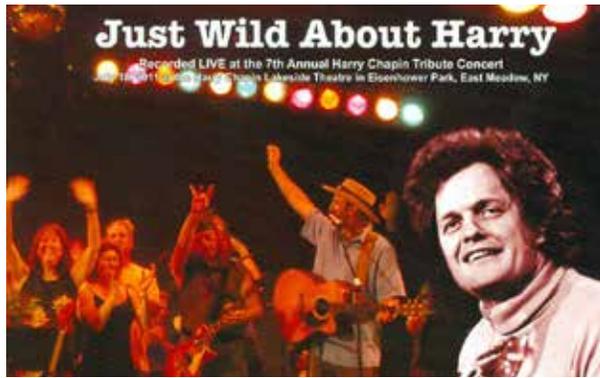
# Paying Tribute To Harry Chapin: The Man And His Music For 15 Consecutive Years



**By Paule Pachter**  
 CEO, Long Island Cares, Inc.  
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On Monday evening, July 15, more than a dozen Long Island musicians, songwriters and performers will gather on stage at The Harry Chapin Lakeside Theater at Eisenhower Park in East Meadow to celebrate the music and legacy of the late Harry Chapin. Since 2004, Stuart Markus, musician and Concert Organizer and many of the other musicians, who are members of the Folk Music Society of Huntington have gathered at the amphitheater renamed in honor of Chapin to perform many of his songs and share their memories of meeting the Long Island singer, Grammy Award winning songwriter, social activist, and founder of Long Island Cares, Inc. who died in 1981 at age 38 in an automobile accident on the Long Island Expressway as he drove to Eisenhower Park to rehearse for a free concert that evening. For the past 15 years, the concert billed as "Just Wild about Harry" has attracted thousands of people to Eisenhower Park and has collected more than 500,000 pounds of donated food to support Long Island Cares, Inc., the regional food bank founded by Harry Chapin and his wife, Sandy in 1980.

For many Long Islanders, Chapin's death was personal. People knew Harry Chapin. He was one



of the most approachable celebrities to walk the streets of downtown Huntington. If you saw him on the street or at a local restaurant, he would engage in conversation with you. There was no ego, no attempt to avoid his fans, Harry Chapin was simply a Long Island musician who made it big in the 1970's and used his celebrity status and fame to help people in need. Perhaps that's why Newsday chose Chapin as one of the, "Most Important Long Islanders of the Twentieth Century."

During his career that began in 1964, Harry Chapin released more than twenty albums that contained hits like Taxi, W.O.L.D., Sunday Morning Sunshine, Circle, and Cat's in the Cradle. Chapin would have been amused that "Cat's in the Cradle" had become an iconic song that would be recorded by numerous artists and redefine family relationships for decades to come. Although the music and 220 concerts he performed annually would pay the bills, Chapin

would perform half of his concerts for himself and his family, and the other half for charities like, WHY Hunger and Long Island Cares. Chapin the musician and storyteller was also an active humanitarian and social activist whose passion and cause was ending hunger and food insecurity, and in 1980 he and his wife Sandy founded Long Island Cares, Inc. the very first food bank for the Long Island Region which today, I have the honor of serving as its Chief Executive Officer. Chapin was also an active fundraiser who performed concerts, staged special events and often strong-armed corporate and business leaders to support his mission. Very few donors ever said "no" to Harry Chapin, and neither did his fans who would flock to his concerts with donations of food, especially when he performed at local schools and colleges.

Harry Chapin took his fight to end hunger to nation's capital in Washington, D.C. during the administration of President Jimmy Carter, and was instrumental in creating the landmark Presidential Commission on Hunger, which he served on with President Carter. Some believed that one day instead of singing outside the Capital Building in Washington, D.C. that, Harry Chapin would serve as a member of Congress. Sadly, we will never know what Chapin would have accomplished between 1981-2019. What we do know is that Harry Chapin left a legacy that has been sustained by his family, fans and the organizations he founded.

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# ADA – Disruptive Innovation for Social Change – Dare to Succeed



**By Anthony Buonaspinga**  
BSEE, BSCS, CPACC  
CEO and Founder, LI Tech Advisors  
(631) 422-0969  
www.litechadvisors.com

Every day, people with disabilities are marginalized by inaccessible digital environments in their work and home lives, creating obstacles to employment opportunities and management of day-to-day routines; yet this hidden and sometimes forgotten segment of society has enormous spending power and influence. Continue reading to learn more about how small and relatively inexpensive changes to your work environment can make you a leader in fostering inclusion and tapping into a market that constitutes more than 1 billion people.

### Society of One:

LI Tech Advisors has had a long-standing synergistic partnership with My Blind Spot (MBS). Our joint goals and visions are in alignment to bring about the disruptive change that is necessary to create a "Society of One."

We believe that all individuals are entitled to acceptance, encouragement, and respect – as well as freedom from discrimination, labeling, and stereotyping, regardless of their challenges in life.

*We believe in fostering environments that will allow people to be defined by their abilities and not disabilities.*

- Anthony Buonaspinga

### Life Can Change in a Flash:

Think about this: You have a productive job, career and family. You may also be very well educated and hold multiple degrees. Then the unthinkable occurs and you are left with a disability caused by accident or illness. You have now joined a community that is currently over 1 Billion people and 85 percent of the people in it joined sometime after they were born by no choice of their own.

What lay in front of you is one of two possibilities:

- 1. Unemployment:** You realize that your work environment and the software that you were accustomed to using is no longer accessible to you. Your employer ignored their call-to-action as well as the Federal and State requirements to make your work environment accessible. Your employer has basically eliminated your ability to succeed at your job. Your only choice at this point is to apply for an entitlement program to help pay for your expenses and to become part of the 80 percent of the unemployed community that is made of up of people with disabilities.
- 2. Continued Employment:** Your employer had the foresight to prepare and make the reasonable accommodations required for a person with a disability to continue to be a proactive member of society. You are still the same person, with the same ability and education but are now using an assistive device or accommodation to continue your work. The fact is that when given the right tools, you can continue to do your job and do it well.

### The Solution:

In order to strive for a Society of One, businesses, organizations, and governmental agencies need to realize that designing a work environment, website, or mobile app needs to include giving access to the 1 billion population of unemployed who are disabled in its planning. The costs of working accessibility into a digital offering from the start is almost negligible. Even remediating and updating an older digital offering to include accessibility will cost far less than the cost of a resulting lawsuit because a company doesn't have an accessible design.

### Why We Do What We Do:

Technology has evolved enough to put people of all abilities on the same footing, giving everyone an equal opportunity to succeed. We help companies and organizations make their digital offerings and work environments accessible to people with disabilities through testing, training and support.

### Be the Change:

Now it's your turn. Starting today, you need to embrace the challenge and become the champion in your business to foster the change that is needed for a Society of One!

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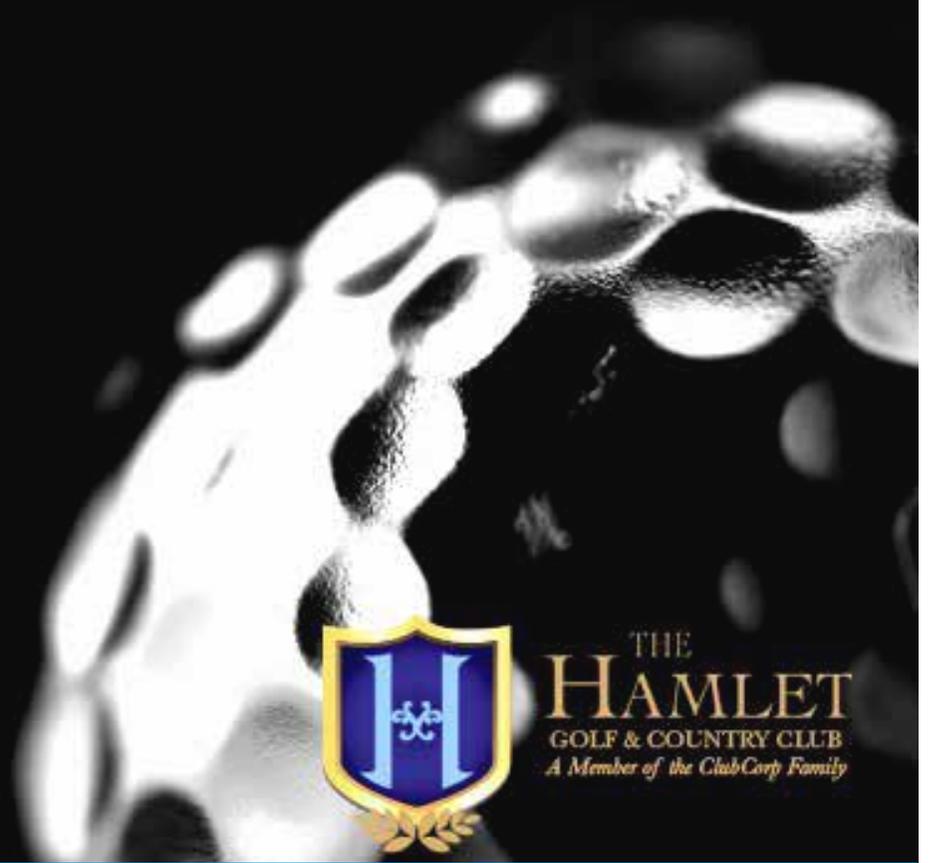
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## 3 Ways To Use Video For Trade Show Follow Up



**By Michael Mills**  
**Executive Producer**  
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Tradeshows can be a great way to showcase your products and/or services. It allows you to get in front of many people in a short amount of time. And if you've had a booth at a tradeshow, you hopefully gathered the names of contacts you want to follow up with. Remember, attendees at the tradeshows who you talked with also talked with other businesses at the same show. It's important for you to follow up quickly so they remember who you are and the products and services you offer. So, what's the best way to do that, stand out from a crowded market and have an effective impact on your follow up? Try using video. Video is more watched, better remembered, and shared than text or any other form of follow up or advertising. Don't believe me? Here are three simple, yet proven strategies, to use video and the real impact it can have on your lead and prospecting follow up.

### 1 - Send A Thank You Video.

Your competition is sending an email as follow up. Stand out from the competition. Send those who visited your trade show booth, or attended your event, a short personalized video thanking

them for attending. Vidyard has created a great tool to help you do this called Vidyard GoVideo. There's even an app to use on your phone. You film your personal greeting and Vidyard takes care of the rest. They even notify you when the recipient has watched the video. You can then make a follow up phone call with your prospect. This is a very personal way to continue to connect with a prospect or client and build confidence and trust in your companies offerings. And, recipients of your personal thank you video are three times more likely to click on the video and watch it versus text.

### 2 - Send Video In Your Email.

According to research by eMarketer, marketers who use video in email cite increased click-through rates by 300%, increased time spent reading the email by 2.6xs, increased sharing and forwarding, increased conversion rates, and increased dollars generated as the top benefits. So, send a video in your email about products or services your prospect or lead had questions about. While you can't send or embed video in your email you can send a link to the video. You can either provide a link or use a thumbnail, with embedded link, of the video to better grab their attention. This link could take them to a landing page or product page with your video. The recipient is more likely to watch a video than read your email.

Even more, try sending a series of video. Remember, part of sales is education. The faster you can educate, the faster you can sell. Creating a short series of videos, that educate your prospects about your products and services, or even how they work, will help them see you as a solution to their problem or challenge. Technology even allows you to automate the process of delivering the videos saving you time and effort. Sending such a series builds trust faster, helps shorten sales cycle and strengthens brand equity.

### 3 - Tell Them About Your Next Event.

Maybe your prospects or clients want to learn more. Send a video to tell prospects and clients about upcoming events. Sending a video to your prospect or client about your next seminar, presentation, open house or trade show exhibit helps visually reconnect them with your company and strengthens brand trust.

Next time you have an event or trade show exhibit consider using video to follow up with your prospects and clients. Statistics show there is far better engagement with video than reading an email. Using these three tips for post tradeshow/event follow up will help build trust faster and increase sales.

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## EXECUTIVE PROGRAMMING

### Carl Banks On Business Success: Lessons From The Playing Field

**By Steve Vitoff**  
Freelance writer based in Huntington  
stevevitoff@gmail.com

Carl Banks didn't rise to the top of his field once: he did it twice.

A high achiever in both football and the apparel industry, the former star NFL linebacker addressed Executive Breakfast attendees at the recent HIA-LI Business 31st Annual Trade Show and Conference.

A member of two Super Bowl championship teams as a New York Giant – and presently president of GIII Sports – the sports standout enumerated numerous lessons for success he had carried from football into business. "I had a lot of great coaches," said Mr. Banks, who started as an entrepreneur during the third season of a football career that ran from 1984 to 1995. "I learned a lot about winning that I immediately incorporated into my business."

GIII Sports now ranks among the top three sportswear licensees in professional sports, serving five top leagues. Space constraints limit us to highlighting only three lessons he offered:

**First, find your niche and capitalize on it:**

Fresh from Michigan State, the new draftee found himself fifth on line behind four All-Pro linebackers.

"But coach Bill Parcells said he didn't want me on the bench," said Mr. Banks. "So, I had to find my niche."

Assessing his "core competencies," he chose a specialty as a run stopper, which led to a starting position.



Entering the business world would again require him to discern "the best opportunity in the marketplace." Mr. Banks ended up starting with a line of "big and tall" specialty items.

**Second encourage feedback:** Carl Banks described a video showing Cleveland Browns head coach Hugh Jackson dismissively rejecting an assistant coach's suggestion. This showed poor leadership.

"Don't belittle people who work with you," Mr. Banks advised. "Encourage suggestions, and don't dismiss an idea because it isn't your own."



**And third, a strong corporate culture helps teams absorb executive turnover:**

Leaders who've built a strong team culture and have clearly defined group expectations will be best able to absorb blowback when a well-liked executive (or assistant coach) is let go.

With a solid cultural foundation underfoot, leaders can explain to surprised staff that the dismissed person hadn't been adequately contributing to team culture or expectations.

"Communicating expectations helps prevent a revolt if you lose someone popular," he said. "Communicating expectations helps people deal with change."



**EXECUTIVE PROGRAMMING**

**Development That Builds Communities: Can It Retain Our Young Adults?**



**By Steve Vitoff**  
 Freelance writer based in Huntington  
 stevevitoff@gmail.com

We need their talent, their youth, and their presence.

But they say they're planning to leave Long Island.

Can a wave of new, community-building development strategies help young adults stay here?

Executive Luncheon panelists at the HIA-LI Business 31st Annual Trade Show and Conference tackled that question last month at Suffolk County Community College in Brentwood.

HIA-LI president Terri Alessi-Miceli opened by citing a disturbing finding from a recent survey undertaken by nextLI and Newsday: 67 percent of Long Islanders between ages 18 and 34 plan to leave the region within five years.

But over the past decade, new retention strategies may help stem the tide. This emerging approach was reflected in a comment by panel moderator Mitch Pally, CEO of the Long Island Builders Institute (LIBI): "The segregation of housing and business no longer works on Long Island."

"Long Island's housing market has changed to accommodate itself to changing demographics," he said. "Today, thousands of multifamily units in municipalities island-wide demonstrate how we've begun to address the challenge.

"Yet when these HIA-LI panels first started seven years ago, our panelist Mayor Paul Pontieri and the Village of Patchogue stood as the only example."

Participants enumerated new approaches that abandon the familiar,

decades-old model splitting work life from home life -- centering upon a commuting workforce housed in single-family, suburban homes. The new, retention-minded mindset instead creates communities that physically integrate living, working and playing.

Plus, these lower-cost multifamily units are affordable enough to help encourage retention, even as young Long Islanders, now marrying later, anticipate future ownership of a single-family home.

Citing the "desperate need to retain young people by providing more housing options," Bob Coughlan, principal with TRITEC Real Estate, has long been a proponent of walkable downtown communities and transit-oriented development.

In Patchogue, TRITEC's \$112 million investment spawned a walkable "New Village" community with 291 rental units, 18,000 square feet of office space, and 45,000 square feet of retail space. He applauded Mayor Pontieri's "tremendous success in revitalization."

Among other projects, TRITEC is master developer of the 50-acre Ronkonkoma Hub, "one of the East Coast's best transit-oriented sites." Aiming for a "cool" factor that will attract and retain young people, the walkable community, adjacent to the LIRR station, has been green-lighted for 1,450 residential units.

Panelist David Wolkoff, a principal at Heartland Business Center, discussed development of the 450-acre Heartland Town Square, a walkable and bikeable "smart growth" community planned for Brentwood's former Pilgrim State grounds.

Mr. Wolkoff's existing business tenants had told him they were "losing talent because they lacked housing choices." Precisely seeking to "keep the talent," Heartland's \$4-billion "smart growth" community would integrate 9,000 residential units -- in various housing styles -- with retail centers, office buildings, and civic and recreational venues.

Panelist David Pennetta, executive director of Cushman & Wakefield, cited another creative approach attracting preliminary attention in the Town of Huntington:

In Melville, where We're Associates owns five million square feet of office space, an overlay district may one day allow multi-family development on the grounds of a 1970's-era business park, a mix not currently permitted.

Even the Hauppauge Industrial Park -- now called the Long Island Innovation Park at Hauppauge -- could itself become a microcosm for the new live/work interface.

Panelist Joe Campolo -- Board Chair of HIA-LI and Managing Partner at Campolo, Middleton & McCormick, LLP -- cited the recent opportunity analysis underwritten by the Suffolk Industrial Development Agency -- a premier trade show sponsor that highlighted the park's need -- and Long Island's need -- to "attract and retain knowledge workers."

Without missing a beat, Mr. Pally affirmed LIBI's willingness to "build housing in the park."

"The way Long Island was developed no longer works for young people who want to live, work and play in the same area," Mr. Pally said. "Putting housing in and around the park would accelerate the accomplishments the park is poised to achieve in the years ahead."

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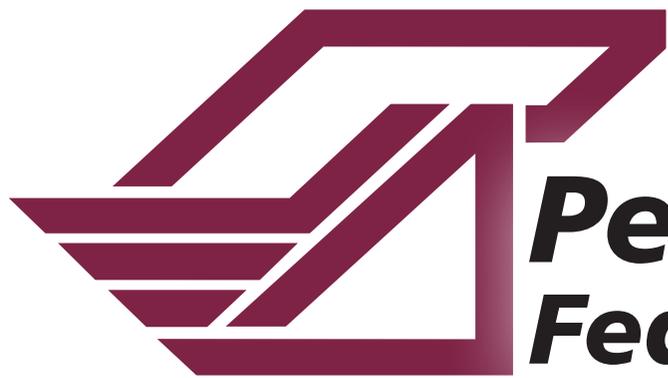
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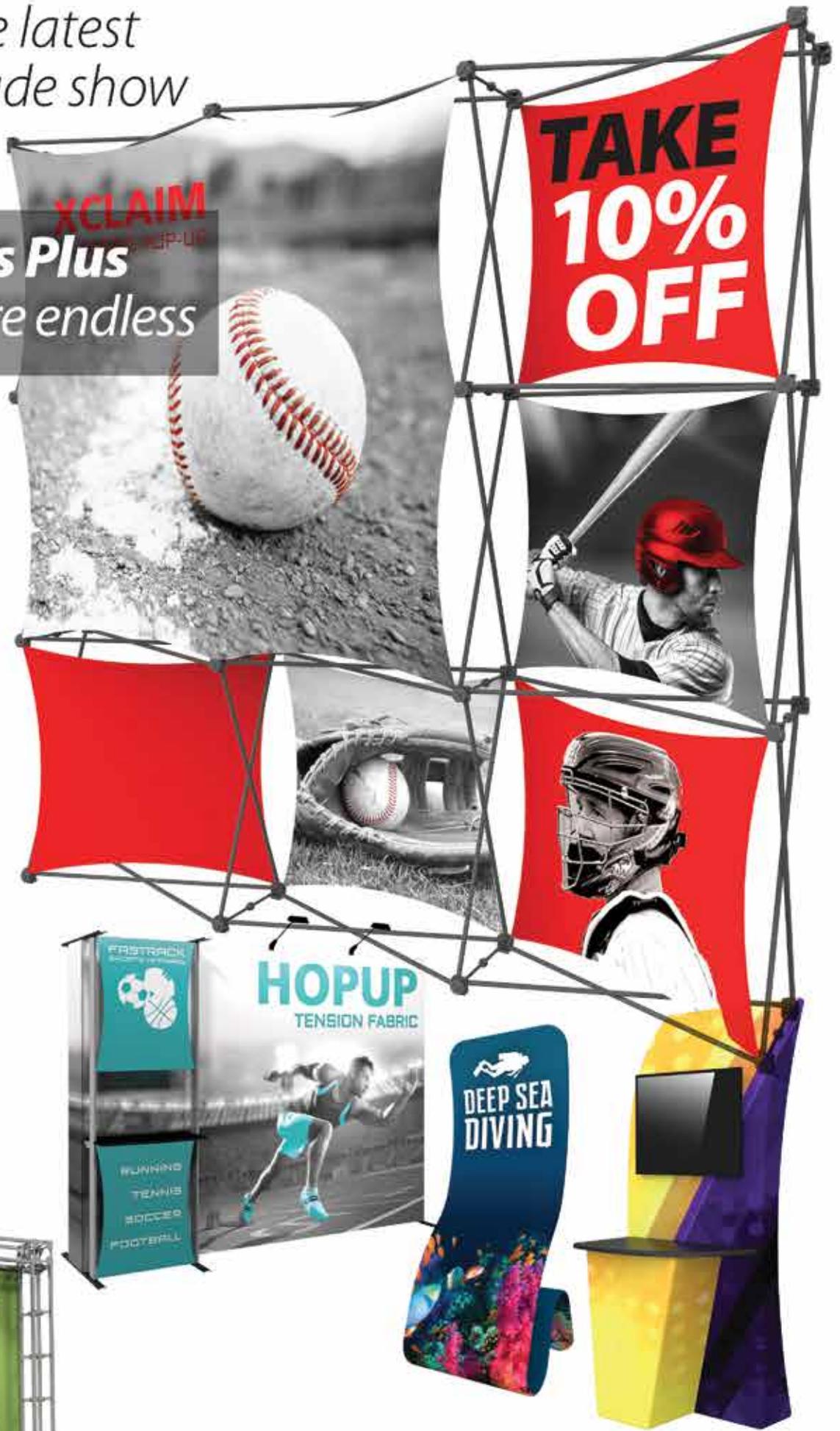
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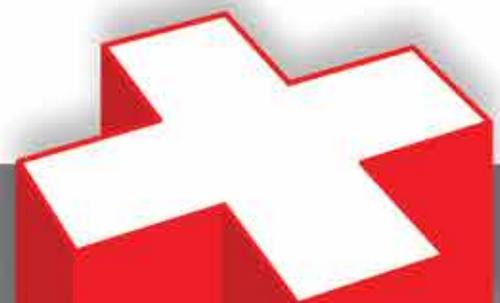
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# Long Island BusinessNEWS 2019 EVENTS CALENDAR

DATE	EVENT	TIME	LOCATION	TYPE	NOMINATION DEADLINE
THURSDAY FEB. 7		6-9 PM	CREST HOLLOW COUNTRY CLUB	DINNER	11/23/18
TUESDAY MARCH 26		6-9 PM	CREST HOLLOW COUNTRY CLUB	DINNER	2/1/19
TUESDAY APRIL 16		8-10 AM	CREST HOLLOW COUNTRY CLUB	BREAKFAST	2/15/19
THURSDAY MAY 16		11:30 AM - 2 PM	CREST HOLLOW COUNTRY CLUB	LUNCHEON	3/5/19
WEDNESDAY JUNE 5		8-10 AM	CREST HOLLOW COUNTRY CLUB	BREAKFAST	4/15/19
THURSDAY JUNE 13		6-9 PM	THE MANSION AT OYSTER BAY	DINNER	3/29/19
THURSDAY AUGUST 22		8-10 AM	HERITAGE CLUB AT BETHPAGE	BREAKFAST	Visit libn.com/readerrankings/ for more information
THURSDAY SEPT. 12		6-9 PM	CRESCENT BEACH CLUB	DINNER	6/28/19
TUESDAY SEPT. 17		8-10:30 AM	CREST HOLLOW COUNTRY CLUB	BREAKFAST	N/A
THURSDAY SEPT. 26		6-9 PM	CREST HOLLOW COUNTRY CLUB	DINNER	N/A
THURSDAY OCT. 24		6-9 PM	CREST HOLLOW COUNTRY CLUB	DINNER	7/28/19
THURSDAY NOV. 7		6-9 PM	CREST HOLLOW COUNTRY CLUB	DINNER	N/A
THURSDAY NOV. 21		6-9 PM	CREST HOLLOW COUNTRY CLUB	DINNER	9/13/19
MONDAY DEC. 9		6-9 PM	CREST HOLLOW COUNTRY CLUB	DINNER	10/1/19
MONDAY DEC. 16		8 AM - 10 AM	FOX HOLLOW	BREAKFAST	Visit https://libn.com/best-places-to-work-on-long-island/ for more information

For a full list of all 2019 events, please visit [LIBN.COM/EVENTSDIRECTORY](http://LIBN.COM/EVENTSDIRECTORY)  
 To submit a nomination, download our nomination form and email to [nominations@libn.com](mailto:nominations@libn.com).

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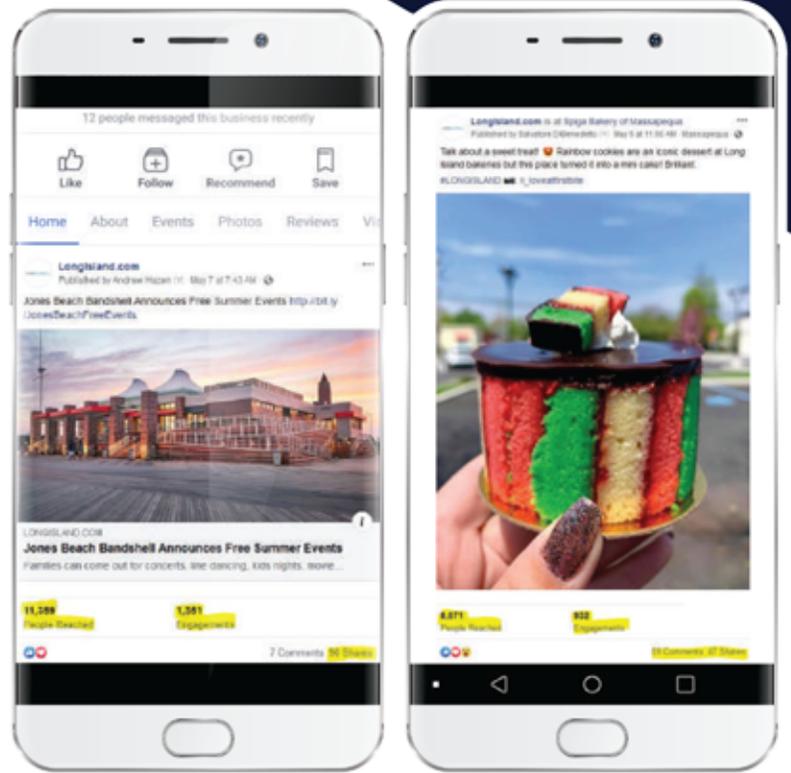


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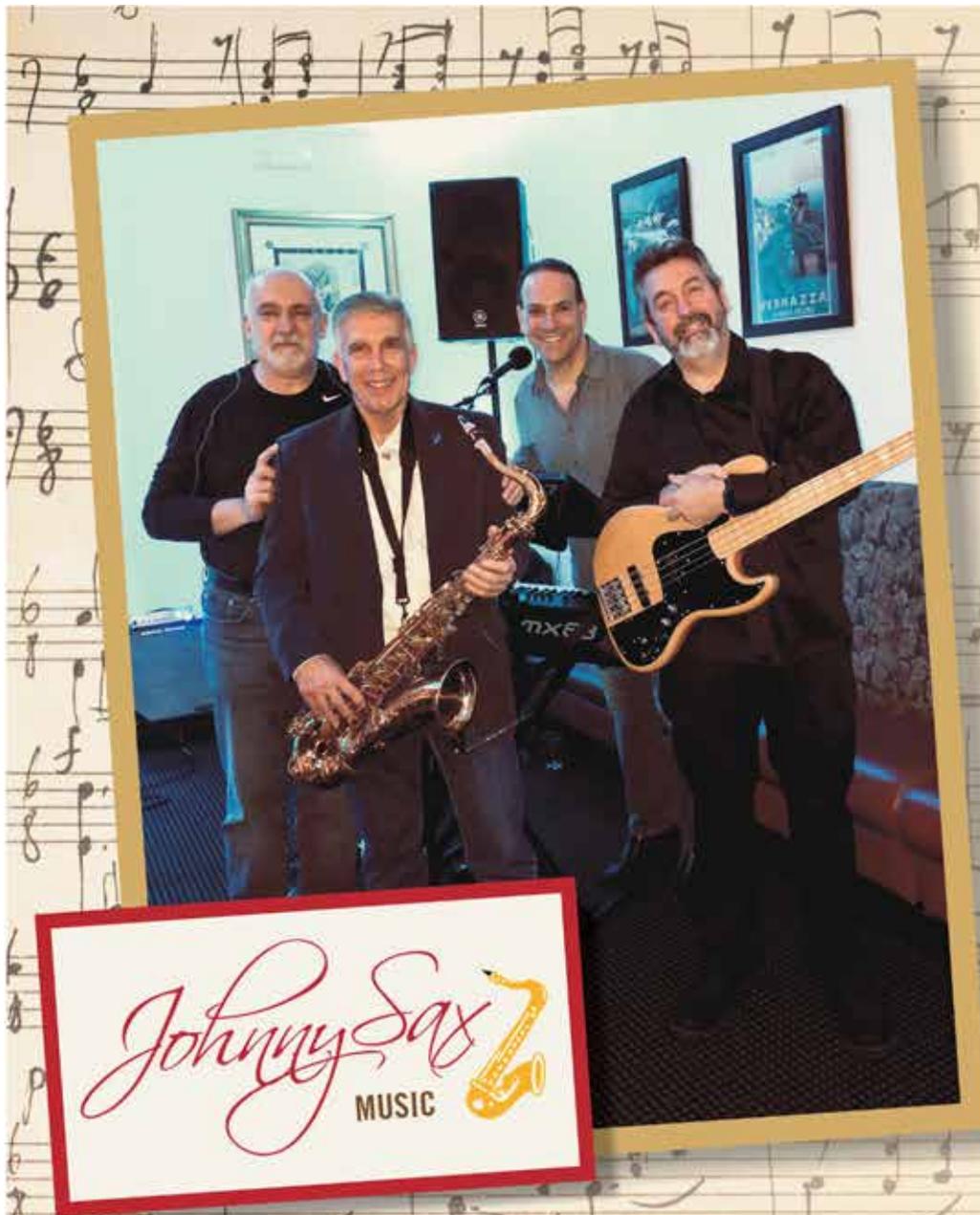


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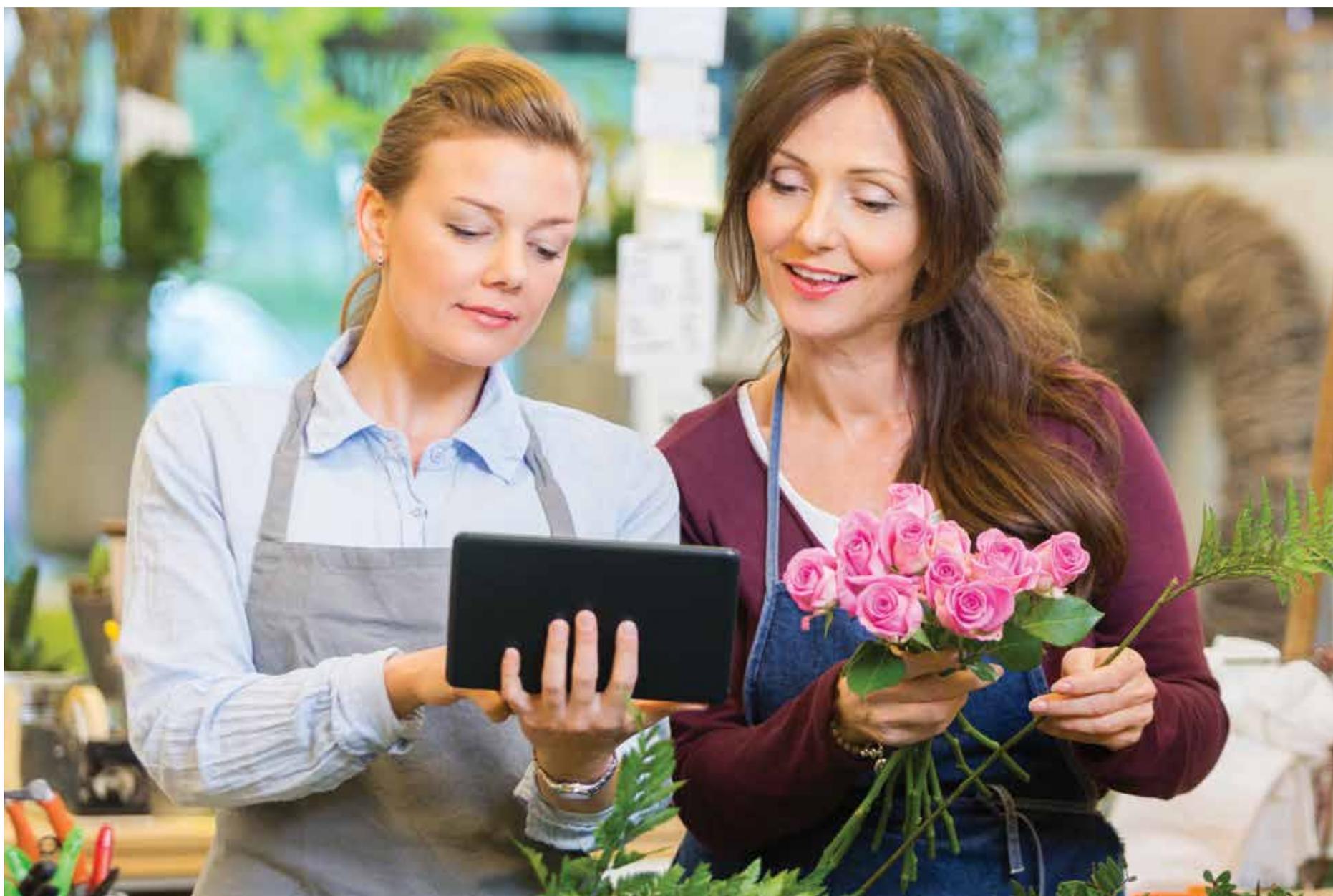
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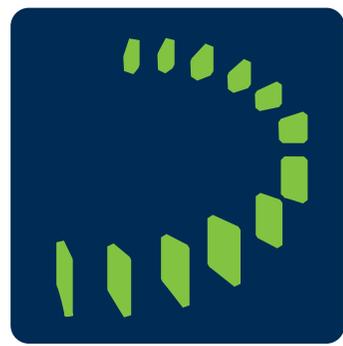
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## How I became a Girlfriend.



**By Greg Demetriou**  
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Alright, no wise remarks. This is a real business story.

I have always had my eyes and ears open for opportunities and have been known to take a risk every now and again. As an entrepreneur you need to stay on your toes and have sharp eyes to see potential. As an owner, business development must be a primary responsibility.

Last Summer, I was approached by a long time friend of mine who was organizing a fundraiser for Gift of Life International. He needed my marketing help, which I was glad to give. At our second meeting he was accompanied by one Ali Jabbour who was also helping with the event.

As we talked I learned of her professional background which was impressive to say the least. She had held divisional executive advertising and marketing positions at the New York Times, The Tribune Company and Newsday. Now as luck would have it I own a magazine title

that I have had on the back shelf for a few years. Waiting for the right opportunity to resurrect it. I thought this might be the time. But, we talked further and lo and behold something even better was revealed.

When an opportunity takes a quick turn you need to evaluate rather quickly whether you will follow it or not. In this case, the new opportunity far out weighted the previous. So it was time to change horses.

Ali told me that she had founded an online Facebook community for the support of women, The Girlfriends Club and had acquired 25,000 followers organically. Immediately I grasped the possibilities. She had hit on something akin to a gold mine. Her passion and message had driven the growth thus far but with the right leadership and management it had great potential.

The possibilities were quite apparent, the passion of Ali the founder, the demographic of the audience, the foundation already in place and the myriad of off shoots unlimited. From a business perspective the opportunity was there to be harvested. Almost immediately we struck a deal. We were going to be partners in the effort to expand the reach, build followers and content and start to monetize the growth.

Now nine months have passed and the club now has a first class website, video support segments have been filmed and posted as well as written blogs. Affiliate supply companies providing everything from baby products to women's apparel and a branded shirt line are growing.

I am proud to be the Chief Male Friend of The Girlfriends Club.

As I write this Ali is doing a live Facebook video to over 500,000 followers of the L'ange company, an online supplier of hair products, sprays and lotions. The FB feed was viewed by over 5,000 in the first two minutes.

Many good things are planned for TheGirlfriendsClub.com and the community. Ali continues to Pay It Forward – One Girlfriend at a time.

From a serendipitous meeting another business venture was born. The thrill of uncovering new and exciting business is the lifeblood of entrepreneurs. I am sure I am not alone when it comes to advancing a business but if truth be told I would have never imagined I would be a "girlfriend"

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**By Brian LeDonne**  
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 Direct: 631.828.6629

1. Perform a Google search on your Business's name to determine if you have a GMB page or not. Preferred search engine would be Google Chrome and also on a desktop or laptop at first. Easier to see, navigate and manage.

2. If you see your Business on the right-hand side and it says "Own this business?" Click that link and follow the steps and you are on your way. Please note, you must be signed into Google.

3. If you do not see your Business on the right-hand side, you need to create your GMB by starting here - <https://www.google.com/business/> and follow the steps. Same here, must be signed into Google.

4. If you see your Business on the right and does not say "Own this business?" you need to sign into Google, click the grid on the upper right-hand side, look for a blue canopy icon that says 'My Business' under it. Please note, there is a 'more' button at the bottom, click that button and continue to look here if you do not see it on the top fold first. Click the My Business icon and you now have access.

5. If you see your Business and it does not say "Own this Business?" and you cannot find the My Business icon after clicking the grid and the more



button, please check a few other email accounts that you have access to. You may have multiple email accounts and are not signed into the one you originally claimed it with – happens quite often.

6. If at this point you cannot gain access - we will need to dive deeper. There is a process on requesting/transferring ownership of your page from the original email address that claimed it whether it was you, an employee or a competitor. This process can take 7-14 business days to complete. Please call me directly at 631-828-6629 if you need help.

7. If you are a home-based business and would NOT like your home address to appear, we can make that happen. A) If you are claiming your business for the first time, you will come across a field that asks - do you deliver goods or services to your customers? By checking that box, you are telling Google to only promote your town and zip code which is perfect. B) If your Business has been

claimed and you see your home address, you need to get ownership of your page and then go to the Info tab and just delete you street address and hit apply - give it a few hours and it should be gone.

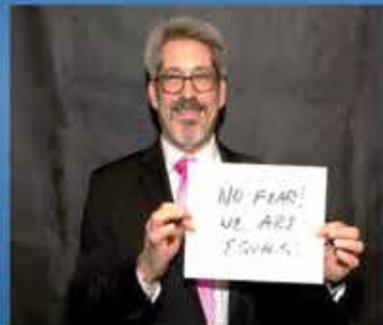
8. Now that you have access to your GMB page - take a look at all the fields and make sure your data and information is accurate by clicking the pencil icon on the right. Where there are empty fields, please complete and update where needed.

9. The 3 main features to take full advantage of is to A) Post on this platform once a week and be sure to add your website by clicking the 'Add a button' arrow. B) Generate as many reviews as possible and be sure to reply whereas people like to see that you are engaged and C) Add photos of your business and services - you can even add videos. Utilizing these 3 features will help optimize your listing and more importantly your website!!

A quick recap - Ownership - Accurate Info - Generate Reviews - Post Once a Week - Add Photos/Videos – you will now have a more meaningful and powerful first impression and most importantly MORE BUSINESS!!

Brian is a Senior Account Executive at PS Digital ([www.psdigitalli.com](http://www.psdigitalli.com)) a digital marketing agency that helps business create and maintain a powerful and effective on line strategy. Brian can be reached at [brian.ledonne@psdigitalli.com](mailto:brian.ledonne@psdigitalli.com) or directly at 631-828-6629. Please click this link to follow my blog on our Agency Website - <http://psdigitalli.com/claim-google-business-page-gmb/>

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Alexander Wolf & Company, Inc. is a family-run organization actively involved in the management of condominiums in the New York/Long Island area. During the past 38 years, we have built a viable real estate management business mainly as a result of recommendations from clients who have felt that our personal care and attention to their particular needs far surpassed the norm.

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## NEW MEMBER PROFILES



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[divashairandlashstudio@aol.com](mailto:divashairandlashstudio@aol.com)  
[www.divashairandlashstudio.com](http://www.divashairandlashstudio.com)

Divas Hair & Lash Studio is a luxury full service hair salon that recently opened in May. We are located at 676 Motor Parkway Suite C in Hauppauge. Divas Hair & Lash Studio is owned and operated by Deborah DelliBovi who has been in the beauty industry for over 35 years. Our salon offers all phases of color, from a subtle change, to highlights, a balayage, or a whole makeover, come in and let our highly talented colorists make your wishes come true. We also offer keratin treatments which will make frizzy, dry, brittle hair into silky, smooth, shiny, easy to manage hair. We also specialize in men's cuts, no appointment needed. If you feel your hair is thinning or not as long as you want come in for a consultation for hair extensions. Just want to get your hair washed and styled, whether for a fancy event or just because, we can take you as walk in or by appointment. Deborah is also a highly trained lash technician that was educated in the latest techniques of lash extensions.

Divas Hair & Lash Studio features a beautiful modern décor as well as a private room where our stylists do facial waxing, as well as having a highly acclaimed plastic surgeon coming in monthly to do Botox and fillers. We have stylists that are bilingual and are qualified and trained to do all types of hair. Come in or call the salon at (631)434-3482 to schedule an appointment for one or more of our many services that we offer. We look forward to serving the community and making you feel beautiful.



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PURE Mammography, Long Island's premier site for screening mammography, is the first of its kind inside a shopping mall in New York. A division of Medical Arts Radiology, we pride ourselves on offering top-of-the-line mammogram screenings in a relaxing, spa-like atmosphere. Our facility is conveniently located at the Smith Haven Mall in Lake Grove, making it easier than ever to get your annual screening mammogram – no appointment or referral needed. You may also choose to pre-schedule an appointment (for no wait time) by calling 631-652-3424 or filling out the form on this page.

At PURE, all mammograms are performed in 3D, an innovative new technique that finds more invasive breast cancers, earlier, and reduces false positive results by up to 40%. Our center was designed with three priorities in mind: comfort, convenience, and care. The result is a mammography facility that provides women with a luxurious, spa-like experience, a convenient location, and access to the top board-certified specialists in breast imaging.

Did you have your last mammogram at a hospital or other medical facility? No problem. The experienced staff at PURE can get your previous records and images for you. That's just one of the many ways PURE helps make screening mammograms simple and convenient – so you never have a reason to miss your annual exam.



**Clover Pump And Motor Works**  
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Clover Pump & Motor Works will troubleshoot and repair your pumps and electric motor problem and provide you with reliable repair services and sales support. We specialize in the rewind and repair of electric motors up to 5,000 hp. This includes, AC and DC motors, pumps, mixers, compressors, blowers and fans. Contact us for pump units and maintenance, as well as OEM replacement parts. We supply complete line of seals, bearings and sleeves, couplings, stators and inserts for most major pump brands. Complete rebuild services are our specialty.

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Clover Pump and Motor Works is proud to be the exclusive manufacturers' representative for Zoeller Engineered Products for the municipal market on Long Island. In addition, we offer pick up and delivery services for most if your industrial equipment repair needs. When you choose Clover Pump and Motor Works you can rely on the best top-quality service that you can depend on.

**New Member Profiles give our most recent members a complimentary opportunity to introduce themselves to the Long Island business community and showcase their products and services. For more information, call 631-543-5355 or email [marketing@hia-li.org](mailto:marketing@hia-li.org)**

# HEARD AROUND THE ISLAND

## APPOINTMENTS, PROMOTIONS & HONORS



April 23, East Meadow, NY – Donna-Marie Korth (resident of Rockville Centre), Partner in the Litigation and Coop/Condo Practice Groups at Certilman Balin Adler & Hyman, LLP, was honored as an Outstanding Woman in the Law by Hofstra University on April 22. The award celebrates women who

have made meaningful contributions to the legal community. Former Manhattan Family Court Supervising Judge, Judge Judy Sheindlin, was honored with the Lifetime Achievement Award.



Campolo, Middleton & McCormick, LLP, a premier law firm with offices in Westbury, Ronkonkoma, and Bridgehampton, is pleased to welcome Kyle Broderick, Esq., to the firm as an Associate. He first joined the firm as a Law Clerk after graduating from the University of Virginia School of Law and is now admitted to practice in New York State. He is based in the firm's Ronkonkoma headquarters.



Melville, NY: H2M announces the promotion of Scott Lehn, P.E., to Department Manager of Structural Engineering. In addition, Gregory Cellamare has received his New York State Professional Engineering license; and Corey Bierman, Connor Kurilko, and David Kirshy have all received their Engineer In Training (EIT) certifications. H2M also announces the addition of: Joseph Cline, P.E. as Practice Leader of Water; Saifuddin Saifuddin, P.E., as Senior Project Engineer; Daniel Aiello, P.E., as Project Engineer 2; Robert Trotta, Jr. and Gabriela Saenz, EIT, as a Staff Engineer 2; Andrew Jackson, AIA, as a Project Architect 3; John Amante, James Lengyel, Eugene Jaques, and Frank Leva as Construction Inspector 2; Thomas Ricci, Jr. as Staff Planner 1; Michael Schmitz as Environmental Technician; Ryan Rottner as Evidence Technician; and Michael Schmitz as Environmental Technician. Furthermore, H2M announces the corporate addition of: Lisa Mahoney as Senior Marketing Coordinator; William Smith as Proposal Coordinator; as well as Carol Rizzo and Anne McKenna as Administrative Support Professionals.



Campolo, Middleton & McCormick, LLP, a premier law firm with offices in Westbury, Ronkonkoma, and Bridgehampton, is pleased to welcome Michelle Kmiotek to the firm. She resides in Port Jefferson Station and is the firm's Office Manager in our new Westbury office. Michelle recently received her Masters of Social

Work from Stony Brook University. She previously worked as a server at St. George's Golf and Country Club in East Setauket.

## UPCOMING EVENTS



Hauppauge, NY, July 2019—Anil Jagtiani, CEO of Naka Technologies, is unveiling the progressive new location in the Long Island Community. "We are excited to introduce our new facility with the local business community." As part of Naka's

commitment to the community, Naka will be holding future events and drives, supporting Big Brothers/Big Sisters of LI. Naka Technologies is a leading Global Provider of Information Technology and Consulting Services. For more information, call: 646.921.5780 or email lcm@nakatechnologies.com

The Stony Brook Small Business Development Center will be hosting an event titled, 'Financiamiento Y Manejo Financiero Empresarial- Financing and Financial Management for Small Business' on Tuesday, June 11th, 2019 from 6:30PM to 8:30PM at the Brentwood Public Library.

The Stony Brook Small Business Development Center will be hosting an event titled, 'El Arte de Vender en la Era Digital- The Art of Selling in the Digital Era' on Tuesday, June 25th, 2019 from 6:30PM to 8:30PM at the Brentwood Public Library.



Diversity in Our Lives" juried art exhibition is on view in the Art League of Long Island's Gallery May 25 through June 23. Artist's reception is on Sunday, June 9, 3:30pm to 5:30pm. Exhibition Juror Thomas Germano hosts a juror talk on Saturday, June 22 at 11am.

## OTHER NEWS & HAPPENINGS



Diva's Hair & Lash Studio is celebrating our Grand Opening!!! Offering 50% Off any one service. Come visit us at 676 Motor Parkway Suite C Hauppauge NY 11788 or call (631) 434-3482.



Huntington, NY (May 7, 2019) – Family Service League (FSL), the premier Long Island based non-profit human service organization, is pleased to announce that over \$27,000 in donations were raised in one day by Whole Foods Market Long Island. The Whole Foods Market's "Community Giving Day" is a unique program which gave five-percent of all net sales generated on Thursday, April 18th to FSL. The four Whole Food stores supporting this important effort were located in Commack, Lake Grove, Jericho, and Munsey Park.



On April 27, the Village of Islandia joined Give It Your All Sports in Ronkonkoma in hosting the Islandia Baseball Camp, a baseball and softball clinic that was held on the grounds of First Responders Recreational Ball Field. Participating children received a baseball cap and T-shirt and had the opportunity to learn about the game's fundamentals from professional trainers. For more information, call 631-348-1133, or visit [www.newvillageofislandia.com](http://www.newvillageofislandia.com).



April 15 2019 - Plainview, NY - Hunt Corporate Services, Inc. announced that TVR Communications has renewed its lease of 10,000 square feet at 5 Aerial Way, Syosset. David G. Hunt represented the landlord, Anton Cerrone Associates in the lease negotiations. Frank Roel of All Office Real Estate LLC represented the tenant.



May 13, 2019 (Deer Park, NY) - United Way of Long Island honored organizations, individuals and labor unions at its annual LIVE UNITED Celebration Luncheon held on Wednesday, May 8, 2019 at the Crest Hollow Country Club in Woodbury. This fundraiser is supported by generous sponsors, including Bethpage Federal Credit Union. This is the company's tenth year as Title Sponsor.



Islandia, New York — May 2019 — A proud supporter of ALS Ride For Life, Empire National Bank recently hosted the group at its Islandia branch during the charity's annual Ride For Life. Patients in electric wheelchairs

or scooters spread ALS awareness, information and raise research funds during this event. It takes place over several days and makes numerous stops along the way; this year's route was from Stony Brook to Manhattan. A press release and photo are attached.



Pure Mammography located in the Smith Haven Mall. Now offers state-of-the-art 3D mammograms in a spa-like atmosphere. We make potentially life-saving mammograms comfortable, convenient, relaxing, and affordable so that woman never have a reason to miss their annual exam. NO APPOINTMENT NEEDED. NO PRESCRIPTION NEEDED FOR ANNUAL SCREENING. NO OUT OF POCKET FOR ANNUAL SCREENINGS : SPA ENVIRONMENT luxurious, spa-like surroundings Professional, board-certified imaging specialist



Family Residences and Essential Enterprises, Inc. (FREE) held a Meet the Artists Reception to honor special needs artists participating in their Fine Art and Art Therapy Programs. These artists have their collection entitled "Ascension" exhibited at the Tilles Center for the Performing Arts at LIU Post through June 12, 2019.



Alexcy Romero (center), Superintendent, Fire Island National Seashores, was the guest speaker at the LIMBA (Long Island Metro Business Action) meeting, which was held on April 26 at the Courtyard by Marriott in Ronkonkoma.



May 1, 2019 - Plainview, NY – Hunt Corporate Services, Inc. announced that Apria Healthcare has renewed a lease for 7,815 square feet at 265 Executive Drive in Plainview. David G. Hunt, president of Hunt, represented the landlord, Anton Cerrone Associates. Jennifer Koehn of Commercial Market Advisors represented the tenant in the negotiations.

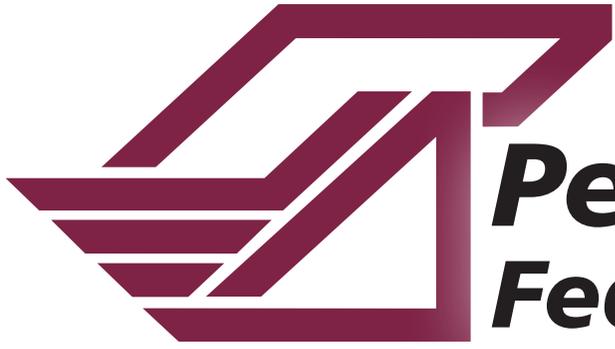


After 16 years at its current location in Dix Hills, the Art League of Long Island is in the midst of major upgrades to its facility housing nine art studios and bi-level atrium style gallery. Thanks to a grant from the New York State Dormitory Authority the Art League has taken steps towards many needed improvements. However much more still needs to be done. The Signature Matching Gift Campaign aims to address additional structural and programmatic needs by asking the community to donate funds to this thriving not-for-profit visual arts center. Through the generosity of Art League Board President Harlan J. Fischer and his wife Olivia, all donations between now and July 15, 2019 will be matched, up to a maximum of \$25,000.



TeleStory Pictures received a prestigious international Telly Award for their film work with Episcopal Migration Ministries about the global refugee crisis. Telly winners represent some of the most respected advertising agencies and production companies around the world. TeleStory Pictures, a film production company, creates branded stories, documentaries, corporate media and films. If you would like more information about this article please contact Michael Mills at 212-655-9689 or [mmills@telestorypictures.com](mailto:mmills@telestorypictures.com).

For more information on sharing your recent events, happenings and promotions with the Long Island business community call 631-543-5355 or email [marketing@hia-li.org](mailto:marketing@hia-li.org)



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