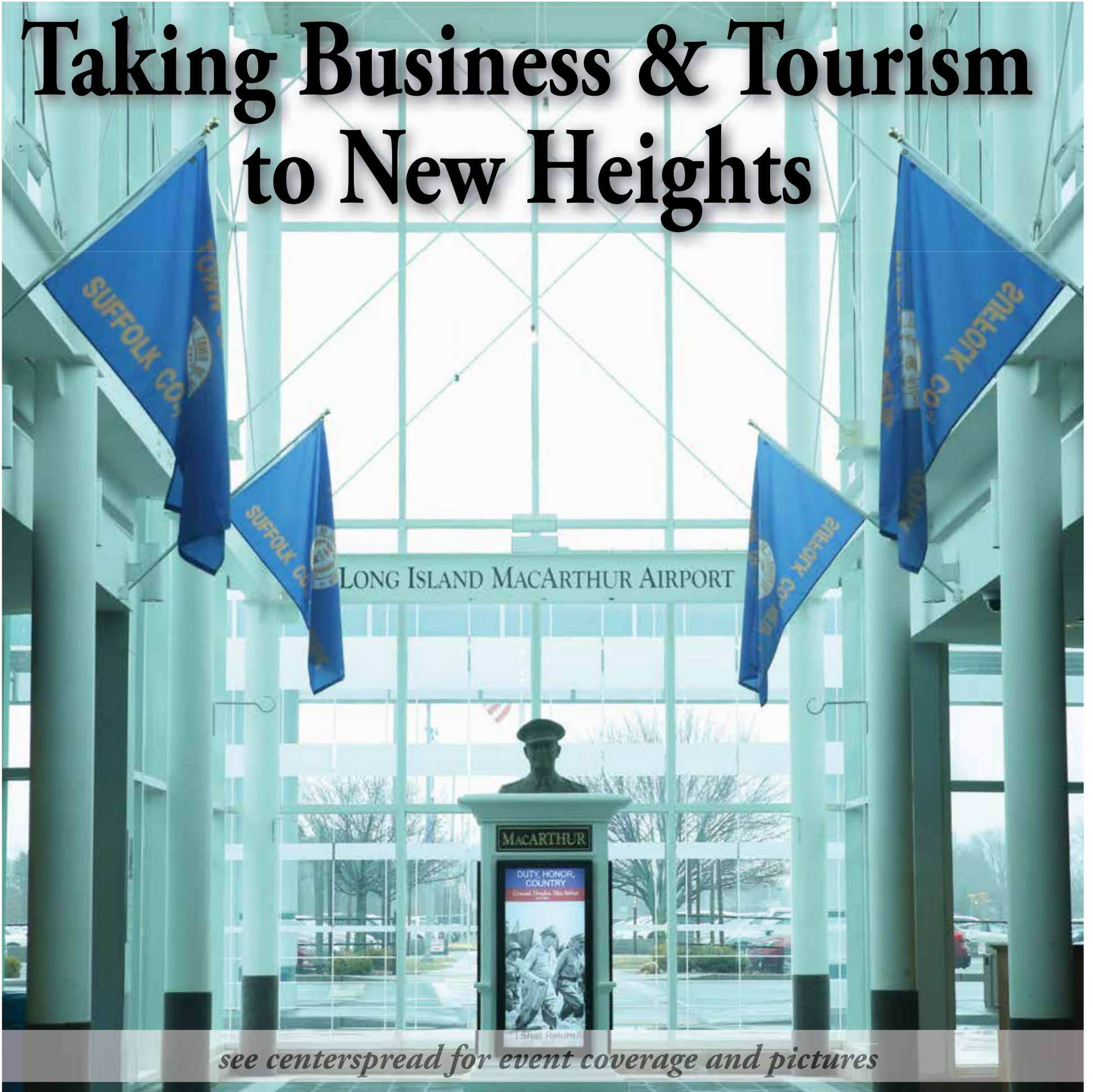


Taking Business & Tourism to New Heights



see centerspread for event coverage and pictures

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Managing Partner, Genser Cona Elder Law

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News & Updates from our Member Companies

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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.



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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: April 2019

HIA-LI COMMITTEE MEETINGS

TUESDAY, APRIL 9TH 8:30 AM-10:00 AM

HIA-LI's Healthcare Committee Meeting
Location: Genser Cona Elder Law,
225 Broadhollow Road, Suite 200, Melville, NY 11747

THURSDAY, APRIL 11TH 8:30 AM-10:00 AM

HIA-LI's Trade Show Committee Meeting
Location: TBD

FRIDAY, APRIL 12TH 8:30 AM-10:00 AM

HIA-LI's Sales and Marketing Committee Meeting
Location: TBD

TUESDAY, APRIL 16TH 8:30 AM-10:00 AM

HIA-LI's H.Y.P.E. (HIA-LI's Young Professionals & Entrepreneurs)
Location: WizdomOne Group of Companies, 1377 Motor Parkway Suite LL1,
Islandia, NY 11749

WEDNESDAY, APRIL 17TH 8:30 AM-10:00 AM

HIA-LI's Education Workforce Committee Meeting
Location: Sandler Training, 225 Wireless Boulevard, Suite 104
Hauppauge, NY 11788

THURSDAY, APRIL 25TH 8:30 AM-10:00 AM

HIA-LI's Business Development Committee Meeting
Location: TBD

FRIDAY, APRIL 26TH 8:30 AM-10:00 AM

HIA-LI's Mentoring / Networking & Communications Committee Meeting
Location: TBD

WEDNESDAY, MAY 1ST 8:30 AM-10:00 AM

HIA-LI's Technology for Business Committee Meeting
Lorraine Gregory Communications 95-A Executive Drive Edgewood 11717

THURSDAY, MAY 2ND 8:30 AM-10:00 AM

HIA-LI's Trade Show Committee Meeting
Location: TBD

FRIDAY, MAY 3RD 8:30 AM-10:00 AM

HIA-LI's Membership Committee Meeting
Location: TBD

APRIL 2019



For the month of April, Committee Meetings will be held at offsite locations due to construction at the HIA-LI office. Please check the event calendar at www.hia-li.org or contact the HIA-LI office at 631-543-5355 for locations as they are added for these meetings.

HIA-LI UPCOMING EVENTS

WEDNESDAY, APRIL 10TH, 9:00 AM-10:30 AM

HIA-LI's CEO Forum featuring Jennifer Cona, hosted at Nielsen Associates – 1377 Motor Parkway, LL5, Islandia, NY 11749. Members: \$35 • Non-Members: \$50. Hear from the founder and managing partner of Genser Cona Elder Law. To register, visit www.HIA-LI.org or call 631-543-5355.

MONDAY, APRIL 22ND, 5:30PM-7:30PM

HIA-LI's Member Appreciation Networking Event. Join us for a night of networking with the HIA-LI business community from 5:30PM-7:30PM at Nisen Sushi, 5032 Jericho Turnpike, Commack, NY 11725. This is a complimentary event for HIA-LI members. Feel free to bring a non-member as a guest to learn more about the benefits of the organization. There will be complimentary lite bites and a cash bar. To register, visit www.HIA-LI.org or call 631-543-5355.

TUESDAY, APRIL 23RD, 8:30AM-10:00AM

HIA-LI's Information Meeting, hosted at Sandler Training – 225 Wireless Boulevard, Hauppauge, NY 11788. This is a complimentary event for HIA-LI members. Learn how to navigate the HIA-LI membership benefits, create a strategy for utilizing your membership and meet the HIA-LI team. To register, visit www.HIA-LI.org or call 631-543-5355.

WEDNESDAY, APRIL 24TH, 9:00 AM-10:30 AM

HIA-LI's Hauppauge Industrial Park (HIP) Update Executive Breakfast hosted at IBEW Local 25 – 370 Vanderbilt Motor Parkway, Hauppauge, NY 11788. Members: \$45 • Non-Members: \$60. Learn more about the vision and Islandwide impact of the HIP. To register, visit www.HIA-LI.org or call 631-543-5355.

WEDNESDAY, MAY 15TH, 5:30PM-7:30PM

HIA-LI's Networking In Style hosted at Atlantic Lexus of 110 – 2090 Broadhollow Road, Farmingdale, NY 11735. This is a complimentary event for HIA-LI members. In lieu of a ticket price, the HIA-LI asks you to bring one business partner/ prospective HIA-LI member to this event. The HIA-LI is also accepting donations for their Young Professionals Scholarship Fund. Shake hands with your next client and network in a high end setting. To register, visit www.HIA-LI.org or call 631-543-5355.

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HIA-LI CEO BRIEF

FEATURING JENNIFER B. CONA, ESQ., MANAGING PARTNER, GENSER CONA ELDER LAW

Tell us about how you started.

I started a solo Elder Law practice in Manhattan 21 years ago. My practice grew quite quickly and I made many connections on Long Island after signing up my first consortium of health care facility clients located on Long Island. I started pounding the pavement through various business networking groups and took every opportunity to meet people for breakfasts, lunches and dinners every day of the week. It was a very busy time but I met great people, found wonderful resources and learned how to navigate the Long Island business community.

Since that time, my strategy and growth philosophy has been “slow and steady wins the race.” I’ve grown the firm organically, nurturing talent and promoting from within whenever possible. I like to hire law school students who can be groomed while also proving themselves before we commit to hiring them as new attorneys after the bar exam. We are now a team of 14 attorneys and a staff of 40 people in total.

What was a turning point for your firm?

A turning point came when I decided to hire a PR firm. I realized that I could be the best Elder Law attorney out there but if no one knew about me and the unique services my firm was offering, how was I going to help people? At the time, law firms were not run like businesses and I really did not know what PR was or how it could work for a law firm. But I followed my gut which was telling me this was the right move to make to grow my practice. I connected with a great PR person and as a team, we grew the practice by 300% in the first year. We worked together for the next 16 years until she retired.

What is your philosophy at Genser Cona Elder Law?

We treat clients like we would treat our own family members. We analyze every case and course of action by asking: “What would I do if it was my loved one?” This keeps our attorneys and staff grounded, keeps us compassionate and empathetic and allows us to feel really good about what we do every day. Elder Law is a caring field and our attorneys are passionate and have an innate desire to serve the older population. We care for multiple generations in almost every case. We take a big picture view of each situation and help with more than just the legal issues. We help clients navigate caregiver issues, family dynamics, financial matters and other practical issues. We opened a Caregiver Resource Center in our Suffolk office for just this purpose. Our ultimate goal is to work together with both families and health care facilities to sustain quality care for older adults.

Tell us about your firm’s profile today.

Genser Cona Elder Law has been ranked the #1 Elder Law firm on Long Island for the past 8 consecutive years. We are well-known and regarded for our advocacy and cutting-edge strategies. We take on the tough cases no one else wants because we like to push the envelope, test new theories and make new law. Elder Law is constantly changing which makes it very dynamic but also very demanding and challenging. Everyone here, at all levels of the firm, is excited to practice at the highest level and to tackle complex matters. It binds us as a team and all accomplishments are shared.

As the founder and managing partner, I am always concerned with the office environment I am creating. I have worked in many different atmospheres, from Capitol Hill in DC to New York City government to private law firms, and I’ve learned many lessons along the way. I strive to create a firm that I would want to work for – one that cares about its employees, its clients, its community and fosters corporate social responsibility.

We are deeply committed to our community and to help-

ing those in need. I believe that if each of us does a little, we can have a big impact. Genser Cona Elder Law has been recognized throughout Long Island for our charitable activities, whether we work in a soup kitchen, deliver clothing to the homeless, raise money and awareness for Alzheimer’s disease and dementia, or grant wishes for low-income seniors through our own charity, *Senior Dreams Come True*.

What opportunities do you see in the future?

The biggest issue I see facing our workforce is the issue of elder caregiving. The combination of older adults living longer and workers retiring later combines to pack a powerful punch to businesses. Studies have shown that elder caregiving costs employers \$33.6 billion annually in lost productivity. Two-thirds of working elder caregivers on Long Island have lost work time and wages due to providing care for an aging loved one. We have heard many stories from our clients who had to take a leave of absence, pass

on a promotion or even quit their job to care for an aging family member.

From this issue we saw an opportunity: we launched an Elder Care Employee Benefit called TAWC: Tools and Advice for Working Caregivers. Elder care is the new child care and businesses are losing top talent as working elder caregivers struggle to meet the demands of work while caring for aging loved ones. TAWC gives employees the tools they need to navigate the elder care landscape while remaining present and productive at work. The TAWC benefit program helps employers by reducing absenteeism, downtime and turnover and promotes job security for employees. Awareness is growing and industries such as finance, banking, health care, manufacturing and insurance have signed on to the program. Organizations that are pro-active are ahead of the curve and will be leaders, attracting and retaining talent.



“WE TREAT CLIENTS LIKE WE WOULD TREAT OUR OWN FAMILY MEMBERS. WE ANALYZE EVERY CASE AND COURSE OF ACTION BY ASKING: “WHAT WOULD I DO IF IT WAS MY LOVED ONE?” THIS KEEPS OUR ATTORNEYS AND STAFF GROUNDED, KEEPS US COMPASSIONATE AND EMPATHETIC AND ALLOWS US TO FEEL REALLY GOOD ABOUT WHAT WE DO EVERY DAY.”

Jennifer B. Cona, Esq., Managing Partner, Genser Cona Elder Law

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KEEPING CURRENT

Manufacturing and Distribution Companies: *The Potential Impact of the Supreme Court's "Wayfair" Sales Tax Ruling*



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Once upon a time, Wayfair was simply one of the more recognizable online retailers for home furnishings and décor. On June 21, 2018, the term “Wayfair”, took on a whole new meaning. In a much-anticipated ruling, the U.S. Supreme Court gave state and local governments the green light to enact a sales tax on retailers that **do not** have any physical in-state presence. The Court concluded that merely having an in-state “economic presence” was enough to allow a state to require out-of-state sellers to register, collect, and remit sales tax from in-state residents.

The decision in the case, South Dakota v. Wayfair, Inc., was met by cheers from brick-and-mortar retailers, who believed they were at a competitive disadvantage with remote retailers not collecting sales tax from in-state residents. The decision, however, has also left many in the business community confused and concerned with how to comply with the new sales tax laws now imposed by state and local governments.

Manufacturing and Distribution companies that sell online goods and/or services, have drop-shipment arrangements, or simply sell into a state without a “physical presence,” should review their operations, on a state-by-state basis, for possible taxation issues under the recent ruling. Considerations should include assessing where these sales occur, the annual volume of transactions, the existence of any accounting and processing internal controls to identify these transactions, and monitoring procedures, which may need to be revised or augmented. If you have questions regarding sales tax collection requirements in light of the Supreme Court's decision, please contact John Giordano.

Background

The Commerce Clause of the U.S. Constitution requires that a seller have “substantial nexus” with a state, before the state can require the seller to collect and remit sales and use taxes. Historically, under a precedent set in the 1992 case of Quill Corp. v. North Dakota, this nexus depended on whether the seller had “more than a de minimis” physical presence in the state. The presence could be through the company's activities, property, or activities of its agents, in the state. Over time, states stretched the boundary of this standard by asserting “click through” nexus and affiliate nexus. Now “economic” nexus policies, like the South Dakota law, stretch it further still, with states asserting jurisdiction to impose sales tax collection responsibilities on companies that meet certain sales thresholds.

In Wayfair, the U.S. Supreme Court considered the constitutionality of a South Dakota law that requires remote sellers, who meet certain sales thresholds, to register for, collect, and remit South Dakota sales tax. Under the law, a remote seller has sales tax nexus with South Dakota, if in the current or previous calendar year the seller had:

- Gross revenue from sales of taxable goods and services delivered into the state exceeding \$100,000; or
- Sold taxable goods and services for delivery into the state in 200 or more separate transactions.

The Wayfair Effect on Remote Sellers Sales and Use Tax Obligations

The Wayfair decision affects companies doing business in thousands of state and local tax-collecting jurisdictions across the country. The most immediate impact is on sellers with a significant virtual or economic presence in a state that has enacted sales tax laws similar to South Dakota. In the months since the Wayfair decision, over 30 states have adopted

economic nexus provisions, with varying enforcement dates and compliance requirements. Remote sellers delivering products/services into states with economic nexus policies must now determine the following:

- Whether the seller has surpassed the dollar amount or transaction volume thresholds for establishing nexus with the state
- Whether the seller's products/services are subject to sales tax in the applicable state
- How to register, collect, remit, and file sales tax returns in order to be in compliance with state and local tax laws
- How to monitor ongoing sales to determine future sales tax compliance requirements

Sellers should prepare for states to enforce expanded nexus provisions, however, future legal challenges or Congressional action could limit the scope of the Court's decision.

Other Considerations

Expanded sales tax nexus will have far-reaching effects for businesses, beyond collection and remittance of the sales tax itself. In the realm of business acquisitions, state “successor liability” laws typically impose notice, withholding, and tax clearance requirements. These limit the purchaser's liability for the seller's unpaid sales tax liabilities in certain business asset acquisitions.

As states begin to assert sales tax nexus more aggressively, companies contemplating business acquisitions should consult with a tax professional for assistance in navigating complex successor liability laws. Companies should also consider potential financial statement impacts related to sales tax nexus issues.

If you have any questions regarding the potential impact of the Supreme Court's “Wayfair” Sales Tax Ruling or how it may affect your organization, please contact us.



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MONDAY, MAY 20TH 2019
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EVOLUTION READY



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KEEPING CURRENT

“Divorce- Three Essential Lessons to Help You Through the Process”



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www.vazlaw.com

Do you want the truth? Divorce is painful- there is no way around that. From the lost relationship with your partner to the fear of estrangement with the children to the financial uncertainties; divorce can be emotionally draining and financially devastating. Yet, this does not have to be the case for your family. While statistics can be as diverse as each individual family, divorce rates still hover at about 50% for first time marriages and even higher for second and third marriages. Knowing this, when I speak with people about my experiences as a divorce attorney, I emphasize the three main struggles that I see every single day in my practice. Divorce is much more expensive than people realize, it takes far longer than expected and there is a much better alternative to the traditional court-driven, divorce model.

In my experience divorce actions can cost anywhere from \$10,000 to \$50,000 per person; some far exceeding these amounts. Naturally the costs vary depending on the individual's situation, the court calendar and the attorney they hire but there is no way to avoid the fact that no one gets divorced for free. We attorneys must be paid for the time, expertise and experience that we bring to each case. I would never argue against this. Yet, the costs do not have to be as exorbitant as they often are. I once had a three-year litigated divorce that ultimately totaled four times the client's annual salary- and that was only the costs for my client. The spouse paid a similar amount for the same action. This is money that could no longer be

put into a retirement account for the couple or a college savings account for the couple's children. After coming to a resolution that was nearly identical to the one initially proposed in the case, I view that ultimate outcome as a sad waste of resources.

Not only was there a significant amount of money expended on that case but a large quantity of time was squandered on repeatedly adjourned court appearances, useless motions and extensive travel time for my client. There are certainly times the legal protections that the court provides are necessary to properly defend a case but, more often than not, these practices can be eliminated and the wasted time can be avoided. When engaging in motion practice, holding depositions, or seeking extensive discovery, you often have to wait months or even years before you advance the case or see any relief. The court dockets are overloaded and they do not have the resources to be there for every case at a moment's notice. Even the time between routine status conferences can be several months. The system is merely not designed to handle the number of cases it has nor the complexities of the family's needs.

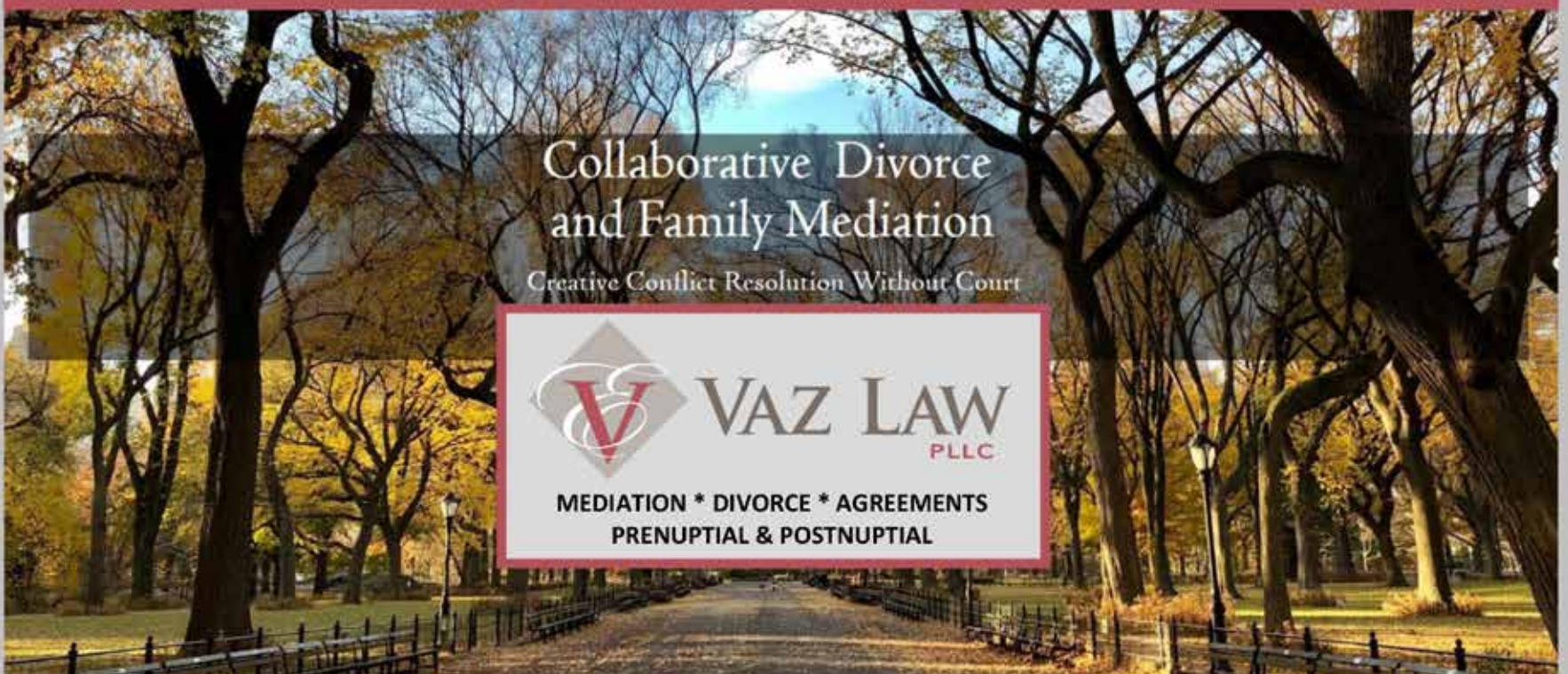
Do you want to hear another truth? There is a much better way to resolve marital issues, completely outside of the court system. While most people have heard of mediation, which is certainly an invaluable alternative to litigation, I know very few who have heard of Collaborative Divorce. Yet more and more couples are turning to this method for the unique benefits Collaborative can provide. If mediation does not sound like the right process for you and you need your own legal representation throughout the process, then consider how Collaborative might help your family. This model offers a cost effective and time

saving alternative to traditional divorce litigation while providing the family with a supportive and confidential environment that assists them in resolving their issues. Using a team approach, with family support specialists, financial experts, and an attorney for each party, the family develops a plan that will work for their unique situation, not only during the time of the divorce but well into their future. There is no wasted money or time- only result driven meetings that offer an opportunity to be heard and to be creative. As I stated, divorce is hard. I will not tell you that divorcing within the Collaborative process will change that entirely but I can promise you that the care and guidance you receive from your Collaborative team will afford you a new way of looking at your future and this cannot be found in the court system.

If you want to learn more about this non-adversarial and dignified approach to divorce and family dispute settlement, please contact a Collaboratively trained professional in your area and explore other options for your family's future.

Elizabeth Vaz, Esq., of Vaz Law, PLLC, is a Collaborative Divorce Attorney and Family Mediator, located in Hauppauge, NY. She has taken her own childhood trauma, associated with her parents' bitter divorce, and has transformed it into her passion to find a better way for Long Island families. Liz is the founder and president of the Long Island Collaborative Divorce Professionals, an organization dedicated to promoting alternative and supportive ways families can resolve conflict. She graduated from SUNY Stony Brook with a BA in Psychology and from Hofstra University School of Law with her J.D. She can be reached at 516-340-0282 or by email at E.Vaz@vazlaw.com

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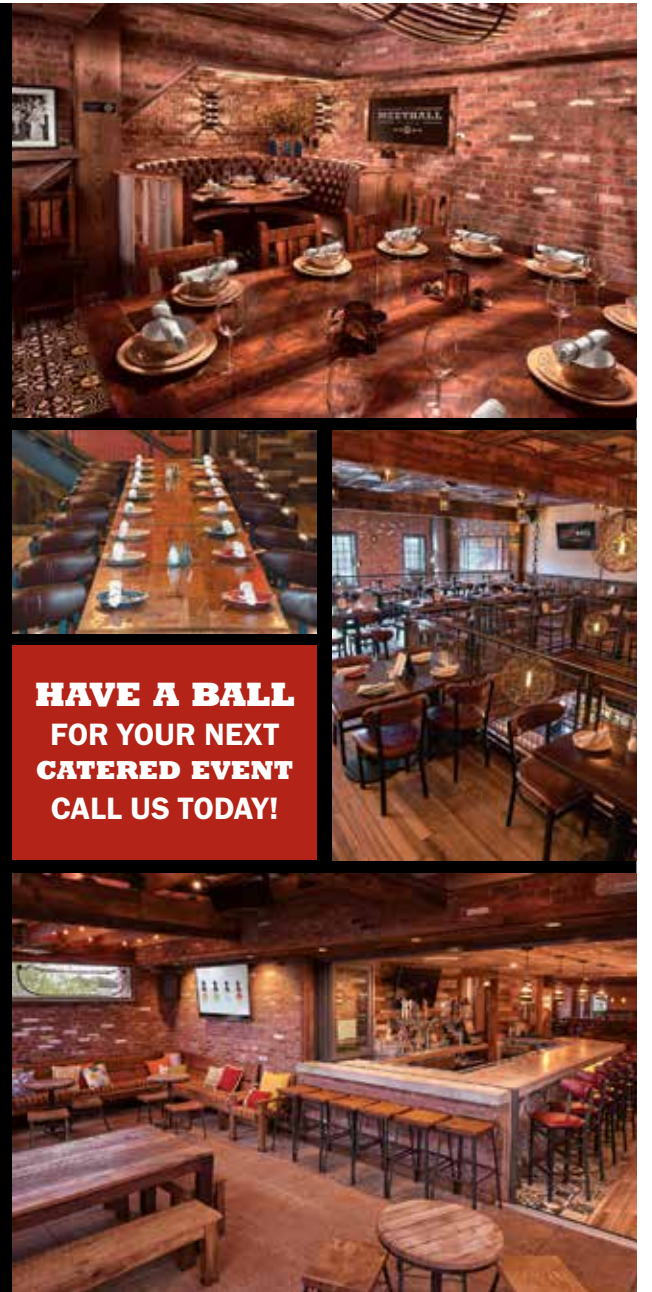
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KEEPING CURRENT

NYS Employers Face New Sexual Harassment Laws



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The New York State Senate recently passed a bill aimed at strengthening and reforming the state's sexual harassment laws. Now, through the 2019 budget bill, many of these provisions have become law, along with additional requirements beyond those contemplated by the Senate's bill.

Mandatory and Model Sexual Harassment Training and Policies

On October 1, 2018, The New York State Department of Labor (NYDOL) released a finalized sexual harassment prevention policy, poster, complaint form, training materials and minimum training standards. As anticipated, some of the most onerous requirements have been relaxed.

Notably, employers are now required to provide training to all employees by October 9, 2019 (instead of January 1), and new employees must be trained "as quickly as possible" (instead of within 30 days). Most of the policy and training requirements remain the same, though some have been clarified. Below are the basic requirements.

Training

The state has provided compliance training materials for employers to use free of charge. This includes a PowerPoint presentation, script and case scenarios.

The training may be presented to employees individually or in groups. It may be presented in person, on the phone or as a webinar or recorded presentation. The training should do as many of the following as

possible to meet the requirement that it be interactive:

- Ask employees questions as part of the program
- Allow employees to ask questions, with answers provided in a timely manner
- Require feedback from employees about the training and the materials presented

Employers who choose to deviate from the materials provided by the state must ensure that their training is interactive and includes the following (these requirements have not changed since the draft materials were released):

- An explanation of sexual harassment consistent with guidance issued by the NYDOL
- Examples of conduct that would constitute unlawful sexual harassment
- Information regarding the federal and state statutory provisions concerning sexual harassment and remedies available to victims of sexual harassment
- Information about employees' rights of redress and all available forums for resolving complaints
- Information addressing conduct by supervisors and any additional responsibilities for such supervisors

Policy and Complaint Form

The state has provided a model policy, which employers must provide to every employee in writing, either on paper or electronically. If employers only provide an electronic copy, employees must be able to print it from a work computer.

Employers who choose to write their own policy must ensure that it does all of the following (these requirements have not changed since the draft materials were released):

- Prohibits sexual harassment consistent with guidance issued by the NYDOL
- Provides examples of prohibited conduct that would constitute unlawful sexual harassment

- Includes information concerning the federal and state statutory provisions concerning sexual harassment, remedies available to victims of sexual harassment, and a statement that there may be applicable local laws
- Includes a complaint form
- Includes a procedure for the timely and confidential investigation of complaints that ensures due process for all parties
- Informs employees of their rights of redress and all available forums for resolving sexual harassment complaints administratively and judicially
- Clearly states that sexual harassment is considered a form of employee misconduct and that sanctions will be enforced against individuals who engage in sexual harassment and against supervisory and managerial personnel who knowingly allow such behavior
- Clearly states that retaliation against individuals who complain of sexual harassment or who testify or assist in any investigation or proceeding involving sexual harassment is unlawful

Although an acknowledgement form is not required by law, we strongly suggest that employers collect one from each employee.

Poster

Employers are encouraged, but not required, to fill out and post the Sexual Harassment Prevention Poster in a conspicuous location in the workplace.

New York City Employers

All New York City employers are immediately required to post an anti-sexual harassment rights and responsibilities poster and distribute fact sheets. Many of the forms are available at: www.ny.gov/combating-sexual-harassment-workplace/employers.

Have questions or need assistance in bringing anti-sexual harassment training to your organization? We can help. Contact us at info@workforcesolutions.com or call us at (516) 935-6767 for more information.

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HIA-LI ADVERTISER SPOTLIGHT



Businesses have a BIG challenge today!! 82% of prospects aren't interested in talking to a sales rep until they've made a buying decision. That's up 35% from 15 years ago. Businesses have to be more strategic about reaching prospects and building trust faster using online resources. Since 80% of all content being consumed online is video, video is a BIG solution to the challenge.

TeleStory Pictures, offers that solution and is helping businesses tackle this problem head on. Creating industry-leading video content, they help businesses stand out as the trusted voice in their space. And what business wouldn't want that?

For more than 20 years, TeleStory Pictures has been producing and creating international award-winning films, documentaries and branded/corporate video content for companies across the globe. Clients include network news, medical/healthcare leaders, high-tech & manufacturing, celebrity documentaries, not-for-profit work for organizations like Ellis Island/Statue of Liberty Foundation and work for numerous HIA-LI members. Recently they produced the HIA-Lis 40th Anniversary film which received a lot of buzz.

"We're not just interested in creating pretty pictures. Anyone can do that. There's more to making video marketing successful for businesses," says Michael Mills, founder and Executive Producer for TeleStory Pictures.

The company takes a very different approach that includes a unique formula of strategy and storytelling.

When they began operations, more than two decades ago, business was all about creating emotionally engaging content and telling stories. Hence the company name, TeleStory Pictures. The company began using marketing automation tools and digital strategies in its own business and for clients, more than a decade ago, and saw an opportunity. Create world-class video production combined with smart sales and marketing strategy. Today, this integration of strategy, storytelling, digital marketing ideas and video marketing has helped them grow brands and businesses on Long Island, New York and across the globe.

With headquarters in New York City and an office on Long Island, TeleStory Pictures believes that to establish trust more quickly with their audience, businesses need to be creating video. If businesses want to shorten the sales cycle and work with more motivated, educated prospects, they need to be using video in their sales process.

"The faster you educate, the faster you sell and nothing engages more or educates faster than video," says Michael. Want to stand out as the trusted voice in your industry? Call TeleStory Pictures today. 888.759.6096 www.telestorypictures.com



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HIA-LI CHAIRMAN SPOTLIGHT

Winning: Incorporating the Leadership Lessons of Jack Welch into Your Business

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

Jack Welch, GE's larger-than-life CEO for over 20 years, transformed the company into one of the world's most successful businesses. Revenues grew five-fold, from \$25 billion to \$130 billion; income grew ten-fold, from \$1.5 billion to \$15 billion; and the company's market capitalization had a 30-fold increase of more than \$400 billion. How did he do it – and what lessons can we all learn from his leadership style?

Welch knew that revolutions begin at the top. He made GE leaner, tougher, and more competitive by ignoring the common sentiment that GE was too iconic to be tampered with. Instead, he applied a "survival of the fittest" rule to his businesses and his team. Those who succeeded were those who were needed.

At a recent seminar for Long Island business leaders, I recently presented my own take on the powerful leadership lessons that Welch wrote about in his business bible, *Winning*. Over the years, Welch's style has helped me act like a leader, not a manager. Here, I share Welch's leadership rules that will help you play to win.

1. Leaders relentlessly upgrade their team, using every encounter as an opportunity to evaluate, coach, and build self-confidence.

Leaders make sure that the right people are in the right seats, support and advance those who are, and move out those who aren't. A leader is a coach: guiding, critiquing, and helping their team improve performance. There is no event in your day that can't be used to help build someone's self-confidence.

2. Leaders make sure people not only see the vision, but live and breathe it.

Leaders must ensure that the vision filters down to *everyone*. It's



your role as a leader to make the team's vision come alive. Be specific; avoid jargon and vague goals. Leaders talk about vision constantly, to the point that they are sick of hearing themselves. I'm sure my colleagues are tired of hearing me – and that's a good thing!

3. Leaders get into everyone's skin, exuding positive energy and optimism.

A leader's mood is catching. Upbeat managers with positive outlooks tend to run teams of people with similar outlooks – while sourpuss managers have their own miserable tribes. As a leader, you don't sugarcoat the challenges, but you must display a can-do attitude about overcoming them. I've learned this firsthand, when I realized that my attitude on a given day directly affects the general sentiment at the office that day. Your job is to fight negativity and inspire others to rise to challenges.

4. Leaders establish trust with candor, transparency, and credit.

For some people, being in a leadership role is just a power trip – and there's no quicker way to drain the trust out of a team.

Instead, leaders must *build* trust – by being transparent, candid, and keeping their word. Your prize for being a leader isn't a crown – it's the responsibility and privilege of bringing out the best in others. Trust is key.

5. Leaders have the courage to make unpopular decisions.

You're a leader to lead, not to win a popularity contest. To retain trust, you must listen and explain your decisions clearly – but you must keep moving forward.

6. Leaders probe and push with a curiosity that borders on skepticism, making sure their questions are answered with action.

As you worked your way up the ranks, your job was to have all the answers. But as a leader, your job is to have all the questions. In every conversation, you must ask "What if...," "Why not...," and "How come?"

7. Leaders inspire risk-taking and learning by setting the example.

To help your team experiment and expand their minds, set the example yourself. Talk freely about mistakes you've made (I sure do). It's not about being preachy – it's about being relatable and lighthearted. You must teach your team that mistakes aren't fatal.

8. Leaders celebrate.

Sure, you may have a holiday party – but what do you do to recognize your team's achievements? How do you reward valuable team members for a job well done? Celebrate your successes and you're bound to have more of them.

KEEPING CURRENT

SUMMER CONCERTS AND FESTIVALS WILL HELP TURN MUSIC INTO MEALS FOR LONG ISLAND CARES AND OUR NEIGHBORS IN NEED



Paule Pachter
CEO, Long Island Cares, Inc.
ppachter@licares.org
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This summer will bring three unique opportunities for Long Island Cares to turn music into meals by our participation in two music festivals, and working with local musicians and performers. As an organization that was founded by a popular Long Island musician, Harry Chapin, Long Island Cares continues to benefit from the generosity and involvement of the music industry towards our work. These events also provide an opportunity for our staff, volunteers and donors to spend time under the stars with critically acclaimed artists coming together to support our efforts to solve food insecurity in a region where 272,000 of our neighbors including, 77,000 children often struggle to put healthy meals on their tables.

The fun will begin on Saturday, May 11 at Southaven Park in Brookhaven when the Suffolk Association of Municipal Employees hosts its "May Day Music Festival," featuring performances by Steve Earle, Gin Blossoms, The Gaslight Anthem's Brian Fallon, singer-songwriter Jesse Malin and Long Island's own Miles to Dayton, Cassandra House and more. A portion of the proceeds from this music festival will benefit the work of the Suffolk AME, offer low ticket prices to allow children under 12 to attend for free, and support Long Island Cares-The Harry Chapin Regional Food Bank. Tickets for the "May Day Music Festival" are \$35.00, and can be purchased online at www.maydaymusicfestival.com.

On Saturday, June 8 from 6:00-9:00 PM, a group of nearly two-dozen Long Island musicians and performers known as, "Will Sing for Food" will fill the summer night air with an eclectic blend of songs at Clovis Point Vineyards and Winery in Jamesport for their "Vineyard Jam." This concert will benefit Long Island Cares with 100% of the proceeds from suggested donations. Each year, the members of "Will Sing for Food" perform a winter concert at the Garden City Community Church, as well as, the summer concert at Clovis Point. In the past seven years, these concerts have raised more than \$100,000 to support the regional food bank. During each song, members of the audience stroll and dance down the aisle to place money in an empty guitar case that, by the end of the evening is filled with thousands in donations. Reservations for Will Sing for Food's "Vineyard Jam" can be made online at www.willsingforfood.org or at www.clovispointwines.com

Once again, Long Island Cares will be involved in the Great South Bay Music Festival at Shorefront Park in Patchogue from Thursday, July 18 through Sunday, July 21. This

premier summer music festival attracts more than 20,000 people over the course of four nights, and this year's lineup is very exciting blending Rock, New Wave, Folk, Reggae and more. Among the artists already announced to appear are: Long Island's own Taking Back Sunday (July 18); Slightly Stoopid, Sublime with Rome, Common Kings, and SOJA (July 19) with many more to be announced. For the past few years, producer Jim Faith who is also a member of the Long Island Cares' Music Industry Council has turned over the operation of one of the festival's beer tents to Long Island Cares' staff and volunteers where 100% of all tips collected are donated to our organization. As soon as we announce our participation in the Great South Bay Music Festival, we fill all of the volunteer slots. This year, Long Island Cares is also the sole sponsor of the festival's backstage Artists Hospitality Tent where we'll have the opportunity to promote our "Music2Meals" initiative while mingling with the artists, managers and agents throughout the four-day festival. General admission and VIP tickets can be purchased online at: www.greatsouthbaymusicfestival.com



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Spellman High Voltage Electronics Corporation is a leading independent supplier of DC high voltage power supplies, X-Ray generators and Monoblock X-Ray sources for medical, industrial and scientific applications. In 2016, they partnered with EnterSolar to complete a 472kW rooftop solar system at their global headquarters in Hauppauge, NY.

“This is a key step forward in our ongoing efforts to reduce CO₂ emissions. No reasonable doubt remains about the reality of climate change and the urgent need to reduce emissions of greenhouse gases,” says Loren Skeist, President & CEO, Spellman. Now starting its third year of operation, the solar system is providing fuel-free energy for the company. By generating its own clean, renewable solar energy, Spellman will avoid 417 metric tons of carbon dioxide emissions a year.

In addition to the environmental benefits of the solar system, Spellman is seeing attractive financial returns on the solar project. The project leveraged NYSERDA’s NY-Sun initiative, the federal Solar Investment Tax Credit (ITC) and an accelerated depreciation benefit, which combined covers more than half of the project’s upfront cost in addition to significant and ongoing annual energy cost reductions.

Successful projects such as Spellman’s and many others on LI have led NYS to expand solar capacity in the state’s energy mix significantly. Governor Andrew Cuomo’s “Green New Deal,” has the goal of generating 100% of the state’s electricity from renewable sources by 2040. The state has an aggressive solar spe-

cific target of 6,000 megawatts installed statewide by 2025, up from the former goal of 3,000 megawatts by 2023.

Long Island building owners can also benefit from unique programs, such as Community Solar, that will help the state reach its renewable energy goal and provide attractive economics for businesses to develop solar projects. Through the innovative Community Solar model, companies can utilize otherwise unused space on their roofs or parking lots for solar installations and share the economic and environmental benefits with residential PSEG accounts throughout LI.

The state is also encouraging the implementation of solar-plus-storage solutions, and there is potential incentive funding from the NY-Sun program for Long Island commercial projects that include battery-based storage capability. PSEG is working to implement funding for Long Island commercial businesses that will drive the adoption of solar and on-site storage projects. Additional allocated resources from LIPA’s distributed energy charge would further motivate Long Island businesses to develop solar and storage projects that will improve grid resiliency, reduce power plant costs and lead to a cleaner energy mix to the benefit of all LI residents and ratepayers.

The Long Island solar industry has been active in the Hauppauge Industrial Park (HIP) for many years, delivering 36 commercial-scale solar energy projects and hundreds of thousands of dollars in energy generation value to business owners in the HIP. Annual energy savings provide an ongoing positive financial effect, reducing business operating costs and helping to keep businesses on Long Island. There is immense room for opportunity with more than 400 eligible buildings available and plenty of suitable parking lots.

The HIA-LI recognized the importance of solar in the park and assembled to discuss a solar initiative in late 2018. The primary motivations for the solar program are threefold: to provide cleaner energy sources to the electricity grid, to raise awareness of solar potential in the park and to increase the grid’s resiliency. PSEG-LI is an active partner in this effort and works with solar developers to find cost savings while ensuring that systems are connected safely and reliably for the benefit of all ratepayers. Solar contractors and developers eligible to offer the advantages of the HIA solar program are EnterSolar, Edgewise Energy, Empower by Sunpower, Harvest Power LLC and SUNation. As more buildings opt in to solar energy in the HIP, businesses will benefit from large-scale purchasing and development efficiencies. If you have a Hauppauge facility and are interested in learning more about solar for your business, please visit www.HIPsolar.org.



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Moderator:

Mitch Pally
CEO, Long Island Builders' Institute

Invited Panelists


Joe Campolo
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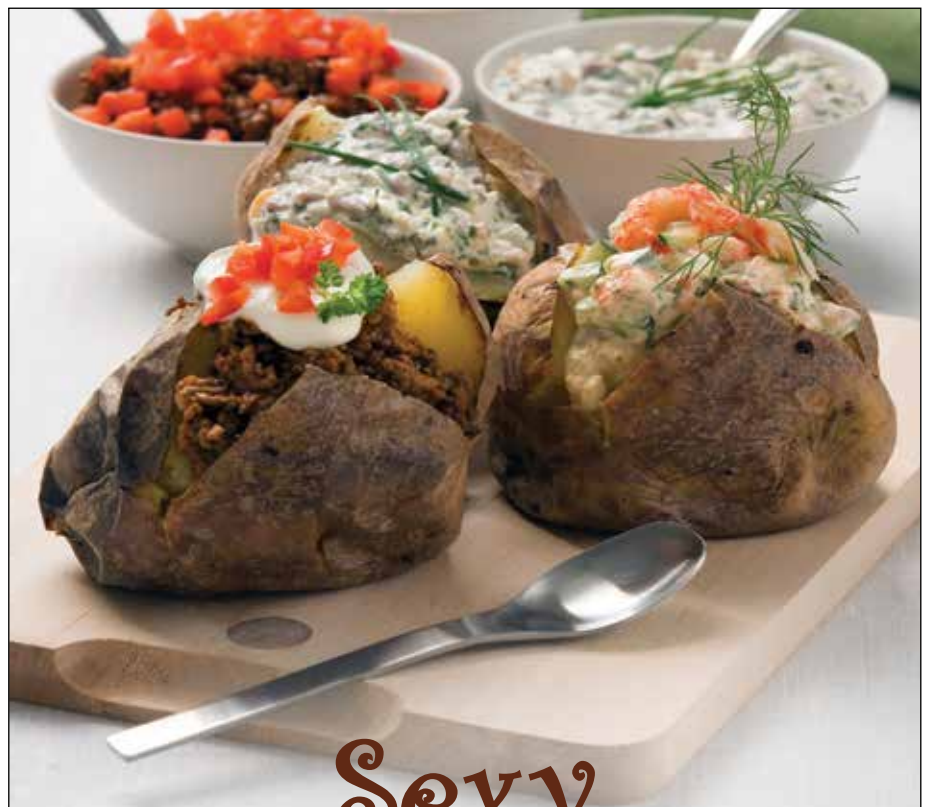
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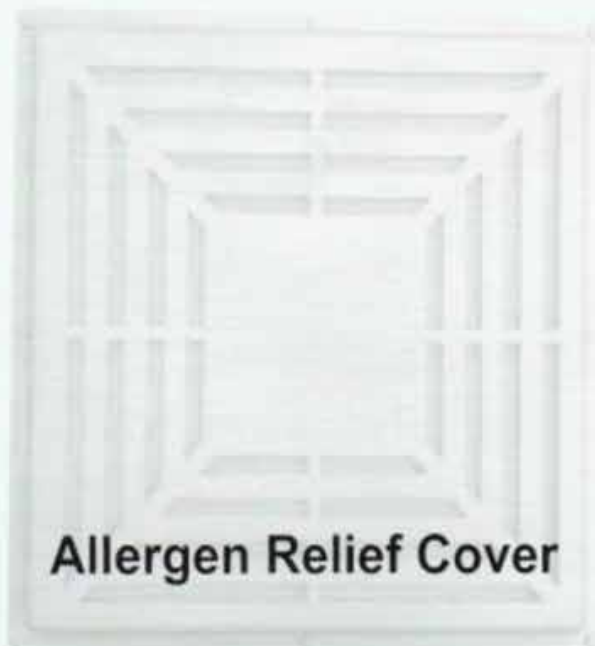
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Like most employers, your company is focused on its business, your customers, delivering the best service possible, and keeping your employees motivated, trained, and satisfied with you as an employer. Benefits are just one piece of the puzzle when it comes to keeping the best talent at your firm. Often the main focus is on the health insurance plan. With premiums going up, higher deductibles, higher co-pays, the focus has been on the rising costs of healthcare. Very few employers put as much scrutiny and time into understanding the costs and fundamentals of their retirement plan.

While the fees for your Retirement Plan comprise only one component of a successful plan, there is a Fiduciary duty that the employer ensures that the fees are reasonable. In order to determine reasonableness we need to determine what the fees are for the services being provided. When we ask clients, "what are you paying for your Retirement Plan?" the responses range from a vague understanding, to a guess of a percentage, and we've heard more than once, "we don't pay anything, our Plan is free." Check the invoice your plan provider sends your company or the (408(b)2). The question isn't what are you paying, the question is how much are they getting.

Many 401k vendors act like the cell phone companies we have all grown to love. (Note sarcasm). If you have been with the same cell phone carrier for 10 years or

more, chances are there are better calling plans out there now. Your cell carrier is happy to provide these better, more efficient calling plans to new customers. However, they will keep their old customers on the antiquated calling Plan. Has your 401k vendor contacted you to offer you a better calling Plan? This is one of the roles of a Financial Advisor. A Financial Advisor with experience in the Retirement Plan space is there to help you cut through the murkiness around fees, re-negotiate with your providers and deliver easy to understand investment reviews and monitoring of your Plan's investment options.

The manner in which the fees are collected from your Plan can make a big difference. Many vendors will charge a percentage of Plan assets. If this is the case, it is critical to renegotiate with your vendor as your Plan assets grow.

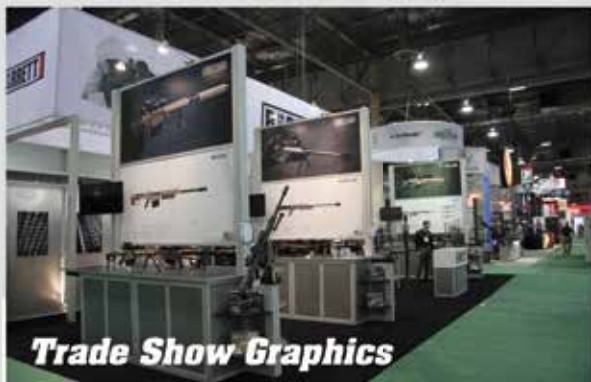
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TOWN OF SMITHTOWN UPDATES

PARTNERSHIP BETWEEN HIA-LI AND TOWN OF SMITHTOWN DELIVERS LONG-TERM BENEFITS TO THE HAUPPAUGE INDUSTRIAL PARK



Especially at the local level, you can't underestimate the importance of the relationship between business and government.

We see it all the time at HIA-LI, where our ability to meet the day-to-day needs of our members – and to achieve our long-term goals – depends upon the quality of our interactions with local municipalities.

The large majority of the Hauppauge Industrial Park (HIP) is situated within the Town of Smithtown, with the balance in the Town of Islip. Happily, we enjoy vigorous support from the elected leaders of both towns.

They are Smithtown Supervisor Ed Wehrheim and Town of Islip Supervisor Angie Carpenter. Both deserve great credit for their support for the Park.

I recently was privileged to join one of these two officials, Supervisor Wehrheim, as a guest on his show *Smithtown Spotlight*, on Channel 18 in Smithtown, which is scheduled to air in April.

During the interview, he repeatedly underscored the value of the Town of Smithtown's partnership relationship with the HIA-LI and the Park.

"From 'day one,' we realized how important the Hauppauge Industrial Park is to the sustainability of Smithtown itself," the Supervisor – elected in November 2017 – said. "There's a great opportunity for us to partner, and we went full steam ahead to make sure that this happened in this administration."

Living up to his commitment, for example, Supervisor Wehrheim has been a regular presence at HIP Task Force meetings and activities, where we are devising ways to maximize growth and competitiveness. Institutional participants include Stony Brook University, the Suffolk County IDA, and the Regional Plan Association.

In the past, the Town had done much road reconstruction work associated with the County's sewer expansion in the Park. I was very pleased to learn that the Supervisor budgeted for several much-needed infrastructure projects including widening Adams Avenue, improving New Highway, upgrading traffic signals, adding new sidewalks, and removing outdated-looking wooden poles. And going forward, future capital improvements, he said, would be budgeted in on an annual basis.

"Even though it is infrastructure work," he said, "these are all things that will aesthetically make the park very pleasing to business people when they come in to look at it."

In 2018, Smithtown gave the green light to 740,000 square feet of commercial development in the Park.

Zoning changes have boosted building height limits from 35 feet to 62 feet high along Motor Parkway, with the future

prospect of higher structures more deeply into the park.

"New height requirements are going to bring more high-tech businesses to the Park," he said.

The Supervisor and I also discussed our HIP re-branding initiative which includes a possible name change for Park. We also talked about potential zoning changes to allow residential development within the HIP.

Supervisor Wehrheim offered some concrete evidence of the Park's fiscal value for the Town:

"We just received a Triple-A bond rating from Moody's, the highest level that can be attained," he said.

Moody cited HIP's value in evaluating the Town's creditworthiness, as well as Smithtown's "partner" relationship with the Park.

With some 55,000 employees, HIP represents some \$19.6 million in total tax assessed value and generates about \$14 billion in annual sales.

"I see great, great things happening in the future, for the Park and for Smithtown as a whole," said Supervisor Wehrheim. "And working with Terri has been a pleasure. It's a great relationship to specifically accomplish great things.

"As a partnership, we've really stirred up some real interest and I think it's going to continue," he said. "At least I'm going to put all my efforts into making that happen."

Join us for the HIA-LI Hauppauge Industrial Park: Current and Future Growth! Wednesday, April 24th, 2019 at the IBEW 370 Motor Parkway, Hauppauge NY 11787.



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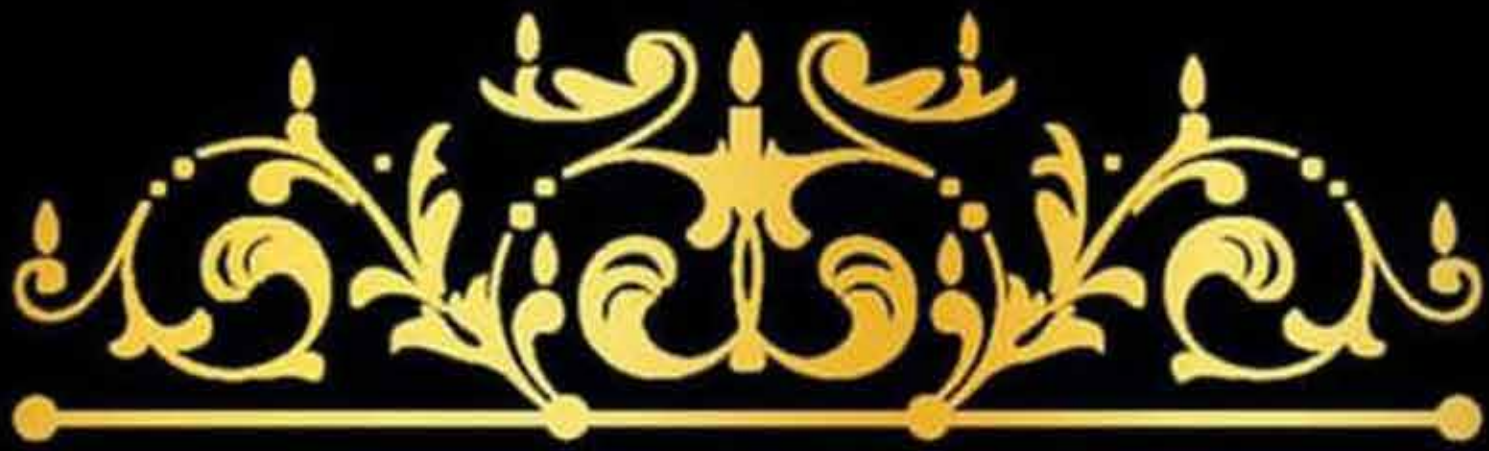
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Mitch Birzon is an attorney that represents victims of men and women who have been sexually abused by members of the clergy. Mr. Birzon is neither a member of the Catholic community nor has ever suffered sexual abuse. However, he has witnessed a period of enlightenment but not on account of the Church or lawmakers who are now providing opportunities to present claims with dignity and honor, but rather from an awakening that has been forced upon the Church at its highest level and lawmakers as well. That force is the victims. Mr. Birzon is not a behavioral sociologist but does know well enough from his experience that abuse by the clergy has been systemic and concealed for hundreds of years.

Victims of sexual abuse have been intentionally harmed. They're generally uniquely and profoundly silent when it comes to being able to discuss what they've endured. Unlike other victims seeking some sort of compensation and recognition from a wrongdoer, a sexual abuse victim has been both physically and emotionally molested. If that is the case, it is no wonder that sexual abuse victims predominately feel shame on account of being victimized. "Shame" is different from feelings of guilt or vulnerability. In its most basic sense, shame arises from a negative evaluation of yourself whereby you ask yourself the question "Why did I do something wrong?". Guilt comes in many forms but unlike shame, guilt is most often derived from a person having committed an offense or crime or violation which was wrong. The distinction

is profound in that when people feel shame, they focus on themselves and feel worthless, powerless or exposed. Sexual victims reading this article know that they committed no shameful act. Childhood victims of sexual exploitation by predators wearing the cloak of the Church rarely get to feel guilt because to do so, they would need to truly examine whether or not they were guilty at all, (which they were clearly not) and without an admission of guilt, are trapped in their abuse persona.

Mr. Birzon feels that representing sexual abuse victims is both a great honor and a most delicate challenge. There are now procedures for victims to follow to begin the process of engaging in the first steps of what's happened in the past and to be able to move forward. To do so, a victim must be vulnerable. To become vulnerable, one must not only be willing to come to terms with their own feelings and avoid self-destructive tendencies but the process really begins when able to talk about what happened. Mr. Birzon's clients have expressed that throughout their lives they blame themselves for what happened to them as a child at the hands of 50 or 60-year-old members of the clergy. He has come to understand that for decades, they were victims of shame and guilt; neither which allowed them to risk telling the story to anyone. The social psychologist, Brene Brown, discusses vulnerability and the distinction of shame and guilt. Her book "The Power of Vulnerability- Authenticity, Connection and Courage" is one that Mr. Birzon highly recommends to everyone, not just victims of clergy abuse.

Publicity, notoriety and acknowledgement by the Vatican, Dioceses throughout the world, and State legislatures, which now include NYS, have afforded victims an opportunity to express and act on vulnerability by

presenting their story in Court or through programs like the Rockefeller Center Independent Reconciliation Compensation Program (IRCP). The IRCP has extended the time to file new registration until April 30, 2019. New claims may be presented on or before May 31, 2019. These dates are crucial should victims wish to present claims to the Diocese of Rockville Centre.

While the results of the claim submitted through the IRCP process have been not insubstantial, the fact that NYS has most recently passed the Child Victims Act may very well be the greatest incentive to the Dioceses encouraging people to come forward. The Child Victims Act that was recently signed into law by Governor Cuomo allows child victims to seek compensation against their abuser until they turn the age of 55 years. For criminal cases one can seek prosecution until 28 years old. Thankfully, NYS has joined other states and has now provided a specific exception to what historically has been prohibited statute of limitations depriving victims of their right to pursue a claim for monetary compensation and a request for criminal prosecution.

It is important for the public to understand, that no matter what the personal history may be, that victims now have the power, perhaps for the very first time, to confront thoughts and feelings that have been back for so long and engage in a initiative to allow victims to assert control over their emotions, personal destiny, and ultimately, their life. Please feel free to contact Mr. Birzon at 631-265-6300 or on my his cell 516-639-7098 for further guidance.



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Are you in sales? If so you know that in most companies you're given specific KPIs (key performance indicators) and also made aware of the repercussions if by chance you don't accomplish them. KPIs are pegged to compensation and potential termination and in most of the companies in which I've worked the sales team is continually made aware of where they stand in the rankings.

But what if you're a solopreneur and working on your own to not only bring in business but to also execute the work itself? It's a difficult position (and don't I know it after being in business for 30 years) and one that causes many solopreneurs to either close up shop or run themselves ragged trying to do it all without collapsing.

The peaks and valleys associated with bringing in new clients can be deadly to any business, however there's no reason to despair because there is a work-around to the situation. Here are some suggestions that can keep your sales pipeline filled even when you are out "doing" the work:

Make sales prospecting an integral part of EVERY day

Solopreneurs often stop prospecting when they have a lot of business and are busy "doing the work!" Unfortunately when you cease to prospect for any period of time you can look ahead to one, two or three months

down the road and there will be a guaranteed drop in business. You must keep the pipeline filled and prospect daily.

1. Do 5 cold or warm calls per day

Let's face it. The time it takes to do 5-10 calls per day is minimal especially because you know that you will probably get voice mail. Be prepared with a superior voice mail message, know what you want to say if the prospect picks up their phone and make the calls. Calendar the time and it will get done.

2. Utilize social media to stay on the grid

LinkedIn, Facebook and Twitter have become part of every solopreneur's bag of tricks and there is no reason why you can't post relevant information, pictures and videos on a daily basis. This endeavor will take a short amount of time and can even be scheduled in advance using a service such as [HootSuite](#), [Meet Edgar](#) or many of the other social media service providers that are available to you.

3. Send a newsletter

Newsletters provide an effective way to stay on the grid with your entire database. Send interesting and relevant information and stop pitching your products and services. You'll find that your open rate will increase in direct proportion to the value of the information that you are sharing. If you don't like to write there are many content developers that can do the writing for you.

4. Attend networking events

There are networking events morning, noon and night and therefore it is almost impossible to not be able fit in one or two events per month. Networking provides an excellent opportunity to make new contacts and reconnect with old friends too.

5. Ask for referrals

If you're very busy "doing the work" this is the best time to ask your existing clients for referrals. A good flow of referrals will help to augment the other business development initiatives that you are doing and can keep your sales pipeline filled.



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It's hard to beat tourism as a business booster. Economic development professionals will always tell you that one of the best ways for any community to attract incoming dollars is through tourism.

Similar to the benefit enjoyed when customers outside your area purchase your exported products, a dollar spent by a visiting tourist represents the introduction of new, net wealth into your locality. It's a pure win, because it's fresh, outside money coming in. And the good news is that Long Island business and government leaders know and appreciate this fact. Moreover, they take concrete action to promote and support tourism as a means of enriching the Nassau and Suffolk economies.

To further sharpen our business community's understanding of the symbiosis uniting tourism and business, HIA-LI hosted more than 200 members of the regional business community at a breakfast panel at Long Island MacArthur Airport on Friday,

March 22. The event was called "Taking Business and Tourism to New Heights." The panel highlighted Long Island MacArthur Airport which is owned and operated by the Town of Islip and Discover Long Island, the agency formally designated to promote Long Island as a destination for tourism, meetings, conventions, and sporting events.

Speakers included Kristen Jarnagin, President and CEO of Discover Long Island; Town of Islip Supervisor Angie Carpenter; Airport Commissioner Shelley LaRose-Arken; and HIA-LI President and CEO Terri Alessi-Miceli.

Ms. Jarnagin helped to crystallize the theme of the event with the following economic development proverb: "If you build a place where people want to visit, you will build a place where people want to live," she said. "And if you build a place where people want to live, you will build a place where people want to work. And if you build a place where people want to work, you will build

a place where business will want to be. And if businesses want to be there, you will build a place where people will want to visit."

Thanks to Discover Long Island data, attendees learned that travelers spent an eye-opening \$5.9 billion on Long Island in 2017. On the fiscal side, tourism in Long Island generated \$722 million in state and local taxes in 2017. And sales, property, and hotel bed taxes contributed to nearly \$400 million in local taxes. By fortifying Long Island's tax base, the tourism industry enhances the region's ability to attract and retain private companies.

As most readers know, MacArthur Airport is an indispensable hub of our area's tourism sector. The airport sees more than 5,000 people fly in and out every day. Under the leadership of Supervisor Carpenter, herself a former businesswoman, the 1,300-acre airport has systematically maintained strong ties to our area's business community.



MacArthur Airport and Tourism: Generators for Long Island

Airport Commissioner LaRose-Arken told attendees that MacArthur ranked as America's fastest-growing, medium- to large-sized airport, as measured by domestic seats. She also noted that both Southwest and American Airlines had recently responded to growing demand by introducing larger aircraft, and that Frontier Airlines had expanded its list of destinations reachable from the airport.

"We try to operate our airport like a business," said the Commissioner. "And over the last four years, the airport has run a surplus."

Underscoring our business community's commitment to tourism, several private-sector players recently helped underwrite a Discover Long Island survey designed to help inform future strategies for the industry's growth. HIA-LI, National Grid, and the Manufacturing Consortium of Long Island – which also goes by the name of Ignite Long Island – joined forces with Long Island University and Long Island MacArthur Airport to sponsor the project.

As reported by *Newsday*, the Discover Long Island analysis found that when travelers are told about "the Island's beaches and parks, museums, restaurants, and other attractions, the likelihood they will visit rose to 65 percent compared with 47 percent when they knew little about the region."

To further bolster region-wide tourism, Discover Long Island in 2017 initiated its first-ever co-marketing partnership with New York City's tourism agency, NYC & Co. The joint program positions Long Island as "a great addition to New York City trips" and as the city's "beachfront backyard."

During a question-and-answer session, Ms. Jarnagin urged event attendees to

always remember to speak positively about Long Island. "Please think about the way you're speaking about your home and where you live," she said. "Because when you put some-

thing online, people see it all over the world. If everyone hears something negative, why would anyone want to come here?"

Supervisor Carpenter also urged business leaders to make their presence felt at public hearings and speak up in support of development initiatives "because the naysayers are always going to be there."

HIA-LI's Terri Alessi-Miceli urged guests to work collaboratively with institutions and government entities, citing as an example the assistance HIA-LI had provided to MacArthur Airport in assessing travel patterns and passenger needs when the air facility had been scoping out growth strategies.

"We simply can't underestimate the value of this airport and tourism in strengthening the economic foundation of Nassau and Suffolk counties," said Ms. Alessi-Miceli. "The deeper the commitment we make to tourism, the more tourism delivers to our business community."





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LEADERSHIP. At CMM, we live by the themes of leadership and ownership. That's why we believe that our role as Long Island business leaders extends far beyond our office walls. It's our responsibility to advocate for our region's economic success. We fulfill this responsibility through our involvement with HIA-LI (Board Chairman Joe Campolo), Stony Brook University, the Suffolk Academy of Law, and Touro Law School, among other organizations and institutions. The firm is well known in the community for its philanthropic efforts through its charitable arm, CMM Cares, including a recent \$450,000 gift commitment to the Staller Center for the Arts to support the arts on Long Island.

RESOURCES. CMM also believes in providing resources to our community, which prompted us to open our new, state-of-the-art training space at our Ronkonkoma

headquarters last fall. The 1,600-square-foot customizable training room features a built-in projector, video conferencing, digital signage display, and more. The room has already become a venue of choice for nonprofit board meetings, team retreats, and company events for the business community, and is also home to CMM Academy, a program of courses we designed to educate and inform our clients, colleagues, and partners on critical business issues. We are proud to host events that spark new partnerships among Long Island business owners. We welcome you to stop by for a visit or contact us at (631) 738-9100 to learn more!



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¹ "Understanding physician network dynamics could help providers bring down health care costs," Deloitte Insights, Jan. 29, 2019

² "Value-Based Experience, Robust EHR Use Key Factors to ACO Success," DistilNFO Healthplan Advisory, Aug. 21, 2018

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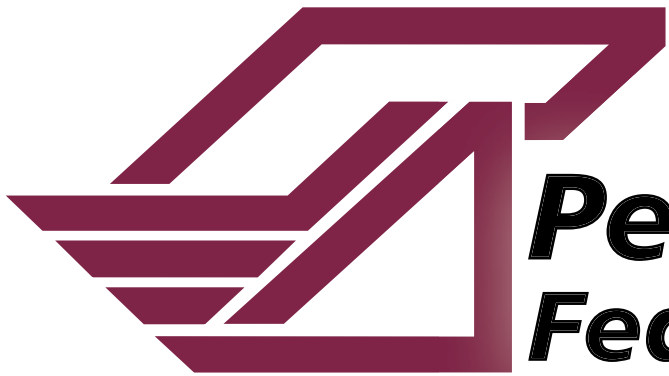
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KEEPING CURRENT**Attorney or Robot – or Both?**

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In 2016, BakerHostetler hired a new attorney with an unusual résumé to join its practice. While this attorney did not graduate from a top-ranked law school, it did once defeat Ken Jennings at Jeopardy. Instead of billing multiple hours to analyze caselaw for a comprehensive memorandum, this attorney can complete the task in seconds. Thorough document review? Done. Discovery? Easy. Data mining caselaw? In a snap. If serving clients is the purpose of law practice, this attorney can help lawyers do it better. Without ever meeting a client or entering a courtroom, this attorney comes with potential to completely alter the legal profession's future.

But what about the human interaction between attorney and client, adversary, Judge, or jury? For this attorney to excel at human interaction, it would need to actually be human. This new attorney is ROSS Intelligence, a form of artificial intelligence plotting its invasion of the legal field.

Powered by IBM's Watson Cognitive Computing Technology, ROSS Intelligence is an online legal research tool harnessing the power of artificial intelligence to make legal research more insightful. It offers a platform optimized for natural language searches, which tends to surface search results that better address user intent, leading to more efficient research. While advances in other legal search engines boast similar features, comparisons between ROSS and legal research powerhouses like West-

law and LexisNexis end when introduced to ROSS's other features, like EVA.

EVA is ROSS Intelligence's free-to-use brief analyzer. Within seconds of uploading a brief onto EVA's system, it generates an analysis of each of the cited cases, creating a list and giving each case a label indicating whether it is still valid. Users can even view the uploaded brief with hyperlinks added by EVA to all the cases. While viewing the brief on EVA, users may come across a passage and seek supporting cases or other cases discussing the issue. EVA's "Find Similar Language" feature will generate a list of cases with similar language, showing the case name and relevant text. EVA creates a summary overview of the case targeted to the specific research query to determine whether the full case is relevant and actually worth reading. ROSS Intelligence additionally includes "Legal Memoranda on Demand," where users can request a legal memorandum from ROSS for deeper understanding of a legal issue. This option assists with more complex arguments and provides a next-level understanding of a specific issue. While EVA is not the first brief analyzer on the market, competitors either require paid subscription or work only for specific jurisdictions.

However, the question remains as to how ROSS Intelligence actually performs in practice. Blue Hill Research recently pitted ROSS Intelligence against Westlaw and LexisNexis in a study that assigned a panel of 16 experienced legal research professionals to research questions modeling real-world issues in federal bankruptcy law. Study findings indicated that the artificial intelligence legal research platform outperformed its competitors in finding relevant authorities, user satisfaction and confidence, and in research efficiency. "On every measure, ROSS outper-

formed the traditional tools evaluated," the report stated.

As ROSS Intelligence continues its takeover of law practice, some remark that fully automated lawyering is just a notion premised more on science fiction than real science. A robot, after all, based on current and developing technologies, lacks the capability to serve as an attorney. For example, although ROSS Intelligence can optimize legal research, it cannot translate information into nuanced briefs, motions, and documents drafted regularly by attorneys. It is unable to find, investigate, and verify facts and evidence while simultaneously evaluating relevancy. Finally, artificial intelligence lacks the proverbial human touch. The thought of two robots arguing a case before a Court conjures a potential plot for a Black Mirror episode more than a reality, while only another human can effectively connect with clients on an emotional level when listening, calming, and empathy are required just as much as objective legal analysis.

An A.I. apocalypse in the legal field may be far-fetched, but firms' reliance on its utilization is not. Future A.I.-based legal technology is transforming the practice of law. While it may not lead to a widespread loss of jobs, attorneys will certainly be adapting to the arrival of automation. ROSS Intelligence and similar platforms can drastically reduce the amount of time it takes to review legal documents and conduct legal research to mere seconds, enabling cheaper, better, and faster results for clients. This cuts a lawyer's work rate, positively affecting a firm's bottom line. At the very least, this represents a significant iteration of the continuing evolution of legal research tools that began with the launch of the digital databases of authorities and have continued through search technology developments.

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CONCURRENT WORKSHOPS

Session I 9:45AM - 10:45AM & Session II 11:15AM - 12:15PM

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Recruiting in the Age of
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Stop Guessing . . . Start Quantifying
Using Data to Manage Tomorrow's
Issues In The Long Island Workplace



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Eric J. Felsberg, Esq.

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1:45PM – 2:45PM



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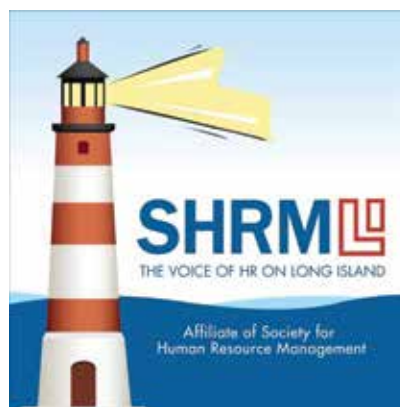


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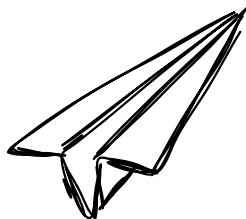
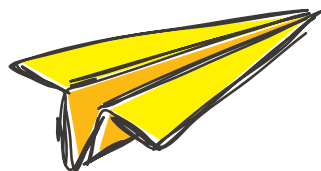
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APPOINTMENTS, UPCOMING EVENTS AND OTHER HAPPENINGS



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Stacey Honored as Public Interest Attorney of the Year. Touro College Jacob D. Fuchsberg Law Center honored Darren Stacey, an Associate at Certilman Balin, with the Public Interest Attorney of the Year Award. Mr. Stacey practices in the Litigation and Real Estate Groups and is admitted to practice law in New York, California, and the District of Columbia. He is also admitted to practice in United States District Court for the Eastern and Southern Districts of New York and the United States Supreme Court. Prior to joining Certilman Balin, Darren clerked at the Supreme Court of Pennsylvania.

UPCOMING EVENTS

The Suffolk County Women's Business Enterprise Coalition Sponsor Showcase & Luncheon. SCWBEC acknowledges its sponsors on April 25th at the Piermont in Babylon. At 9:00AM, attend a free showcase of sponsors' products and services. Lunch at noon will feature keynote speaker Kathleen King, Founder of Tate's Cookies. To celebrate National Bring Your Child to Work Day, invite a young person to join you. Purchase luncheon tickets at <https://scwbec.org/event/-2019-sponsor-showcase>.

OTHER NEWS & HAPPENINGS



Forchelli Deegan Terrana LLP Attorneys Overturn Zoning Board of Appeals Denial Clients Permitted to Build Sports Court. Forchelli Deegan Terrana LLP ("FDT") Land Use & Zoning Partner Judy Lynn Simoncic, assisted by Associate Jessica A. Leis, successfully appealed and secured the reversal of a Village of Sea Cliff Zoning Board of Appeals decision which denied our clients the right to construct a multi-use sports court on their residential property. The suit arose from the Building Inspector's improper determination that the proposed sports court was an "accessory building" under Sea Cliff Code ("the Code"), requiring a variance of the -500square-foot maximum for accessory buildings. Ms. Simoncic and Ms. Leis successfully argued that the proposed sports court was an ancillary structure under the Code. It was not subject to the -500square-foot maximum, nor did it require a building permit to be constructed. The Supreme Court agreed, finding that the Code is ambiguous as it pertains to what constituted an "accessory building" versus an "ancillary structure." The Court held that ambiguity in the Code must be resolved in favor of our clients. Accordingly, the Court directed the Zoning Board of Appeals to make a determination that the proposed sports court is an ancillary structure, which does not require a variance or building permit.



Widex USA Donates 22,000\$ to the Helen Keller National Center for Deaf-Blind Youths and Adults Widex USA recently donated 22,000\$ to the Helen

Keller National Center for Deaf-Blind Youths and Adults (HKNC), a division of Helen Keller Services (HKS), as part of the company's ongoing commitment to helping people communicate and connect. A special Widex USA promotion was held during the holiday season through the end of January 2019 that saw a portion of the proceeds of every pair of WIDEX EVOKETM hearing aids sold benefit HKNC, which provides comprehensive vocational and independent living training to youths and adults who are deaf-blind.



Over 400 years ago, the invention of the microscope opened up a new world of discovery. Just sixteen years ago, the completion of the Human Genome Project launched a similar revolution in science. Since then, the continued advancement of high-throughput DNA sequencing – and quantitative methods for extracting knowledge from massive sequence

datasets – has fundamentally changed how scientists explore questions in biology. Come hear from three quantitative biologists as they discuss how they see with sequencing to solve mysteries ranging from the genetics of evolution, to the causes of ALS, to the subtle inner-workings of a cell. We hope you'll join us! What: Public Lecture - Seeing with Sequencing When: April 7:00-2019, 17pm-8:30pm Where: Cold Spring Harbor Laboratory - Grace Auditorium - One Bungtown Road, Cold Spring Harbor, NY 11724 Admission is free! Please RSVP at <http://bit.ly/seeing-sequencing>

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EDI.Simplified, I'm Neil Abbruzzese and, with my partner Greg Wasserman, we started EDI Options in 1991 to help companies that manufacture, distribute, import or otherwise supply products for sale to get a handle on their business by managing their digital transactions.

We started in the jewelry manufacturing world and worked in that industry for almost 10 years before starting EDI Options. Having specialized in retail e-commerce, we've helped customers around the world trade with the biggest names in retail like Macys, Kohls, Nordstrom and Bloomingdales. We work closely with Macys as a customer, managing all of their international retail transactions between their entities in both China and Dubai and their vendor base around the globe.

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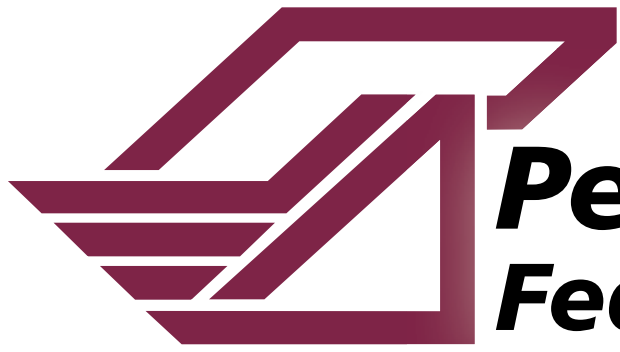
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