

LONG ISLAND ON THE RISE

DELEGATES DISCUSS TAKING THE REGION AND LONG ISLAND'S ECONOMIC DEVELOPMENT TO THE "NEXT LEVEL"



SEE CENTERSPREAD FOR COVERAGE OF THE HIA-LI'S 42ND ANNUAL MEETING & LEGISLATIVE BREAKFAST P. 26-27

HIA-LI'S CEO BRIEF PG 4

Featured interview with Joseph Camberato, President of National Business Capital & Services

HIA-LI'S INDUSTRY LIST: PG 40-46

Featuring Banks, CPA's & Credit Unions

HIA-LI'S HEARD AROUND THE ISLAND PG 51

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

NEW EVENT

TRADABLE SECTORS
AND HOW THEY IMPACT THE LONG ISLAND ECONOMY

WEDNESDAY, MARCH 18, 2020 | 8:00 AM - 10:00 AM
LGBT NETWORK, 125 KENNEDY DR SUITE 100, HAUPPAUGE, NY 11788

TURN TO PAGE 36 FOR MORE INFORMATION

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.

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HIA-LI CALENDAR OF EVENTS: FEBRUARY 2020

HIA-LI COMMITTEE MEETINGS

THURSDAY, FEBRUARY 13TH 8:30 AM - 10:00 AM

Trade Show Committee Meeting | Location: HIA-LI Headquarters – 225 Wireless Blvd Suite 101, Hauppauge

FRIDAY, FEBRUARY 14TH 8:30 AM - 10:00 AM

Sales and Marketing Committee Meeting | Location: HIA-LI Headquarters – 225 Wireless Blvd Suite 101, Hauppauge

WEDNESDAY, FEBRUARY 19TH 8:30 AM - 10:00 AM

Environmental/Green Industries Committee Meeting | Location: HIA-LI Headquarters – 225 Wireless Blvd Suite 101, Hauppauge

TUESDAY, FEBRUARY 25TH 8:00 AM - 10:00 AM

HIA-LI's H.Y.P.E Committee Meeting | Location: WizdomOne – 1377 Motor Parkway, Suite LL1, Islandia

TUESDAY, FEBRUARY 25TH 8:00 AM - 10:00 AM

Manufacturing/International Trade Committee Meeting | Location: TBD

THURSDAY, FEBRUARY 27TH 8:30 AM - 10:00 AM

Business Development Committee Meeting | Location: HIA-LI Headquarters – 225 Wireless Blvd Suite 101, Hauppauge

FRIDAY, FEBRUARY 28TH 8:30 AM - 10:00 AM

Mentoring Committee Meeting | Location: HIA-LI Headquarters – 225 Wireless Blvd Suite 101, Hauppauge

TUESDAY, MARCH 3RD 8:30 AM - 10:00 AM

Health & Wellness Committee Meeting | Location: HIA-LI Headquarters – 225 Wireless Blvd Suite 101, Hauppauge

WEDNESDAY, MARCH 4TH 8:30 AM - 10:00 AM

Technology for Business Committee Meeting | Location: HIA-LI Headquarters – 225 Wireless Blvd Suite 101, Hauppauge

FRIDAY, MARCH 6TH 8:30 AM - 10:00 AM

Membership Committee Meeting | Location: HIA-LI Headquarters – 225 Wireless Blvd Suite 101, Hauppauge



HIA-LI UPCOMING EVENTS

WEDNESDAY, FEBRUARY 12TH, 8:00 AM - 10:00 AM

HIA-LI's 26TH Annual Economic Summit: Surveying the Future of the LI Business. Hear the results of AVZ's 2020 Economic Survey & Opinion Poll. The event is from 8:00 am to 10:00 am. Location Hyatt Regency Long Island, 1717 Motor Pkwy, Hauppauge, NY 11788. Tickets are Members \$50 | Non Members \$65. To register, visit www.hia-li.org or call 631-543-5355.

WEDNESDAY, FEBRUARY 26TH, 8:00 AM - 10:00 AM

HIA-LI's New Member Breakfast. Join us for a morning of networking with the HIA-LI business community while learning more about the benefits of the organization. First attendee of new member company is complimentary. All others \$35 per person. To register, visit www.hia-li.org or call 631-543-5355.

WEDNESDAY, MARCH 4TH, 8:00 AM - 10:00 AM

HIA-LI's CEO Forum, Featuring: Teresa Ferraro, East/West Industries, Inc. Location TBD. Be inspired and join us on Marth 4th to hear how Teresa thrives in the Long Island Business Community as an influential leader. Members: \$40 • Non-Members: \$55. To register, visit www.HIA-LI.org or call 631-543-5355.

CALENDAR HIGHLIGHTS

HIA-LI'S 26TH ANNUAL ECONOMIC SUMMIT

SURVEYING THE FUTURE OF LONG ISLAND BUSINESS
FEBRUARY 12, 2020 • 8:00 AM - 10:00 AM
 HYATT REGENCY LONG ISLAND, 1717 MOTOR PKWY, HAUPPAUGE, NY 11788
 MEMBERS: \$50 • NON-MEMBERS: \$65 | PAYMENT & REGISTRATION REQUIRED • PRE-REGISTER TO AVOID \$5 WALK-IN FEE • NO REFUNDS | TO REGISTER VISIT WWW.HIA-LI.ORG OR CALL (631) 543-5355

MODERATOR:
Bob Quarte
 Managing Partner, AVZ & Co. & HIA-LI Board Member

PANELISTS:

 Jim Coughlan Principal TRITEC Real Estate Co., Inc. & HIA-LI Board Member	 Rich Humann President & CEO H2M architects + engineers & HIA-LI Board Member	 Janine Logan Senior Director of Communications & Population Health Nassau-Suffolk Hospital Council	 Dr. John Nader President Farmingdale State College	 Kevin O'Connor President & CEO BNB Bank & HIA-LI Board Member
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FEATURING THE RESULTS OF THE AVZ 2020 ECONOMIC SURVEY & OPINION POLL

THE SURVEY AND POLL SERVES AS THE PULSE OF THE LONG ISLAND BUSINESS COMMUNITY ON ISSUES SUCH AS:

- NEW LEGISLATION
- EFFECTS OF CONFIDENCE RATINGS
- LONG ISLAND HOUSING MARKET
- AVAILABILITY OF CREDIT TO BUSINESS
- JOB GROWTH

WHO SHOULD ATTEND?
 CEOs • CFOs • BUSINESS OWNERS • PRESIDENTS • MANAGERS • BUSINESS DEVELOPMENT

PLUS PROFESSIONALS SEEKING TO TAKE THEIR BUSINESS TO THE NEXT LEVEL REGARDLESS OF THE BUSINESS CLIMATE

FOR SPONSORSHIP OPPORTUNITIES, CONTACT ANTHONY FORGIONE AT AFORGIONE@HIA-LI.ORG

SPONSORS TO DATE:

CEO FORUM

FEATURING
Teresa Ferraro
 President
 East/West Industries, Inc.

MODERATED BY:
Joe Campolo
 Managing Partner
 Campolo, Middleton & McCormick, LLP
 & HIA-LI Board Chair

WEDNESDAY, MARCH 4, 2020
 8:00 AM - 10:00 AM | CAMPOLO, MIDDLETON & MCCORMICK, LLP
 4175 VETERANS MEMORIAL HWY, #400, RONKONKOMA, NY 11779

From its humble beginnings, East/West Industries, Inc. has been widely recognized and respected as a problem-solving solutions provider for the aerospace and defense industry. Fifty years later, that legacy continues today.

Don't miss hearing from Teresa Ferraro, President of East/West Industries, Inc. discuss...

- Leadership Philosophy
- Positive Work Culture
- Conflict Management
- Building Successful Connections
- Business Expansion
- Mentoring Local Schools & Colleges

MEMBERS: \$40 | NON-MEMBERS: \$55
 Payment & Registration Required | Pre-Register to avoid \$5 Walk In Fee
 Refund Policy: No Refunds for Cancellations or No Shows

HIA-LI CEO BRIEF

JOSEPH CAMBERATO | PRESIDENT OF NATIONAL BUSINESS CAPITAL & SERVICES

TELL US ABOUT HOW YOU/ YOUR COMPANY STARTED.

Joseph Camberato, President and James Webster, CEO joined forces to form National Business Capital & Services in 2007, during the economic recession when it was nearly impossible for small businesses to obtain financing. They united to ensure that small business owners seeking financing could quickly and easily find the best deal, and to streamline the application process by minimizing the paperwork involved. Working tirelessly over the years, James and Joe created, refined, and perfected National's business financing marketplace, which grew from only a handful of lenders to over 75 lenders through the years, never losing sight of their main goal: to innovate the way entrepreneurs grow.

WHAT WAS A TURNING POINT FOR YOU/YOUR COMPANY?

As National continued funding more deals and growing, we realized that our team was everything. To further invest in the success of our employees as well as our company, we cultivated an innovative, collaborative, and rewarding culture. Our employees collaborate in overcoming every challenge that comes their way, and celebrate successes together. This employee-first culture has been tremendous in helping us to treat our employees like family, and inspired a passion for helping small businesses grow in our entire team!

WHAT IS YOUR PHILOSOPHY AT NATIONAL BUSINESS CAPITAL & SERVICES?

If you're not embracing change, then you're falling behind— but at the same time, it's important to continue delivering the value that separates you from the crowd. As we've grown, we've utilized the power of our great technology to find the right financing solution for business owners faster and more efficiently. But no matter how much technology can aid in streamlining a process, our knowledgeable Business Financing Advisors have always remained on the front lines, willing and able to walk customers through the process and answer any questions. Our technology is great, but our smarter people are the driving force behind our continued innovation.

TELL US ABOUT YOUR COMPANY'S PROFILE TODAY

National Business Capital & Services is the #1 FinTech marketplace offering small business



“If you’re not embracing change, then you’re falling behind— but at the same time, it’s important to continue delivering the value that separates you from the crowd. .”

- JOSEPH CAMBERATO | PRESIDENT OF NATIONAL BUSINESS CAPITAL & SERVICES

financing and services. Harnessing the power of smart technology and even smarter people, we've streamlined the approval process to secure over \$1 billion in financing for small business owners to date.

Our expert Business Financing Advisors work within our 75+ Lender Marketplace in real time to give you easy access to the best low-interest SBA loans, short and long-term loans and business lines of credit, as well as a full suite of revenue-driving business services.

We strengthen local communities one small business loan at a time. For every deal we fund, we donate 10 meals to Feeding America!

WHAT OPPORTUNITIES DO YOU SEE IN THE FUTURE?

The economy is booming, and there's never been a better time for American small businesses to grow. As we continue building our processes to make obtaining financing as simple and streamlined as possible, we're committed to breaking down all of the lending barriers that stand in the way. During this turbulent and hectic period in a business's life, we're dedicated to providing these ambitious small business owners with everything they need to realize their visions for small business growth; from advice about finding financing, to resources designed to assist them as they put the wheels in motion, to services that simultaneously drive revenue and save time, and more.

Innovating the Way Entrepreneurs Grow[®]



Over \$1 Billion in **Business Capital**
Secured for Tens of Thousands of
Business Owners Nationwide



An Array of **Business Services** to Help
Entrepreneurs Increase Sales, Reduce Costs,
Improve Operations and Minimize Risks



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www.national.biz

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.

FAMILY SERVICE LEAGUE



**PRESIDENT/CEO:
 Karen Boorshtein**

IN BUSINESS SINCE: 1926

**WHAT PRODUCTS/
 SERVICES DO OFFER?**

Family Service League (FSL) is a leading Long Island non-profit human service organization providing a safety net for people in need. The agency touches the lives of 50,000 people annually, addressing some of the most prevalent and pressing human needs facing our communities. FSL delivers tangible help and crisis intervention across a spectrum of service areas including mental health conditions, addiction disorders, homelessness, job training, trauma counseling, as well as support services for children, families, and seniors. In addition, FSL operates pre-school learning centers and universal pre-K programs.

**WHAT IS YOUR COMPETITIVE
 EDGE?**

Over the years, FSL has spearheaded and championed many new programs which have made great strides in providing superior mental and behavioral healthcare

for Long Islanders. Under the leadership of Karen Boorshtein, President & CEO, FSL has expanded services and created new partnerships to meet the changing needs of our community residents. This is accomplished by offering quality, fiscally responsible, and easily accessible programs for adults and children which help restore hope and rebuild lives.

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

Today, FSL offers over 60 programs at 20 locations throughout Long Island and continues to turn its vision of quality care into a reality that is making a substantial impact on our neighbors. Unfortunately, many communities are currently being overwhelmed with incidents involving addiction and trauma. The Diagnostic, Assessment, and Stabilization Hub (DASH) is the most recent example of how FSL is designing programs to assist our neighbors. The DASH Crisis Care Center effectively treats individuals fraught with life-altering, often debilitating challenges, such as suicidal thoughts, severe depression, anxiety, substance abuse, erratic behavior, or trauma.

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

The Long Island Innovation Park at Hauppauge is a vibrant, centrally located corporate hub. FSL is proud to have had the opportunity to recently open DASH, Long Island's first 24/7/365 Crisis Care Center, for Suffolk County residents in Hauppauge. DASH provides immediate help which saves lives and improves quality of life for all Long Islanders. This location offers both geographic convenience and a sense of privacy for those looking to access our facility. An additional benefit is that FSL has gained a greater sense of community by locating this needed human services resources close to many of its corporate donors.

CONTACT

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 www.fsl-li.org

Save The Dates - These important fundraisers help thousands of Long Island children and families in need!

Summer Gala Celebration on the evening of Thursday, June 18th at The Bourne Mansion

A spectacular waterfront venue featuring gourmet cuisine and cocktails along with a fabulous auction. FSL is proud to have the opportunity to recognize Paul Fleishman of Newsday with the Community Leadership Award and Southside Hospital Northwell Health with the Corporate Leadership Award.

2nd Annual Walk for Wellness at Belmont Lake State Park in North Babylon this September

This 1.5 Mile or 5K family fun event brings together community members to help build awareness and celebrate the many milestones FSL has accomplished in providing quality care while enjoying a Saturday morning of camaraderie, entertainment and children's activities. Pet friendly. Family, corporate, and civic teams welcome.

28th Annual Great Chefs of Long Island on Monday, November 16th at Crest Hollow County Club

Guests will enjoy tasting signature dishes and delicacies created by Long Island's Master Chefs. There will be a large selection of wines, spirits, and microbrews to compliment this extraordinary gastronomic experience. In addition, FSL supporters will be able to shop both in person and live-on-line for unique travel experiences, designer gifts, and luxury services at the auction.



Family Service League, established in 1926, is a Long Island non-profit human service organization providing a safety net for people in need. Today, FSL addresses some of the most prevalent and critical issues facing our communities by delivering tangible help and crisis intervention across a broad spectrum of areas including mental health care, addiction treatment, homelessness, job training, early education, trauma counseling, and support services for children, families & seniors with over 60 programs at 20 locations.

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The Proactive Power in Preventative Maintenance



PowerPro Service Company, Inc.
Ben Amato
(631) 567-2700
www.powerproservicecompany.com
ben@powerprogenerators.com

In the near future, the power will go out. It's not "if." It's when.

If you have a Standby Generator it automatically starts, within seconds, and it will be business as usual.

But having a generator is only half a solution. Making sure it starts is the other half and that takes Preventative Maintenance. Whether it is a residential standby generator or a large industrial unit, regular service is the key to keeping the lights on.

Generators are internal combustion engines (ICE) and the internal workings of these machines are hostile environments of extreme heat, damaging friction and debilitating wear.

"Regular service is the only way to ensure a generator will start, when the utility fails," according to Frank Navetta, President of PowerPro Generators. "The time for that service is NOT when everything goes dark, even though that is when we get the most calls."

Standby Generators that are fueled with Natural Gas or Propane require service, similar to an automobile. Spark plugs, oil change and other aspects of a "tune up" are needed on the engine, known as the front end of generators, or in more technical terms, the prime mover. The back end of a generator, where the actual electricity is created, requires a different set of procedures.

"We go over everything," said Mike Castagna, Service Manager of PowerPro. "Our techs have a 61-point check list we perform on every bi-annual service call. Everything from voltage output to checking the air vents is part of our regular maintenance service."

Industrial generators are a different type of beast. These units are usually fueled by diesel and require a more intense type of service. "Load Bank Testing," said Frank. "Just like the human body, regular exercise is needed for peak performance and Load Bank Testing does just that, and more."

At least once a year this type of testing is needed to ensure an industrial generator is operating correctly. For Health Care Facilities, it is required by law. Lives depend upon an uninterrupted flow of electricity and with an outage and a balky generator, people could die.

"We run the generator at 75% of its rated power for an hour, while the unit is attached to a Load Bank. This device measures the electrical current; its Kw output, the voltage, its frequency and its amperage to ensure performance up to its rated output. But a more important aspect of Load Bank Testing is that it prevents Wet Stacking."

Long Island is very lucky that major power outages are somewhat rare. That's a good thing. But for diesel generators that could be a bad thing also. These units need exercise and while it is recommended that they run at least once a month for 30 minutes at a time, this type of exercise does not put the machine under load. In other words, the electricity that is created goes nowhere. No real pressure is put on the front end or back end of the generator.

By not putting the generator under real outage conditions, the diesel fuel does not burn completely. Soot and unburned fuel builds within its exhaust system and that leads to poor performance. It can cause damage to internal mechanisms. It actually becomes a fire hazard and can lead to a complete generator failure.

"On the exhaust side of the generator, we notice a wetness. That indicates the unit has not been exercised enough or maintained. We find fouled fuel injectors, a build up of carbon on the exhaust valves, turbo chargers and throughout entire exhaust system. In other words, we find a dead generator and the owner of that unit finds a quite large repair bill."

"An annual Load Bank Test takes about 2 hours, without disrupting the regular electrical service to a facility," says Mike. "Our factory trained technicians check the front end's oil pressure, engine temperature and fuel pressure. On the back end, the electrical output of the generator is fed into the Load Bank and converted into heat. It's like a giant toaster but with instrumentation that determines the exact electrical output of the unit. We also examine the transfer switch. This is the device that monitors the electricity coming into the facility from the utility. If there's a disruption in the current, an outage or brownout, it switches over to the generator and feeds the generator's electricity into the facility automatically. When the utility's power returns, the transfer switch reconnects the flow back to the utility and gently shuts down the generator."

The best way to solve problems is to avoid them. Preventative Maintenance is critical to energy security and good business management.



**OUR BUSINESS
IS YOUR POWER**

**PREVENTATIVE MAINTENANCE
ALL MAJOR BRANDS
FACTORY TRAINED TECHNICIANS**

EXPERTS IN GENERATOR SALES, SERVICE, MAINTENANCE AND REPAIR

**INDUSTRIAL
EMERGENCY POWER**
SPEC SERVICE
DESIGN AND CUSTOMIZATION
LOAD BANK TESTING
DELIVERY & PLACEMENT
REPAIR AND SERVICE



The Provider is as Important as the Product

Better Business Bureau
A+ rating



PowerProGenerators.com

608 Johnson Ave., Bohemia, NY 11716 631-567-2700



Financing solutions as unique as your business.

We specialize in solutions that matter to you.

People's United Bank offers a full array of banking and financial products, along with an in-depth knowledge and a reputation for exceptional customer service. Our business finance solutions are geared to meet your company's needs today and in the future. Get the cash your business needs to grow with fast, easy, local access to competitive long-term financing.*

OWNER OCCUPIED SBA 504 \$1,537,000 MORTGAGE \$350,000 LINE OF CREDIT	INVESTOR \$1,100,000 COMMERCIAL MORTGAGE	OWNER OCCUPIED SBA 504 \$1,794,000 MORTGAGE
REAL ESTATE INVESTOR \$6,300,000 COMMERCIAL MORTGAGE	OFFICE CLEANING SERVICE COMPANY \$525,000 LINE OF CREDIT	REAL ESTATE INVESTOR \$1,300,000 LINE OF CREDIT



What know-how can do®

Paul Hawkins

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HIA-LI's Membership Appreciation Event



January 29th, HIA-LI Members gathered at Patrizia's of Hauppauge for a Member Appreciation Event. Patrizias once again provided a wonderful venue with tons of delicious dishes. Thank you to all of those who came out to support and thank you to Patrizias for hosting such a great event. **The next Member Appreciation Event will be held at Butterfields in Hauppauge on April 20th from 5:30PM – 7:30PM. Complimentary to attend and preregistration is mandatory. Complimentary lite bites, networking & cash bar. To register please visit www.HIA-LI.org or call (631) 543-5355.**

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Long Island Innovation Park At Hauppauge Achieved A Renewable Energy Milestone With The Completion Of Rooftop Solar Installation At Long Island Cares Headquarters

The Park's 'Community Solar' Strategy Enables Businesses, Non-Profits, And The Community To Boost Their Levels Of Sustainability



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HAUAPPAUGE, NY – JANUARY 31, 2020: As part of an ambitious solar power initiative unfolding at Long Island's largest industrial park, Long Island Cares – one of the region's premiere charitable institutions – has completed the installation of solar panels on the 35,000 square-foot roof of its headquarters at the Long Island Innovation Park at Hauppauge (LI-IPH).

One-hundred percent of the renewable energy generated on Long Island Cares' roof at 10 Davids Drive – amounting to 350,000 kilowatt hours annually – is now ready to be sent offsite to service the electrical needs of approximately 50 households experiencing hardship and food insecurity.

Community solar provides renewable energy – particularly solar power – accessible to more people. With community solar, multiple customers can save money on their electric bills thanks to energy credits generated by one, large solar array located elsewhere. The array is managed by a host that enrolls customers and acts as a liaison with PSEG Long Island. PSEG Long Island is responsible for distributing the credits from the host's account in accordance with the sponsor's instructions.

The project represents the first major milestone for the HIA-LI Solar Task Force launched by HIA-LI, one of the region's most prominent business associations. The task force is led by Co-Chairs Scott Maskin, CEO of SUNation Solar Systems, one of Long Island's largest installers of solar panels and equipment, and Jack Kulka, President of Kulka, LLC, a major development and construction firm.

"This solar project represents a direct extension of the humanitarian work of Long Island Cares," said Paule Pachter, CEO of Long Island Cares. "A large part of Long Island Cares' focus is on providing emergency food relief to hungry and food-insecure Long Islanders through the Harry Chapin Regional Food Bank. But we also engage in direct service programs that address the humanitarian human needs of veterans, seniors, immigrants, and others struggling with economic and social challenges.

"By taking the entire energy output of our solar installation and sending it offsite to provide discounted power to homes occupied by our lower-income neighbors, these households will have new-found income to address some of their immediate needs."

"Second in size only to California's Silicon Valley, the Long Island Innovation Park at Hauppauge is truly the heartbeat of Long Island's economy," said Scott Maskin. "As such, it has a unique opportunity to bring forward both technology and value in a substantial way. From an energy perspective, the park can act as a responsible, shining example for all of Long Island.

"Through the successful embrace of this program," Maskin added, "our park can distinguish itself as Long Island's single largest energy producer, delivering revenue to its building owners while helping achieve New York State's renewable energy goals. It's a win-win all around."

"Energy costs are an important factor in determining economic competitiveness here on Long Island or in any region," said Mr. Kulka. "Fortunately, we now live in an era where we are finding bolder and more aggressive ways to curtail these costs, and our task force is actively pursuing new savings through solar power.

"By using the 'community solar' approach, Long Island Cares is also showing us that we can cut energy spending and be more sustainable, while at the same time act in an inclusive way. It's now not only possible to reap savings, but we can also share savings with others in real need. Solar power can be a community builder."

"The Long Island Innovation Park at Hauppauge is not only one of Long Island's most-powerful economic resources, but it's also a source of new ideas and inventive programming that advance both business growth and sustainability," said Town of Smithtown Supervisor Ed Wehrheim. "I expect many businesses and communities on Long Island to emulate Long Island Cares' example here."

"PSEG Long Island supports renewable power to help make communities more energy efficient and less dependent on fossil fuels," said Michael Voltz, Director of Energy Efficiency and Renewables at PSEG Long Island. "We look forward to assisting additional communities across our service territory implementing clean energy actions to save money for their residents."

"Through the installation of this new community solar project, Long Island Cares reminds us all of the special connection between community and climate," said Tom Falcone, CEO of the Long Island Power Authority. "Long Island Cares' solar project provides clean energy to the less fortunate among us – a goal LIPA strongly supports. Congratulations also goes to the HIA-LI Solar Task Force. I look forward to our continued work together to ensure access to clean energy for all Long Island residents."

"As we move forward with smart investments in clean energy, I applaud Long Island Cares' forward-looking community solar initiative," said Suffolk County Executive Steve Bellone. "In order to help other non-profits and commercial businesses follow in Long Island Cares' footsteps, Suffolk County has adopted Open C-PACE, a program which offers below-market financing for solar and energy efficient investments. We will continue to work with all of our partners to build a cleaner, greener, Long Island."

"Long Island Cares deserves the praise of all Long Islanders for undertaking a solar initiative that promotes sustainability while also benefiting the community at-large," said State Senator John J. Flanagan. "I applaud the HIA-LI Solar Task Force for their leadership role in advancing a creative program that will reap valuable benefits for many decades to come."

The HIA-LI Solar Task Force offers the opportunity to install solar power on buildings in the PSEG Long Island territory, with a special focus on roof space situated within the LI-IPH. The park consists of more than 20 million square feet of unutilized roof space with a solar capacity exceeding 80 megawatts. For context, a megawatt of solar energy can fit on an average 100,000-square-foot building. Each megawatt is able to serve about 125 Long Island homes.

Capitalizing upon previously unattainable economies of scale, the initiative allows building owners to take advantage of the economic benefits of solar energy either through community solar programs or through traditionally net-metered systems for properties requiring on-site power. The park is able to reduce electricity consumption, generate revenue, and play a role in achieving New York State's aggressive sustainable energy initiatives. Formed in 2018, the solar initiative expects to be instrumental in helping the business park achieve 100-percent-reliance on renewable energy by 2040.

Renewable energy can provide businesses acting as the community solar host with lower-cost energy supplied by the panels, or they can contract all or a portion of the excess energy to "off-takers". A host is the project sponsor and is responsible for owning or operating the generation facility, coordinating the project's interconnection and operation with the utility, and supervising and fostering cooperation among the project's subscribers. PSEG Long Island energy efficiency programs help businesses implement energy saving measures to reduce electricity usage and energy management options.

"The HIA-LI solar program is exciting and ambitious, and, better yet, there's no reason why it has to be such a unique enterprise here on Long Island," said Terri Alessi-Miceli, President and CEO of HIA-LI. "There are dozens of building clusters and multi-structure, institutional land parcels of all kinds across Nassau and Suffolk counties that could follow our example. Long Island would reap big benefits if other grouped properties used the LI-IPH solar model as a template for action."

"While it makes a lot of sense to focus on the cost savings associated with solar power, it's also important to highlight the contribution that renewable energy makes to sustainability," said Joe Campolo, Managing Partner of Campolo, Middleton & McCormick, LLP and Chairman of HIA-LI Board of Directors.

"Across America, emerging generations of executives are ever more deeply tuned in to the message of environmental stewardship. The HIA-LI solar initiative sends the right message to tomorrow's business leaders across America: Long Island is a place where we unite to build a sustainable future."

Making this project even more distinct is the unique collaboration of leading local energy companies including Edgewise Energy, Entersolar, Harvest Power, Empower Solar, Top Cat Consulting, H2M Engineering, and Greenstreet Power Partners. Combined, these entities have designed and deployed hundreds of megawatts of solar power.

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CEO Forum Featuring Dr. Steven Tuzinkiewicz, CEO & Radiologist and Felicia Telep, Director of Operations & Marketing, PURE Mammography



As part of a series, the HIA-LI hosted its first CEO Forum of 2020. The inspirational program featured Dr. Steven Tuzinkiewicz, CEO & Radiologist and Felicia Telep, Director of Operations & Marketing from PURE Mammography, moderated by Terri Alessi- Miceli, CEO & President, HIA-LI. The discussion included topics such as leadership, company culture, employee engagement, and having a vision for the pathway to success. Special thank you to the program sponsors Chick-fil-A Commack, Guide Dog Foundation for the Blind, People’s Alliance Federal Credit Union, and PURE Mammography for their support of this program.

Please join us on March 4, 2020 for the next CEO Forum featuring Teresa Ferraro, President, East/West Industries, Inc and moderated by Joe Campolo, HIA-LI Board Chairman and Managing Partner, Campolo, Middleton & McCormick LLP held at the Campolo, Middleton & McCormick LLP office – 4175 Veterans Memorial Highway, Ronkonkoma. To register, please call the HIA-LI office at (631) 543-5355 or visit www.HIA-LI.org.

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There's Much To Celebrate About Long Island In 2020, But We Must Also Focus On Our Neighbors In Need



By Paule T. Pachter,
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There is so much to celebrate about Long Island in 2020, as illustrated by the conversation at the HIA-LI Legislative Breakfast on January 17. The \$2.6 billion grant to Brookhaven National Laboratory to construct an electron ion collider over the next ten years will undoubtedly change the tecno-landscape of our region, and position Long Island as an even more significant location to attract a highly talented workforce in the Sciences. The installation of new sewer systems and additional luxury apartments in Smithtown and Islip townships will attract new businesses and new residents able to afford the many benefits of living in a vibrant downtown area. The planned New York Islander's Arena in Elmont, and the proposal to construct a convention center in Ronkonkoma might pump millions of needed additional income into the economies of both Nassau and Suffolk Counties. These achievements and bold ideas deserve to be supported by our elected officials at all levels of government. However, we need to balance our growth in these exciting areas by keeping our focus on the human services landscape in our region that, is plagued with many challenges.



On January 12, as widely reported in the media, there were 2,500 people that took part in the "March Against Anti-Semitism," which was led by Nassau County Executive Laura Curran and Suffolk County Executive Steve Bellone on the steps of the Nassau County Legislature Building in Mineola. Dozens of elected officials, civic and religious leaders spoke about the need for unity and tolerance in the wake of ongoing attacks against the Jewish community, and a Task Force on Anti-Semitism was convened. However, if we continue to discriminate against minority families purchasing homes in certain communities, we will have failed. If an LGBTQ student continues to be bullied in school, we have failed. And, if additional swastikas are painted on our synagogues, we will have failed.

Then there is the issue of the street homeless population on Long Island. There is simply not enough resources being provided to our region to help our veterans, emotionally disabled, and young people living at Long Island Rail Road stations, in wooded areas, and behind Home Depots that are need of affordable housing, Section 8 HUD vouchers, and safe shelters. During a three-hour legislative hearing on January 16 at SUNY Farmingdale, state legislators made the case for additional rent subsidies to help property owners and developers build new affordable housing but, building apartments that would rent for \$2,400 a month for a one-bedroom unit is just not affordable for many people with limited income or those receiving government entitlements. We need a better solution and bold thinking if we are to get our homeless of the streets before they die in the elements. Unfortunately, this wasn't discussed at the hearing.

These are just two areas where our region is lagging-behind other countries, cities and municipalities, and how realistic will it be to solve our problems when New York State is facing a \$6 billion deficit in 2020? So, while we celebrate the good fortunes of BNL, Smithtown, Islip, Elmont, Ronkonkoma, and the Nassau Hub, we must keep our focus on the many people on Long Island who struggle with homelessness, discrimination, mental illness, substance abuse and hunger every day, because for them, there isn't much to celebrate.

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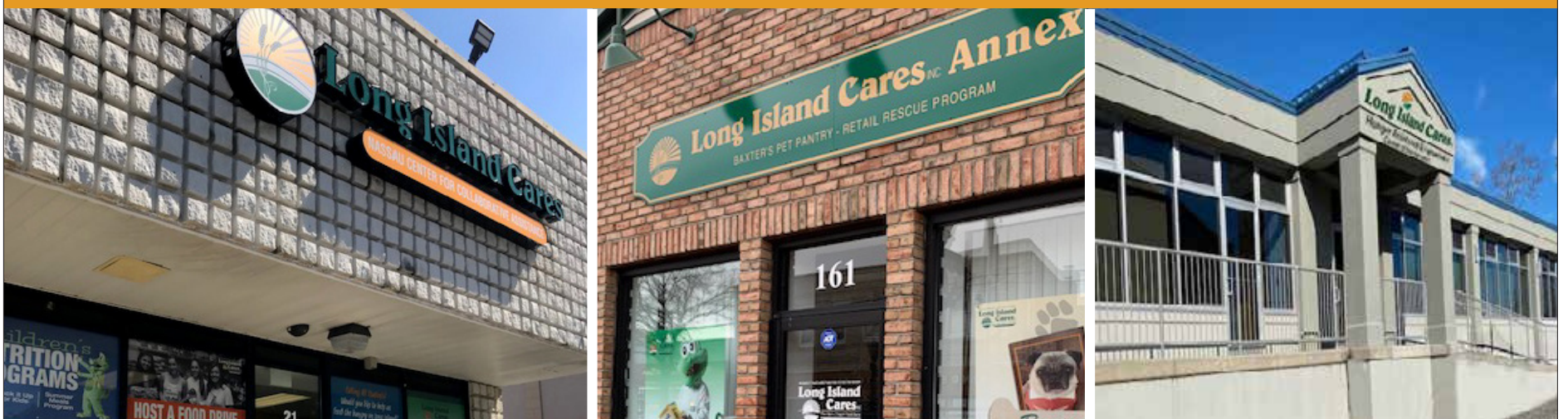
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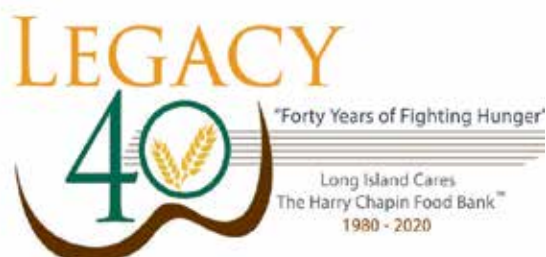
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4 Questions Every Business Must Ask Themselves About Their company's brand and marketing strategy in 2020.



By Nieesha Williams,
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Whether you're a president of a large corporation or a small business owner looking to expand their business, here are 4 of the most fundamental questions you must ask yourself about your company's brand or market strategy:

1. "Is your business relevant?"
2. "How does your business differentiate itself from its competitors?"
3. "Is your business credible?"
 - For a service-based business, this means - are the goals that you have in place for your client-clients attainable."
 - "For a product-driven business, it means -does your product deliver on what it is supposed to do consistently?"
4. Finally, and equally, if not more important, ask yourself, "does your brand's positioning statement help your business create awareness, that reaches your target market and fills your sales funnel, that in time converts to new sales equaling more revenue?"

Not sure, let's take a deeper dive.

Everyone has heard the saying "perception is reality" well, it's true.

How your business is perceived is extremely important to the success of your brand, this starts with something called a Brand Positioning Statement, sometimes referred to as a Positioning Strategy (which includes, segmentation, targeting, and positioning), similar to a company's mission statement but, not to be confused with one.

A Brand Positioning Statement is an important part of a complete marketing plan, it's as equivalent to a slice of pizza is to the whole of an entire pizza pie. A company's Mission Statement focuses more on the business's sole purpose, additionally many times the Mission Statement considers the employee perspective.

The two are both integral parts of a company's success. So then, what exactly is a Brand Positioning Statement? A business's Brand Positioning Statement clarifies a competitive difference and must answer Who, What, Why, and How.

Let's break this down further by looking at what this means exactly:

The target is the (Who), The product or service is the (What), that specifies the (Why) and the (How) ensures it. As an example; let's examine a familiar brand that we all know, Nike.

Nike's mission statement is "To bring inspiration and innovation to every athlete in the world." The mission statement goes on to say, "if you have a body, you are an athlete."

Nike's brand positioning revolves around serving athletes,

growing its business and being a source of inspiration, this is their competitive advantage.

"Think about it, when you put on a pair of Nikes for the first time or bought something that had the Nike logo on it, how did it make you feel?"

More than likely, it inspired you or perhaps motivated you to do your best because you felt like you were wearing the best, all the while creating an emotional, memorable experience.

At TNT United Services Inc., we define branding as this; Branding is about the promise of a distinct, memorable experience that ignites an emotional response. It's about creating an expectation and delivering it consistently every time anyone comes into contact with you or your company, whether it's the way you answer the phone, how your website functions, your customer service process, how your office looks, or how your product/service performs. It's how you make your customers feel about themselves and their decisions when they are interacting with your brand.

It's why you shop at store A vs. store B even if the price or product might not be that much different.

When you clarify the competitive difference for your company by answering Who, What, Why, and How in your brand positioning statement successfully, you will create an expectation of what your company can deliver for its clients. Developing a strong, authentic brand and delivering it consistently is the foundation upon which every successful business is built.

Remember, by developing a complete marketing strategy that includes a brand positioning statement you will differentiate your business and attribute to its success.

HIA-LI COMMITTEE CORNER

HIA-LI Trade Show Committee



In preparation for the HIA-LI's 32nd Annual Trade Show and Conference, the largest B2B Trade Show on Long Island, the Trade Show committee gathered for their first meeting of the year. Committee members shared about their previous involvement at the Trade Show and collaborated on ways to enhance this year's event. As part of the Trade Show Committee, three task forces were created to help increase awareness and excitement of this annual expo. The three Task Forces that were formed include, "Driving Attendance" Task Force, "Exhibitor/Sponsors" Task Force, and "Volunteer" Task Force.

Please join us at the next Trade Show committee meeting on Thursday, February 13th from 8:30 -10:00 AM at the HIA-LI Office. To register and for more information, please call the HIA-LI Office 631-543-5355 or visit www.hia-li.org.

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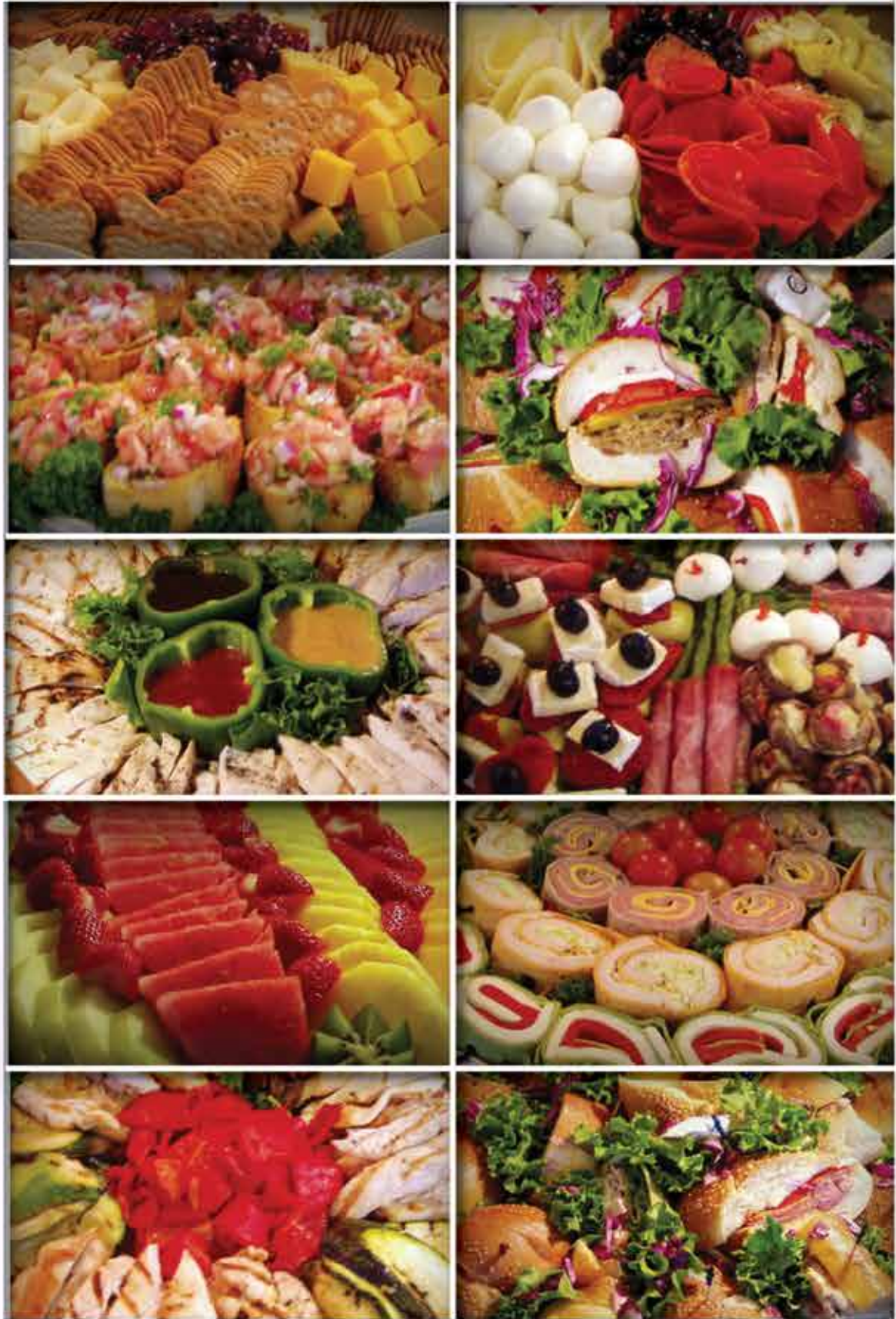
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Renegotiating a Bad Deal

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

Ever negotiate a deal and happily put it to bed, only to have to revisit it months or years later? Every negotiator has ended up with an agreement that no longer suits their needs, or their adversary's, and must go back to the table to turn the lopsided deal right again. But the dynamics of renegotiation aren't the same as negotiating for the first time, and renegotiating what you thought was a done deal comes with its own set of pressures. Read on for tips on renegotiating effectively.

1. Identify the key issues: Are you the party initiating the renegotiation? Before approaching the other parties, make sure you have a clear idea of what is wrong with the current contract. Look at the role each party plays in causing the problem and how everyone, not just you, is affected by it. Then decide which issues are most important. You may not be able to resolve everything. Plan to address your biggest problem first. On the receiving end of a renegotiation request? Analyze and understand what's critical to the other side, what points you can't budge on, and where you may have some room to negotiate. Decide if it's worth giving a little to avoid the deal falling apart – or if it isn't.

2. Propose a renegotiation: If you're the party seeking the renegotiation, once you've identified



the issues, confront all parties involved and actually propose a renegotiation. Clearly articulate why you view components of the contract – or results that came out of the contract – as problems, and back that up with convincing evidence. Odds are that the opposing side will be willing to sit down and consider alternatives. Most people have a desire to be fair, especially if you're able to back up your claims with evidence – and even if they're not feeling charitable, they may choose renegotiation over an expensive lawsuit.

3. Understand the dynamics: Negotiations for new business deals are often positive, with the parties sharing an optimistic view of the deal's potential. But renegotiations often take place somewhere between dashed expectations and the threat – or actual filing – of a lawsuit. Understand that the same negotiation strategies you employed the first time around may not be the right choice now, and that

you and your adversary know more about each other than before. This reality can be either a curse (you let your adversary exploit what they know to their own advantage) or a blessing (here's an opportunity for you to use what you learned during the first go-round to get a more advantageous deal).

4. Create value: A gain for you doesn't need to be a loss for them – it's in your best interest to provide some benefit to the opposing party in your proposed resolution. You'll accomplish nothing if you both enter the renegotiation unwilling to give an inch. Create an atmosphere of cooperation and see how you can come to at least a win-not-lose solution.

5. Take your time: With urgent problems, it's common for negotiators to push for a quick fix to alleviate the stress. But the flawless plan you negotiate today may not work for you three years from now. (Isn't that why you're at the renegotiation table in the first place?) Take the time to consider negotiating shorter-term deals that will allow for natural breaks for renegotiation. Both parties can come back to the negotiation table and discuss what works for their businesses after the short contract concludes.

Whether you want to renegotiate because your original plan has unintended consequences, or you just want to see if you can get more out of your deal, keeping the above tips in mind will help your renegotiation plan succeed.

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HIA-LI Starts New Year on Upbeat Note at Legislative Breakfast



By Claude Solnik
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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.

The HIA-LI started the year on a good note at its 42nd annual meeting and legislative breakfast, remembering a year that saw major accomplishments and positioning the group for a strong 2020.

HIA-LI President & CEO Terri Alessi-Miceli welcomed a full house with 300 attendees on Jan. 17 at the Radisson Hotel in Hauppauge before HIA-LI Board Chairman Joe Campolo, Managing Partner at Campolo, Middleton & McCormick LLP, spoke and asked questions of a panel of government officials.

A wide range of local government officials took part in the panel, while many others attended the event, a sign of the HIA-LI's significance and cooperation with local government.

U.S. Congressman Lee Zeldin; New York State Senator John Flanagan; New York State Assemblyman Mike Fitzpatrick; Suffolk County Executive Steve Bellone; Town of Smithtown Supervisor Ed Wehrheim and Bill Mannix, executive director of the Town of Islip's Department of Economic Development, took part in the panel. Campolo described 2019 as a "wildly successful year" filled with major developments for the group and its membership.

The HIA-LI in 2019 collected data about and rebranded the Hauppauge Industrial Park as the Long Island Innovation Park at Hauppauge, seeking to better harness its power and importance. "HIA-LI made major strides in 2019," Alessia-Miceli said. "We will continue in 2020 with our Long Island Innovation Park initiative." The HIA-LI last year conducted an economic study regarding the Hauppauge Industrial Park that led to further action regarding its importance as an economic engine for the region.

"Based on success of that, Suffolk County funded an opportunity analysis to take a deeper look at the park," Campolo said. "The park truly earned its new name and new brand, the Long Island Innovation Park at Hauppauge."

The Long Island Innovation Park at Hauppauge recently was declared a project of significance by the New York Regional Planning Council, a major victory. "Armed with all of our data, we are now able to have more intelligent conversations with elected officials," Campolo continued.

The packed house, bringing together business people, nonprofits and government officials, provided a silent statement as to its and its members significance.

Long Island Cares CEO Paule Pachter talked about the group's and its members' support of the community.

"The HIA LI is not just about business," he said. "It's about the region. It's about embracing the nonprofit sector. And it's about getting things done."

Building Bipartisan Support

Suffolk County Executive Steve Bellone told attendees that Democrats and Republicans see to co-operate, benefiting HIA-LI members.

"We are trying to really work together in a bipartisan fashion. There is a time for politics and a time for governing," Bellone

said. "It is important that we work together if we're going to move this region forward."

He said, he had dealt with crises, ranging from storms to finances and water quality, which he called "an existential threat to our region."

"If we're not protecting water quality here, we are literally undermining our future," Bellone continued. "We've made some significant advances."

Senate Minority Leader John Flanagan, however, questioned whether there is much co-operation between the parties at the state level.

"The reality is there is hyper partisanship in Albany. You have one party rule," Flanagan said. "Long Island got shortchanged last year. Long Island got shortchanged on educational funding, on capital money, on infrastructure investments."

He, however, praised the HIA-LI and its membership for its support of the region, including volunteerism done by the group and companies.

"One of the things business groups and businesses don't get enough credit for is your own volunteerism," Flanagan said, "philanthropy, supporting your local communities."

Taking it to the Next Level

State Assemblyman Fitzpatrick praised the "economic dynamism of the HIA," saying he thinks we "reached our potential, giving the limits of our infrastructure as it exists today."

He talked of trying to take the region to "the next level" and develop this region into "the next innovation" area.

Fitzpatrick also cited potential problems, calling for pension reform, since pensions could grow into an even bigger economic burden in the region.

"We're in the strongest economy we've seen in decades and yet our local governments are having some real problems," Fitzpatrick said, citing municipal contracts. "Sooner or later, we have to take a look at what's driving up these costs. We all know healthcare is a problem, but these legacy costs."

Local officials kept the conversation close to home, outlining what's being done to take the region to the next level.

Wehrheim said Smithtown has been working on and with the industrial park, helping to improve infrastructure, obtaining \$600,000 to improve traffic flow.

"Smithtown was devoid of affordable rental units," he added. "We've changed that."

Wehrheim said a project broke ground across from town hall including retail development and market rate apartments, along with other projects that would increase and improve housing options.

"Working together and working with higher levels of government, we can accomplish our goals," Wehrheim said.

Economic Development Update

Mannix pointed to robust economic development in the Town of Islip, which he said government is supporting.

"From an economic development standpoint, we've seen a lot of good things happening for many years," Mannix said. "Deal flow through at IDA over the last five years has increased year

over year in revenue and transactions. Things are looking good in that arena."

A Suffolk County study showed the importance of the pharmaceuticals and nutraceuticals industry in the region, along with aerospace in and around Long Island MacArthur Airport.

Mannix pointed to downtown revitalization in Bay Shore, after Patchogue had paved the way with its own revitalization. A half dozen downtown housing projects are in the works for Bay Shore. He also noted a \$10 million downtown revitalization grant from New York State for downtown Central Islip, including an extension of sewer main from the Long Island Rail Road to Smith Street. "We need the sewers first," Mannix said. "Once the sewers are in place, the zoning and potential development can take place." And Lee Zeldin cited Brookhaven National Laboratory's selection to build a \$2 billion electron-ion collider as a big win for BNL and the region.

"There was a really big decision made last week by the Department of Energy for an electron-ion collider," said Zeldin, who others credited with helping win this project. "It's arguably the biggest (such) project in the world. A lot of credit goes to BNL."

Zeldin gave credit to Doon Gibbs, the lab's director, for putting together a good project and showing community support.

"He was smart, working with his team on how to navigate this project," Zeldin said. "You can't predict exactly what's going to be discovered. You know you will have massive, life changing, world changing developments in health, national security and more."

Looking Forward

Susan Gubing, a member for 40 years and a Board member for 20, said the HIA-LI has been strengthening its relationships with educational institutions.

"As far as industry and education working together, we have more partnerships to help the future workforce and business," she said. While a lot of time was spent discussing the past, officials also focused on the future. "We believe that great things are going to happen in 2020 with our relationship with HIA as far as redevelopment, rezoning and putting overlay zones in," Wehrheim said.

Campolo pointed to "productive and meaningful conversations" regarding economic development and projects ranging from sewers to workforce development.

"Our work has just begun," he said. "HIA LI will continue to relentlessly pursue improvements to the park that will help foster and grow our beloved Long Island businesses."

Special thank you to all the sponsor of the HIA-LI 42nd Annual Meeting & Legislative Breakfast. This year's sponsors included: Gold Sponsors - People's Alliance Federal Credit Union and PSEG Long Island; Silver Sponsor - BNB Bank; Bronze Sponsors - H2M architects + engineers and Long Island Cares; additional valued sponsors - AVZ, Campolo, Middleton & McCormick LLP, Chase, Citrin Cooperman, Colonial Voluntary Benefits, Farrell Fritz, Jim Lennon Photography, Mark Grossman Public Relations, Ruskin, Moscou, Faltichek, P.C., Sandler Training, Signwave, Stony Brook University, Suffolk County IDA, SUNation Solar Systems, ULC Robotics, and Viper Studios.

Join the HIA-LI for the 26th Annual Economic Summit on February 12, 2020 from 8:00 to 10 A.M. Learn informative and significant data that impacts Long Island Business community from AVZ's 2020 Economic Survey & Opinion Poll. To register, please visit www.hia-li.org or call (631) 543-5355.

HIA-LI'S 42ND ANNUAL MEETING

Photos courtesy of Jim



From Left to Right: HIA-LI President & CEO, Terri Alessi-Miceli, HIA-LI Board Chair Joe Campolo, Managing Partner, Campolo, Middleton



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How to Fire a Salesperson



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One of the most challenging and critical responsibilities of a sales team leader is knowing when and how to fire a salesperson. While terminating any employee is always somewhat painful and stressful, letting go of someone who has direct contact with a company's clients and prospects can be a potential minefield if not managed correctly. A disgruntled, former salesperson can do a lot of damage to a company's reputation and can very well take existing clients with them when they move to a new position.

That being said, sometimes a company may be better off firing a salesperson than keeping them on board. If managed effectively, the potential for anger, retaliation, litigation, or worse, can be minimized, and the outcome after a termination can be positive for both the company, as well as the salesperson.

Before any notion of firing is entertained, it's crucial to review whether or not you and the company as a whole have provided the training and support for the employee to succeed. Too often, companies pull the plug on a salesperson without giving them the adequate tools for success. Even the most competent professional needs ramp up time unless they are coming to the organization with an established book of business.

If there is any inkling of a potential problem, management should be taking an active role in the salesperson's day-to-day operations. Much can be learned by simply joining them on sales calls to key accounts. Take the time to ensure that their sales activities and notes are properly maintained in a CRM system. As a team leader, you should be reviewing your employees' files and information on a regular basis. If the problem is stemming from a lack of training, it will be far more

constructive and cost-efficient to retrain rather than simply discipline and terminate.

Through the process of any evaluation, keep the lines of communication open, and always provide clear direction and honest feedback.

And, it can never be stated enough in any situation involving disciplinary actions or terminations – Document Everything! Give both verbal and then written warnings and be very clear on what is expected.

Ask yourself the following questions if you are considering the possibility of terminating a salesperson:

Have you given an adequate amount of time for them to build up their sales pipeline, learn the business, understand their territory, and acclimate themselves to the company?

Have they been given the training that they need to succeed?

Have you provided sufficient support?

If you can honestly answer yes to each of these questions, and their lack of performance and/or behavior seems to be the common denominator in the problem, firing may be your only choice. Unfortunately, some salespeople are negative forces to be reckoned with and often alienate other employees. Others ask for too much and believe that they can hold you hostage because they have good sales numbers. A "diva" salesperson is never good for an organization. The unfortunate reality is that a truly problematic salesperson can have destructive and devastating effects on a sales team and a company as a whole and needs to be removed promptly and efficiently.

Once you've determined that you have a proverbial "bad apple," you'll need to begin the unenviable, yet necessary process of termination. Gather your notes, files, and any other backup documentation and have them at your disposal before you sit down with the salesperson. If possible, have human resources or another senior executive attend the termination meeting. Ideally, terminations should be carried out early in the week, and in the morning hours. Firing someone at 5:00pm on a Friday before a holiday is certainly the way to incite added anger in an already disenchanted employee.

It's never enjoyable to sit down an employee and tell them that their services are no longer needed. However, this is not the time to let your emotions get the best of you. Be clear and to the point. Explain why they are being fired and cite specific reasons. If there were prior

performance warnings, this termination will probably not be a surprise. Do not lose your composure. Stay professional and maintain an even tone of voice. Keep the meeting brief but offer the salesperson the opportunity to provide feedback. Though, don't let this turn into a negotiation, and by all means, keep your decision final. Wrap up the termination meeting by offering words of encouragement about their future, and of course, wish them the very best.

Whether or not you decide to offer a severance package to the employee will most likely be contingent on established company policies. If everything was clear when they were hired, the issue of severance shouldn't be a problem. It is also very important for the company to be fair and make certain that all income and commissions are paid promptly. Clearly communicate how and when all monies owed will be paid. Ideally, a check should be given before the employee departs.

The impact of a termination can be profound for a sales team. It is a sales manager's responsibility to minimize the negative effects and create a plan to productively move forward. Familiarize yourself with the fired salesperson's accounts, and notify them by phone, not email, of the termination. They must be reassured that the transition will be seamless, and that no balls will be dropped. Ideally, senior management should initially accompany the new salesperson to appointments with key accounts. If a salesperson has yet to be hired, a manager might need to handle the accounts during the transition period.

Inevitably, other employees will be curious about the termination and will want to know how the situation will directly affect them. To minimize gossip, announce the termination promptly. Don't let there be time for rumor and conjecture. Explain the reasons for the termination to the team, but don't go into great detail. Reassure everyone that the company is growing and that there is still job security.

If a new salesperson is not hired as a replacement, accounts will have to be divided up amongst the remaining salespeople. Do this fairly while always keeping a watchful eye that no account becomes ignored. Whether you divvy them up by territory, competency, or industry, the goal is to service the customer.

The road leading to firing an employee is always a little bumpy but can be navigated without a head-on collision. With advanced planning, a level head, and optimism for the future, a termination can ultimately be a good thing for all involved. The fired employee can move on to a more fitting opportunity, the employees can renew their focus, and customers can receive better service.

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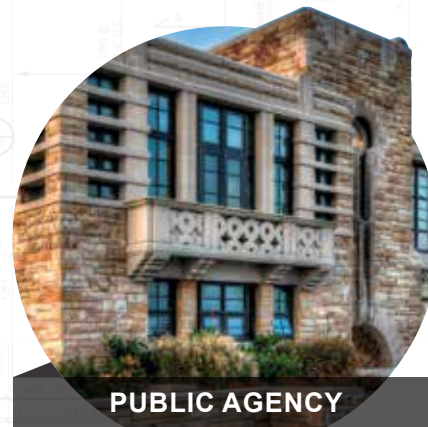
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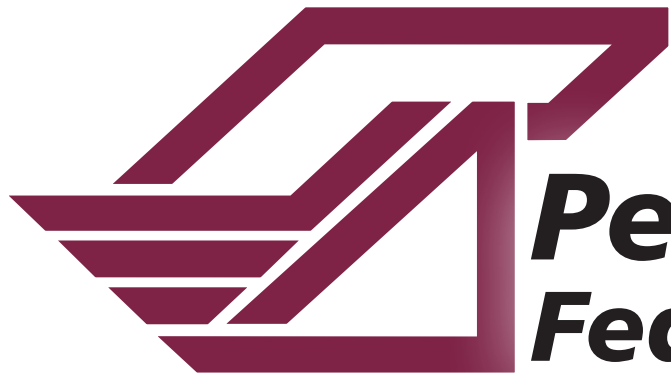


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Source: JLL Construction Outlook - United States, H1 2019



Over the last 5 years, office rental growth on Long Island **INCREASED 4%.**



Source: CBRE Group - November 2019

The Industrial Rental Market on Long Island **GREW 14.5%** in 2018.



Source: Cushman & Wakefield, U.S. Economic Outlook & Implications for the Property Markets - April 2019

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HIA-LI Gold Members Inaugural Meeting



The first meeting of the HIA-LI Gold members was held on January 30, 2020. Thank you to Joe Campolo, Board Chair and Managing Partner of Campolo, Middleton and McCormick for hosting the meeting at the beautiful Jewel Restaurant and helping this vision come alive. These CEO's and Presidents clearly understand the value of collaborating and brainstorming in a confidential environment. We appreciate all they do for the LI economy and are here to support their efforts. They also know that the more they engage at a top level to have their voice heard the better HIA-LI can advocate for them.

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Breaking the Mold to Develop Sustainable Communities



By Fran Terwilliger
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Long Island has long been a pioneer in real estate development propelled by people from New York City and beyond coming to Long Island to live and start families in a place surrounded by fresh air, sparkling water and natural beauty. As Long Island grew, so too did our consciousness of the importance of the area's various environmental sensitivities. While many over the past thirty years have considered development and sustainability to be an irrevocable dichotomy, today the two are moving closer together than ever before as innovative new approaches are adopted to bridge the gap.

As a transit-oriented multifamily developer with a deep appreciation of the environmental value that all of us who call Long Island home enjoy, I believe strongly in the potential that lies within bringing together community members, businesses and environmental interests to reverse this false dichotomy and build more sustainable communities together. Environmental considerations are key to the new sort of resident experience that is emerging as well as to enhancing our Long Island communities for the long-term. The challenge of thinking differently about the way we build is something we can all work to address on a local level today, and I hope to share some best practices that Terwilliger & Bartone has found success with innovating in this realm to help facilitate an impetus for change.

Not long ago, LEED certification was the benchmark for

sustainable building practices. Today, we strive to exceed this by including as many environmentally sound ideas as possible in Terwilliger & Bartone's projects along the way—not as any sort of quid pro quo, but because we are Long Islanders who care about making this a wonderful place for future generations to call home.

In our very first multifamily project, we selected a site close to transit to promote walkability and green transportation in Farmingdale while including solar as an energy source for the building. With every subsequent deal, we have pioneered ways to do more as a business to promote compact, sustainable growth. From permeable pavers and the long-lasting "Hardie Plank" siding materials to efficient appliances and sensor lights on timers, I am proud to say we are hitting our stride as sustainable developers to a greater extent with every project we put forth.

In one of our new communities, we are taking extra care to work with landscape architects who are on board with bringing in native specimen plantings that also serve as wildlife habitat for birds and pollinators. These local plantings sequester between 2.2 and 9.5 metric tons of CO2 per acre per year and help reduce the urban heat island effect. Additionally, we are looking at ways to incorporate a catch basin system for water retention in an environmentally sensitive zone to help prevent runoff into the river and surrounding sites.

We have engaged SIMPL Consulting, which leverages the principles of prosocial behavior to achieve group cohesiveness between what otherwise may be considered competing interests through meaningful discussion as a path forward in development-related challenges in communities. Replacing the typical push-pull on environmental sticking

points with productive discourse and understanding has been exceptionally valuable in facilitating new partnerships with environmental advocates.

Sustainability begins with planning and construction but does not end there. Whereas sustainability measures in development were once boxes to check during construction, they are now looked upon by many of today's prospective renters and buyers alike as desirable amenities that attract them to our properties. We proudly use as many green products as possible instead of chemicals once our communities open. This includes natural cleaning products, low-VOC paint and essential oils to replace chemical air fresheners.

We also enjoy taking a hands-on approach to involving our residents in the sustainability effort. As part of resident programming, we offer training and information sessions on composting, for example. Walkability to local shops, dining and entertainment is always of interest to our residents, so it is important to make information about a special event or offer nearby easily accessible to them online and in the Clubhouse on the property. If residents do not know about an event, they will not walk to it.

I understand change cannot be achieved overnight. However, it is not any single practice that makes the difference, but rather an accumulation of different practices implemented in creative ways that will result in more sustainable communities. We pride ourselves on being creative at Terwilliger & Bartone, and we welcome anyone to reach out to us with ideas to collectively get others to join in. We are a business, but we are also Long Islanders, and we are happy to be leaders in the effort to bridge the gap between environmentalists and developers.



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What is Title Insurance and Why is it Important?



By Paula Parrino, Esq.
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Home ownership is often described as the "American Dream" and is costly, perhaps the largest expense made in a lifetime for most people. Studies show that in November of 2019, there were just a bit over 16,600 residential listings available for sale on Long Island and the average home price for homes purchased in Suffolk and Nassau Counties was \$480,000. How can a purchaser feel secure that the investment they are making is protected? What of a bank who lends money for a property? Disputes over land ownership have been a problem throughout history. So how can one feel secure in the home purchase arena? The simple answer is title insurance.

What is title insurance?

For many home owners, title insurance is something they are told by their attorneys and lenders they must purchase, but it is not something often understood. I like to use an analogy of car insurance. You purchase car insurance on a recurring basis to protect your car investment and yourself should you become involved in an accident. The hope is that you will never need to use it, however should an accident occur, the goal is to afford you the protection necessary to overcome a challenging time. For the car insurer, the cost of your insurance varies based upon a number of factors and it is all assessed through a risk analysis. While Title Insurance in New York is a rate fixed by the state, it does

utilize the risk analysis component to determine if a property is insurable and it serves to protect a homeowner or lender should there be some discrepancy that arises regarding the title of the property.

Title insurance was created as a result of a now famous case from 1867 in Pennsylvania. The case was *Watson v. Muirhead*. Basically, in that case, the seller of land found a lien on the property he sought to sell. The seller sought the advice of an attorney who said that the lien was not a valid lien against the property. The seller then sold the property to the buyer. Soon after the purchase was complete, the property was sold at a Sheriff's sale to pay off that lien from the seller. The buyer, who by now was understandably very upset because the property that they just purchased was now being sold at a sale to another, tried to get the sale set aside. However, the court found that the lien was a valid lien on the property and the Sheriff could sell the property. Since the original seller had relied upon the attorney's misguided opinion that the lien was invalid, the original seller had used "due care" and even though this was incorrect, the buyer is the one who suffered the loss, as they lost their money and the property.

After that case, people became concerned that property ownership could be risky, as there was really nothing that guaranteed protection for a buyer and a lender. That was when a group of Philadelphia businessmen met and established the first title insurance company in 1876. The mission of the company was to insure "the purchasers of real estate and mortgages against losses from defective title, liens and encumbrances." As the industry grew, title insurance

companies were formed in other states and eventually New York's first title company began in 1883.

The goal of title insurance is to provide assurances to a buyer and in many instances a lender, that ownership of the property in question is clear of any problems. Unlike car insurance, title insurance is a one-time fee paid by a purchaser of property. If the person who is buying the property is taking out a mortgage on the property in order to pay for it, then the bank who is lending the money may also want an insurance policy, as well. So, when someone purchases a property it is common that there will be two insurance policies that we issue: An owner's policy and a lender's policy.

Common issues that can arise when assessing the insurability and risk associated with a property can include (but may not be limited to) breaks in the chain of property ownership, a death in the chain of title and missing heirs of the deceased former owner or current owner, incorrect legal descriptions describing the property being purchased, an encroachment on the property, existing judgments and liens on a property that need to be disposed of (such as was the case in *Watson v. Muirhead*) and possibly fraud or forgery associated with property or documents pertaining to the property.

As buying a home is such a large investment, title insurance can offer peace of mind that your investment will be protected in the event that there is something lurking in the history of your property that could arise and cause you a current problem.



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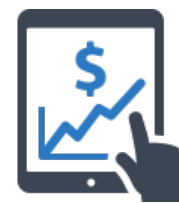
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Securing a Business Loan: Informative Tips for Long Island Entrepreneurs and Business Owners



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Every business will at one time, or another require more working capital. Whether it is to expand operations, upgrade infrastructure, refinance debt or finance equipment, you will need to find financing which fits your company's needs.

To begin, you need to decide from whom you would like to obtain a business loan. Obtaining a business loan from a credit union, offers several advantages over other financial institutions. A credit union is a not-for-profit organization, unlike a bank which operates for profit. Any profits made are re-invested into the credit union which enables the credit union to offer extremely competitive rates on all financial products.

Loan Options:
 Each type of business loan has a specific set of requirements, terms, liability and limitations so when making the decision on the best loan for your business it is important to have an understanding of each. A few types of loans are:

- With a **term loan** you apply for a specific sum of money. Once approved, you will be required to make regular payments on a scheduled basis.
- With a **business line of credit**, the borrower is granted an additional credit limit, much like a credit card, from the business account. The business owner can use the line of credit up to the approved amount as needed. Interest is only applied to the amount used. Rates are

typically higher than for a standard loan since there is more of a risk for default.

- Business owners who are established with a strong credit history who are looking for a loan can consider **a loan through the Small Business Administration**. These loans usually have low rates and positive terms. The SBA uses an entity like a credit union to administer the loan. These loans are secured, making it less risky for a credit union to administer however the approval process is quite lengthy and detailed.
- It is often difficult for a new business to find a loan since the business does not have the financial history. Some credit unions offer their own **startup loan** or SBA loan.
- For qualified business members – a **business credit card** can be used much in the same way as a personal credit card.
- Depending on the need, a **commercial real estate loan** can be used to purchase land or an existing building, make improvements to a building or to refinance an existing commercial mortgage.

Application Process:
 The application process varies by lender, but the following requirements will be considered by all lenders. While some lenders may offer flexibility, meeting or exceeding the minimum requirements, knowing the qualifications and being able to address them from the beginning will help make you a stronger applicant.

- **Credit score:** Credit reports of the business and any owner who has at least 20% ownership will be required. Ranging from 300 to 850, the FICO score used in the lending decision is based on five factors including payment history, amount owed on credit cards

and other debt, history of established credit, rotating credit in use and recent credit inquires. Review your businesses credit score, address any issues and pay down existing debt before applying for a business loan.

- **Business plan and collateral:** A strong business plan will list several years of past and projected applicable financial statements. It will also include a statement of collateral in addition to the type of assets and their value that you will use to secure the loan. Business collateral includes equipment and inventory, real estate, or accounts receivable. If your business does not have collateral, you may use personal assets including vehicles, property, as well as savings and retirement accounts. Take into account both tangible assets such as equipment and vehicles as well as intangible ones like trademarks and copyrights. These should be listed on the balance sheet of the business.
- **Industry the business is in:** You will need to prepare a market analysis of the industry the business serves in addition to a statement of your own experience.
- **Cash flow and annual revenue:** The business profit and loss statements will need to be provided as part of the application process. Generally, a year-to-date profit and loss statement is required in order to show that your business is profitable, with some lenders also requiring annual revenue minimums.
- **History of the business:** To qualify for most loans, you will need to have your business established for at least two years. The longer the history of a business, the more lenders will be able to visualize long-term success. While newer businesses will have less loan options available, a business showing a strong history which includes revenue growth can aid in acceptance for a loan.

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

February 26, 2020
New Member Breakfast

MARCH

March 4, 2020
CEO Forum Featuring: Teresa Ferraro,
East/West Industries, Inc.

March 18, 2020
Tradable Sector & How They Impact the LI Economy

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

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JULY

July 20, 2020
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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 3, 2020
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Founded by Ken Silverman, Four Financial Group offers accessible wealth management, legal services, and advice to clients from any background or portfolio.

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Want To Leave Your Kids An Inheritance? They May Only Have 10 Years To Take It



By **Gregg Pajak, ChFC**
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The Secure Act, which was signed into law in December 2019, brings about several major changes to the retirement system. One such shift marks the end of so-called "stretch IRAs" for non-spouse beneficiaries who inherit a retirement account after 2019. Although there are a couple of exceptions, starting in 2020, most adult children inheriting an IRA or another type of retirement account from a parent will only have 10 years to drain the account

Individuals who inherit a retirement account from a parent only have 10 years to take the money

Before the passing of the Secure Act, most non-spouse beneficiaries who inherit any type of IRA or a defined contribution plan such as a 401(k) or 403(b) can choose to withdraw the funds by taking required minimum distributions (RMDs) over their lifetime. Beneficiaries would calculate their life expectancy according to their current age in the IRS' uniform lifetime table. Due to this 'lifetime distribution' option, this was commonly called a 'stretch IRA'. However, following the passing of the Secure Act, adult

children who inherit a retirement account from a parent or relative will no longer be able to take distributions over their lifetime if the decedent passed away after January 1st, 2020. These inheritances will now need to be depleted by the end of the 10th year following the passing of the parent/relative.

There are three exceptions to the 10-year rule. Minor beneficiaries will have until they reach the age of majority (age 18 to 21 depending on the state) before the clock starts ticking on the 10-year payout period. The 10-year distribution rule will not apply to beneficiaries less than 10 years younger than the decedent or if the beneficiary is disabled. These beneficiaries could withdraw the funds over their lifetime using the current rules.

Again, these changes do not impact individuals who inherited a retirement account from a non-spouse (e.g. parent or relative) who passed away during or prior to 2019 or inheritances left to a spouse.

Legacy planning under the Secure Act

If this isn't how you envisioned leaving an inheritance to your children or grandchildren, you may want to consider some alternative planning opportunities during your lifetime. Once you pass away, your beneficiaries won't have many options available to them other than to take the funds by the end of the 10-year window.

Some planning opportunities for account owners may include:

- A Roth conversion: converting funds from an old 401(k) plan or a traditional IRA to a Roth IRA won't help your heirs extend their payout period beyond 10 years, but it can help them avoid realizing large sums as ordinary taxable income. Provided beneficiaries wait at least five years after you first funded the Roth IRA, distributions will be tax-free. Keep in mind, converting pre-tax money to a Roth IRA means you will recognize the amount in your ordinary income for the year. If you're in a high marginal tax bracket or still working, this may not make sense.
- Leave taxable assets in a revocable trust instead:

These changes only apply to inherited retirement accounts, not regular taxable investment accounts. To avoid probate, consider bequeathing assets in a taxable brokerage account to heirs through a revocable trust, also called a living trust. Under current tax law, assets will receive step-up in cost basis to the fair market value as of the account owner's date of death. While tax will be due on any subsequent capital gains or dividends received, there is no requirement to withdraw the funds.

- Review existing trust payout terms: Speak with your estate planning attorney to understand how the new law may change your existing strategy and if changes should be considered. For example, if you named a trust as the beneficiary of your IRA and the payment terms indicate that only required minimum distributions can be distributed, this could mean beneficiaries are only entitled to receive a lump sum in year 10 under the Secure Act, a situation some are calling a 'tax bomb'.

- Consider a charitable remainder trust: At a very high level, here's how it works: a charitable remainder trust (CRT) is established and named the beneficiary of a retirement account. The beneficiaries of the CRT are your adult children. The charitable remainder trust could make payments to your kids for up to 20 years before the remaining assets were distributed to the charity you selected. There is a cost to set up and administer this type of trust, and it won't be right for everyone, so be sure to discuss the pros and cons with an estate planning attorney in your area.

Carefully weigh your options with your financial advisor, estate planning attorney, and tax advisor before making any changes to your situation and be sure to fully understand the pros and cons.

Keep in mind, these strategies could also fall victim to new legislation in the future, with or without grandfathering. So it's important to weigh your goals with the risks and opportunities.

Options for beneficiaries inheriting a retirement account from a parent

Starting in 2020, adult children who inherit a retirement account may have little opportunity to avoid the

escalation of the recognition of taxable income, which can significantly impact their tax situation. This is particularly true for individuals in the prime of their earning years.

As previously mentioned, once the account has passed onto the beneficiaries, the planning options are currently limited. Here are several important things to note:

- Rules for inherited Roth IRAs: If it's been at least five years since the original account owner first funded the Roth IRA, distributions to the beneficiary will be tax-free. While the beneficiary of a Roth IRA may not be impacted from a tax perspective, they still need to take the funds by the end of the 10th year.

- No RMDs: There are no distribution requirements during the 10-year period, so you could take it all during year 10 if you wanted, but consider working with your CPA and financial advisor to develop a plan.

- No Roth conversions: Non-spouse beneficiaries could not convert an inherited retirement account to a Roth IRA before the Secure Act. The new legislation does not change this.

- Reinvesting your inheritance: After-tax proceeds can be reinvested in a brokerage account and used down the road for long-term financial goals. Keeping the funds invested can help curb sharp increases in lifestyle spending, which is most tempting when funds are highly visible or sitting in a checking or savings account.

We plan, God laughs

As you consider what modifications (if any) to make to your legacy or estate plan, remember to focus on what you can control. The major changes included in the Secure Act follow numerous other shifts in tax law from the Tax Cuts and Jobs Act at the end of 2017. In the current political environment, more changes to the tax system could be on the horizon, which is something to keep in mind as you weigh the cost, benefits, and potential future flexibility of new planning strategies.

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APPOINTMENTS, PROMOTIONS & HONORS



UNIONDALE, NY, JANUARY 7, 2020 – **Forchelli Deegan Terrana LLP (“FDT”)** is pleased to welcome Anthony P. DeCapua to its Construction and Litigation practice groups as a Partner. Prior to joining FDT, Anthony was Of Counsel at another Uniondale, NY-based law firm. Anthony, a Lake Hills Ronkonkoma, NY resident, earned his Juris Doctor from Touro Law and his Bachelor of Arts degree from St. John’s University. He is admitted to practice in New York State, Connecticut and the Federal Courts in the Eastern and Southern Districts of New York.



Campolo, Middleton & McCormick, LLP, a premier law firm with offices in Westbury, Ronkonkoma, and Bridgehampton is pleased to announce the promotion of David Green. Previously an associate, he has been promoted to senior associate and works out of our Westbury office. David joined the firm in 2018 and has rapidly proven to be an invaluable member of our litigation team.



UNIONDALE, NY, JANUARY 13, 2020 – **Forchelli Deegan Terrana LLP (“FDT”)** is pleased to welcome James P. Rosenzweig to its Real Estate, Banking & Finance and Restaurant & Hospitality practice groups as a Partner. James, a Jericho, NY resident, joins the firm from The Riese Organization of New York City, where he served as Vice President and General Counsel for more than two decades.



Long Island, NY, January 13, 2020 - **The American Heart Association** is proud to announce that Nicole Penn President of the EGC Group will be honored at the American Heart Association’s 19th Annual Long Island Go Red for Women Luncheon. This year’s event will take place on Thursday, February 27, 2020 at the Crest Hollow Country Club in Woodbury. As Honoree, Nicole has made a commitment to support and create awareness about heart disease and stroke especially as it pertains to women and is proud to support the Go Red for Women Campaign.



Citrin Cooperman and the Franchise Business Network of the International Franchise Association (IFA) hosted a breakfast roundtable strengthening the Long Island franchise community on December 10th at Citrin Cooperman’s Melville office. The session discussed topics that will impact Franchise businesses in 2020 and beyond, including: new tax regulations, labor and overtime rules, hiring retention and how franchisees and franchisors can work together. Speakers were Mitch Cohen, Multi-Unit Franchisee, Jersey Mike’s Subs, and Stephen Hellner, Partner, Citrin Cooperman.



Campolo, Middleton & McCormick, LLP, a premier law firm with offices in Westbury, Ronkonkoma, and Bridgehampton is pleased to announce the promotion of Meghan Dolan. Previously an associate, she has been promoted to senior associate and works out of our Ronkonkoma headquarters. Meghan joined the firm in 2016 and is a part of our litigation department.



UNIONDALE, NY, JANUARY 23, 2020 – **Forchelli Deegan Terrana LLP (“FDT”)** proudly welcomes Jacqueline (Jackie) A. Rappel, an accomplished commercial and Surrogate’s Court litigator to the firm as a Partner. Prior to joining FDT, Jackie provided “of counsel” services to numerous law firms across Long Island. A Huntington, NY resident, Jackie earned her J.D. from the Maurice A. Deane School of Law at Hofstra University. She received her B.S. in Marketing and A.A.S. in Buying & Merchandising from the Fashion Institute of Technology.



Campolo, Middleton & McCormick, LLP, a premier law firm with offices in Westbury, Ronkonkoma, and Bridgehampton is pleased to announce the promotion of Kristen Navas. Previously the Director of Operations, she has been promoted to Managing Director and works out of our Ronkonkoma headquarters. Kristen joined the firm in 2010 and is responsible for the firm’s operations, including overseeing our hiring, IT, accounting, and human resources departments. Kristen also manages the growth of the firm’s footprint across Long Island by handling all details related to expansion of our office space and opening new locations.

UPCOMING EVENTS



Join us for a free public lecture **DEFEATING CANCER: Working with communities to conduct better cancer research** with **Kevin Cassel, DrPH, MPH**, Assistant Professor, Population Sciences in the Pacific Program, University of Hawaii Cancer Center. When: March 8, 2020 at 4pm - 5:30pm Where: 1 Bungtown Road, Cold Spring Harbor, NY, 11724 Admission is free.

OTHER NEWS & HAPPENINGS



Long Island Cares has received a \$500,000 grant from Bank of America to establish their fifth satellite center in Hampton Bays. The new Hunger Assistance and Humanitarian Center of the Hamptons, and east end warehouse and distribution center will feature a Food Pantry, Retail Food Rescue Center, Baxter’s Pet Pantry and outreach services to the migrant and agricultural communities and will assist the over 9,000 Long Islanders living on the east end who face food insecurity every day. • Expand the elimination of the sale of flavored e-cigarettes to include ALL flavored tobacco products, and make sure the flavors include mint and menthol products, which are consumed in large numbers by youth and African Americans.

Funding for school wellness and inclusion of a model school wellness policy | Ensure that food sold, served or given by state institutions meet nutritional standards | Keep public health programs designed to reduce heart disease, stroke and diabetes on separate budget lines, not combined or reduced, to continue to reach at-risk populations.



HUNTINGTON, NY (January 9, 2020) – Food, toys, and gifts donated by colleagues from The Nature’s Bounty Co., a global leader in health and wellness, were a joyful holiday surprise for 100 local families participating in the **Family**

Service League (FSL) Healthy Families Suffolk Program. This generous gift was part of The Nature’s Bounty Foundation’s “We Give Back” employee initiative valued at over \$10,000. The Nature’s Bounty Long Island headquarters provided boxes complete with grocery items and its employees purchased gifts from children’s wish lists to make the season brighter for families facing extreme financial hardships. FSL’s Healthy Families Program serves families in the communities of Brentwood, Bay Shore, Central Islip, Amityville, Copiague and Wyandanch. FSL, a Long Island based non-profit human service organization, has over 60 vital programs at 20 locations.



The Juror has spoken! In the **Art League of Long Island’s** 8th Annual Photography Exhibition titled “This Land is Our Land”, exhibition juror Sandra Carrion selected 60 works out of 373 entries, with six of those works singled out for awards. The following photographers have won Awards of Excellence: Gerard Gilberti, Zabriskie Point, Death Valley; Sue Miller, Anywhere America, The Now of Then; Kathleen Massi, Endless Loyalty. Honorable Mentions

go to: Julianna Kirk, After the Storm; Paul Mele, Super Spooky Superband; John Micheals, Heavy Duty.



Long Island Cares, Inc. Awards \$6,000 Support Grant To Mercy Soup Kitchen Of Wyandanch. Ada Gonzalez, Tuesday Coordinator and Vito Colletti, President & Board Chair of the Mercy Soup Kitchen of Wyandanch (center) accept a \$6,000 grant for operational support from (L-R) Sonia Perez, Agency Relations Coordinator; Paule T. Pachter, CEO, and Kristine Lehn, Chief Network Officer of Long Island Cares, Inc.



Riverhead, NY – **Campolo, Middleton & McCormick, LLP**, a premier law firm with offices across Long Island, is celebrating the start of 2020 with a new location in Riverhead, which opened for business on January 22. Located at 554 East Main Street, CMM’s Riverhead office opens less than a year after the firm opened its third office, located in Westbury. The Riverhead office, which will support CMM’s fast-growing client base on the East End as well as provide easy access to the Courts, is testament to CMM’s rapid expansion and relentless pursuit of excellence.



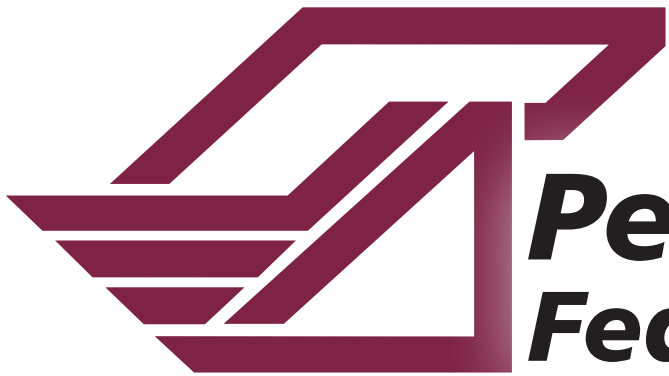
Farmingdale, NY – January 2020, **Four Financial Group** is a new firm dedicated to providing clients wealth management, legal, and tax practice advice and service. Focused on delivering a one-stop-shop firm with a variety of services, Four Financial Group has a client-centered approach based on individual needs and goals.



Kevin S. Ryan is running the Boston Marathon for The Leukemia & Lymphoma Society. Owner of the editorial consulting firm **KSRyan Group**, Kevin is raising \$26,200 – \$1,000 a mile! – for life-saving research and patient programs. It’s his fifth marathon but the first with such a lofty goal. “Once you see the impact that LLS-sponsored research has on people you know, you just have to keep going,” he says. Kevin runs with Team In Training, LLS’s sports fundraising arm. Tax-deductible donations can be made through his fundraising page at kevinruns.com or pages.lls.org/tnt/li/boston20/ksryan.

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