

2020 WHAT'S TO COME?

**DELEGATES GIVE FORESIGHT INTO 2020 AT
HIA-LI ANNUAL MEETING & LEGISLATIVE
BREAKFAST ON JANUARY 17TH | P.30-49**

HIA-LI'S CEO BRIEF PG 4

Featured interview with Ralph Accardo, President of Accu Data Workforce Solutions

HIA-LI'S INDUSTRY LIST: PG 50-51

Featuring companies in the Financial & Insurance industries

HIA-LI'S HEARD AROUND THE ISLAND PG 55

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

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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: JANUARY 2020

HIA-LI COMMITTEE MEETINGS

TUESDAY, JANUARY 21ST | 8:30-10:00 AM
HIA-LI's H.Y.P.E Committee Meeting | Location: TBD

WEDNESDAY, JANUARY 22ND | 8:30-10:00 AM
Education/Workforce Connection Committee Meeting | Location: HIA-LI Headquarters – 225 Wireless Blvd, Suite 101, Hauppauge

WEDNESDAY, JANUARY 22ND | 8:00-10:00 AM
Manufacturing/International Trade Committee Meeting | Location: Microsoft Store in the Garden City Roosevelt Field Mall

THURSDAY, JANUARY 23RD | 8:30-10:00 AM
Business Development Committee Meeting
Location: HIA-LI Headquarters – 225 Wireless Blvd, Suite 101, Hauppauge

FRIDAY, JANUARY 31ST | 8:30-10:00 AM
Mentoring Committee Meeting
Location: HIA-LI Headquarters – 225 Wireless Blvd, Suite 101, Hauppauge

TUESDAY, FEBRUARY 4TH | 8:30-10:00 AM
Health & Wellness Committee Meeting
Location: HIA-LI Headquarters – 225 Wireless Blvd, Suite 101, Hauppauge

WEDNESDAY, FEBRUARY 5TH | 8:30-10:00 AM
Technology for Business Committee Meeting
Location: HIA-LI Headquarters – 225 Wireless Blvd, Suite 101, Hauppauge

FRIDAY, FEBRUARY 7TH | 8:30-10:00 AM
Membership Committee Meeting
Location: HIA-LI Headquarters – 225 Wireless Blvd, Suite 101, Hauppauge



HIA-LI UPCOMING EVENTS

FRIDAY, JANUARY 17TH, 8:00 AM - 10:00 AM
HIA-LI's 42nd Annual Meeting & Legislative Breakfast. Meet your local and state representatives! Learn more about their Long Island business initiatives and 2020 economic forecast. The event is from 8:00 am to 10:00 am. Location TBD. Tickets are Members \$50 | Non Members \$65. To register, visit www.hia-li.org or call 631-543-5355.

WEDNESDAY, JANUARY 29TH, 5:30 PM - 7:30 PM
HIA-LI's Member Appreciation Networking Event. Join us for a night of networking with the HIA-LI business community from 5:30 pm -7:30 pm at Patrizia's of Hauppauge, 358 Vanderbilt Motor Pkwy, Hauppauge, NY 11788. This is a complimentary event for HIA-LI members but pre-registration is required. 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, FEBRUARY 4TH, 8:00 AM - 10:00 AM
HIA-LI's CEO Forum Featuring: Dr. Steven Tuzinkiewicz, CEO & Radiologist and Felicia Telep, Director of Marketing & Operations, PURE Mammography at Guide Dog Foundation, 371 NY-25, Smithtown, NY 11787. Be inspired and join us on February 4th to hear how Felicia thrives in the Long Island Business Community as an influential leader in the medical field. Members: \$40 • Non-Members: \$55. To register, visit www.HIA-LI.org or call 631-543-5355.

CALENDAR HIGHLIGHTS

MEMBERSHIP APPRECIATION EVENT

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

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

NETWORKING

LITE BITES

CASH BAR

SHAKE HANDS WITH YOUR NEXT CLIENT!

COMPLIMENTARY TO HIA-LI MEMBERS

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

-FOR MORE INFORMATION- PLEASE CONTACT TERRI JIMENEZ AT TJIMENEZ@HIA-LI.ORG

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HIA-LI'S 26TH ANNUAL ECONOMIC SUMMIT

SURVEYING THE FUTURE OF LONG ISLAND BUSINESS

FEBRUARY 12, 2020 • 8:00 AM - 10:00 AM
LOCATION TBD

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H2M architects + engineers & HIA-LI Board Member

Kevin O'Connor
President & CEO
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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
- LONG ISLAND HOUSING MARKET
- JOB GROWTH
- EFFECTS OF CONFIDENCE RATINGS
- AVAILABILITY OF CREDIT TO BUSINESS

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

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HIA-LI CEO BRIEF

RALPH ACCARDO | PRESIDENT OF ACCU DATA WORKFORCE SOLUTIONS

TELL US ABOUT HOW YOU/ YOUR COMPANY STARTED.

I started Accu Data with my wife, Connie. I had been working as a controller for an insurance brokerage and my wife had been a tax accountant before leaving work to raise our two kids. We wanted to take a business journey together as a loving adventure. We both felt uniquely qualified to run a payroll processing firm, not just because of our skill sets but because we'd offer the kind of dedicated, personalized service necessary to earn the customers' trust. It didn't take long for our clients to tell their fellow business owners of the secret they had found processing payrolls. Over time, our offerings expanded to a complete menu of employee management components, allowing clients to take care of their most precious asset – their staff – from pre-hire to retire.

WHAT WAS A TURNING POINT FOR YOU/YOUR COMPANY?

Just as in life, a business has peaks and valleys. Throughout the 35 years of Accu Data's existence, we have been blessed with many peaks but there have been some that I consider particularly outstanding and memorable. I will call them our "harbingers of success." As I look back some 20 years, convincing our daughter, Susan, to join us transferred the dynamic duo to become the tremendous trio. In addition to her marketing and sales ability, Susan has developed well defined systems of operation for Accu Data, which have proven to be innovative and insightful and have helped transform us into a true Human Capital Management firm.

WHAT IS YOUR PHILOSOPHY AT ACCU DATA?

We measure the success of our company on a variety of factors, beginning with the satisfaction of our clients, which we earn through our professionalism, reliability and accuracy. But it's equally important that we serve the needs of our staff, too, as well as the community we call home. We have established, nurtured and maintained a powerful bond among management and our valued employees, which continues to reap enormous benefits at every level of our hierarchy. And our commitment to the community is one of our most cherished endeavors. We are proud members of the Hauppauge Industrial Association and take part in numerous events and programs aimed at fostering and empowering the business community, here in Hicksville and throughout the island.



"We have established, nurtured and maintained a powerful bond among management and our valued employees, which continues to reap enormous benefits at every level of our hierarchy."

- Ralph Accardo | President of Accu Data Workforce Solutions

TELL US ABOUT YOUR COMPANY'S PROFILE TODAY

For more than 35 years, we've been dedicated to helping companies nationwide navigate the complexities of Human Capital Management. With a combination of industry-leading, cloud-based technology, uncommon and uncompromising service and a commitment to offer the right solutions at the right price, we provide our clients with the tools and support they need to efficiently handle the most complex workforce management needs, from pre-hire to retire. A key secret to our success is our continued investment in the technological advances and infrastructure necessary to stay on the cutting edge of superior service. This business perspective has enabled us to focus on maintaining a stable, loyal customer base,

while pursuing new avenues of revenue growth by attracting new clients to our enterprise.

WHAT OPPORTUNITIES DO YOU SEE IN THE FUTURE?

One of the hallmarks of our success at Accu Data is our ability to serve the present-day needs of our clients while always keeping a sharp eye on future trends and new technologies related to payroll, tax, HR and compliance services. In the coming years, we anticipate great expansion in Accu Data's automation of the payroll processes. This will not only make workforce management easier and more productive for all of the clients we serve, it will also positively impact our growth as a company and, in turn, increase our presence in the industry.

5 Key Benefits of Using a Professional Payroll Provider



AccuData Workforce Solutions

www.workforcesolutions.com

info@workforcesolutions.com

516-935-6767

Managing and processing payroll isn't just a complex and time-consuming task, it's a downright challenge. According to a study, 40% of small business owners rank bookkeeping and tax preparation as their least favorite parts of their job. It's easy to see why more companies are outsourcing payroll to professional Human Capital Management (HCM) agencies, which use the latest software systems. If you're still handling payroll in-house, here are five key benefits your HR departments and businesses will enjoy by switching to an outside provider:

1. It Saves Time

Between interviews, onboarding, time-off requests, performance management and training, your HR department has enough on their plates without the additional burden of calculating and processing payroll hours and handling any issues that may arise. Using a payroll company eliminates the multiple hours dedicated to paying employees and allows your HR team members to focus on their other duties and responsibilities.



2. It Virtually Eliminates Errors

Want to drive your employees crazy and raise doubts about your company's competency? Make a payroll mistake. And guess what: if you're manually entering time and exporting data to and from siloed platforms, errors are bound to happen. With a professional payroll company, you greatly reduce the risk of human error. At Accu Data, for example, we use cutting-edge payroll processing technology that's automated, intuitive, configurable, and fully integrated.

3. It Sends Alerts and Reminders

Payment deadlines. Contractor invoices. Payroll tax reports. Quarterly and annual income tax withholding reports. Staying on top of payroll and tax submissions can be overwhelming. Accu Data sends email reminders about paydays and payment deadlines, ensuring no important dates or payments are missed.

4. It Protects Your Employees' Information

Payroll data includes a lot of confidential information your employees are trusting you to protect, from Social Security Numbers to bank information to home addresses. Professional payroll companies take the privacy and security of their clients very seriously and the software they use meets the highest IT security standards. Accu Data, for example, uses SSL technology, which encrypts all confidential information, which prevents it from being intercepted over the Internet.

5. It Keeps You Compliant

Are you on top of all the local, state and federal tax laws that apply to your business or industry? It's a hard question to answer given how quickly and often rules and regulations can change. Fortunately, payroll providers constantly monitor new laws and requirements closely in order to help their clients stay compliant and avoid penalties.

Are you ready to outsource your payroll to a professional? Contact Accu Data today for a free consultation and to learn more about our other HCM capabilities, including Time & Attendance, Applicant Tracking, Benefits Administration, Learning Management Systems and ACA Compliance.

Changing Payroll Providers Has Never Been Easier.

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

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



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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.

ALURE HOME IMPROVEMENTS



PRESIDENT/CEO: Sal Ferro
IN BUSINESS SINCE: 1946

WHAT PRODUCTS/SERVICES DO OFFER?

We are a one stop, full service remodeling company, that specializes in Kitchens, Bathrooms, Siding, Windows, Roofing, Sunrooms, Basements, Dormers and Extensions. We handle all aspects of the project including design, permits, and installation. Alure also has dedicated service and warranty department that services our clients for all warranty work, and a sister company, Fusion Commercial Contracting, specializing in interior build outs and all phases of commercial construction. As our tag line states, "we go to extremes to build your dreams!"

WHAT IS YOUR COMPETITIVE EDGE?

While our 70 plus years of experience serving Long Island offers our customers an unparalleled peace of mind, our true

competitive edge is our employees and the culture of commitment that we have fostered. With our largest source of business being repeat customers and referrals from our Raving Fans, our employees go above and beyond for each of our customers to ensure we meet and exceed our clients' needs and provide a superior experience from start to finish.

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

Alure currently employees about 200 Long Islanders including designers, production staffing, office personnel, installation crews and trades professionals. We currently perform over 1,200 remodeling projects a year for homeowners here on Long Island with revenue north of \$33 million. With a focus on our core areas of expertise noted above, our growth plan is to continue to grow our customer base here on Long Island and to continue exceeding our client's expectations to perpetuate our repeat and referral business.

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

Alure has always focused on being an active member of the Long Island Community and the Hauppauge Park is an ideal location for us to be. From the ability to easily network with other HIA members, to the amenities, the convenient location and easy access to the Long Island Expressway, as well as the central location on Long Island for our employees, the Park is the perfect location for our corporate office

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5 Ways Millennials Can Shape the Future of Long Island and Promote Development



By Matthew Ambrosio
Development Associate
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516-249-2022

I recently connected with Michael Watt, the Executive Director and Founder of LiiNCS, a Long Island-based 501c3 nonprofit association that gave rise to the Millennial Leadership Coalition. The spirit of the meeting was to discuss paths to encourage the younger generations who live here to get out and be heard, specifically speaking in terms of smart and sustainable development. The future of Long Island's economy and vibrancy depends on it.

Working as a Development Associate with Terwilliger & Bartone, part of my role is community organizing and attending town and village public hearings. It is at these hearings where development firms present their applications with panels of experts. Frequently, development projects are met with opposition groups who raise concerns that include but are not limited to traffic, school aged children and the environment. I can count on one hand where support outweighed opposition. If we wish to change and grow, we must do so in a smart and sustainable way. We

must embrace smart growth and provide a more diverse menu of housing. Not only for those who wish to stay on Long Island but also to attract and welcome those who wish to call Long Island their home.

This all starts with the younger generation and being active in local government. How do we do that? Attend town and village meetings to learn more about the challenges developers are met with and decide for yourself if what they are doing is making your hometowns a better place.

Here are some tips of how you can become part of the movement to make Long Island a better place to live, attract young professionals and preserve our future growth.

- Attend meetings and hearings when developers are proposing multi-family developments and speak in support of the projects, or even just ask questions. Often speakers can talk for up to three minutes, and explaining who you are, why you support a project, or have a question is vital. Use the time as an opportunity to express yourself and share your thoughts on how it will make your neighborhood or community a better place.

- Get familiar with the land use codes. Towns and villages have a website with a digital downloadable copy of the codes for you to review. I encourage everyone to know their codes before you buy a home or build on your property but especially if you plan to attend a meeting regarding a multi-family residential proposal. Know the current zoning, the alternative uses, the height allowances, the parking requirements, the density and if any special permits are required.
- Know the history of the property. Do your research to learn the current taxes being collected on the land and find out the taxes collected after the new development's first year in business. Often what you will see is that even with a PILOT agreement (payment in lieu of taxes), the revenue to support the tax base increases exponentially over the amount collected before the land was redeveloped.
- Attend the meetings to learn about the people who oppose redevelopment and why they oppose growth and change.
- Contact the developer and ask questions. Visit a TOD community and kick the tires. See what it's all about.

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families were able to keep the heat and lights on in their home.

BECAUSE OF YOU

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Mark Cuban Says These are the Dumbest Things Entrepreneurs Do



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By nature, entrepreneurs are intelligent, passionate, ambitious people. But all of those smarts and drive don't always mean every business owner makes all the right decisions all of the time. Hopefully the blunders that are made aren't big enough that the business fails.

We reached out to tech billionaire Mark Cuban to find out the things that entrepreneurs do that absolutely drive him bonkers. As a longtime investor on ABC's hit TV show Shark Tank, Cuban has encountered his fair share of entrepreneurs who've made some serious missteps.

Whether you're looking for investment money or quietly growing your business, Cuban says to avoid making the following mistakes at all costs.

Not understanding business basics.

One thing that drives Cuban crazy is when entrepreneurs lack the basics. A prime example, he says, is when entrepreneurs "don't know the difference between a product and a feature." Before an entrepreneur begins looking for



investment money, starts producing a product, even before research and development, they need to have this fundamental understanding.

In other words, if a competitor sells only blue shirts, and your shirts are blue and red, you've merely created a feature. Products or services solve problems and people want to purchase them. Features are characteristics that add value to products.

Successful companies are founded on products—not features, Cuban says.

Thinking competition equals validation.

Creating something from nothing is no easy feat. Convincing people that you're providing a valuable service and to buy your products sometimes requires a lot more. Cuban says it's a big mistake

to think that a big competitor moving into your market validates your business.

What it does—or should do—is make smart entrepreneurs extremely uneasy. "It means you are in deep trouble unless you can out-innovate and outsell them," Cuban says.

Pegging your success on one 'star' employee

As the old saying goes: Don't put all your eggs in one basket. The same goes for hiring and team building.

Too often, business owners believe that "their next hire will solve their biggest problem," Cuban says. Hiring the best marketer in the industry doesn't mean you'll magically figure out how to sell your stuff and everyone will live happily ever after, he says.

If your star employee leaves or fails, then so does everyone else. Growing a successful business requires all hands on deck, meaning everyone on the team needs to be pulling their weight—together.

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The Risks Between Seniors And Food Insecurity Are Too Important To Ignore



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A recently published research report from our colleagues at the Food Research and Action Center (FRAC), reviews food insecurity rates and risk factors among older adults; the connection between food insecurity and health among older adults; and the effectiveness of some of the federal nutrition programs in alleviating food insecurity and supporting health for this population. Poverty, food insecurity, and poor nutrition have potentially harmful impacts on the health and well-being of older adults, which can limit their ability to work, perform daily activities, and live independently. Older adults with limited finances, adequate resources, and a limited social support system often interfere with the ability to maintain good health.

In 2018, more than 1.3 million adults 65 years of age or older and living alone were considered to be food insecure in America. Long Island Cares, Inc. estimates that approximately 54,000 seniors living in Nassau and Suffolk Counties experience food insecurity and rely upon the emergency food network for ongoing support. On a monthly basis, more than 800 seniors visit our satellite locations in Freeport, Lindenhurst



and Huntington Station to access food, personal care items, household supplies, and pet food. Twice per month, our Mobile Pantry delivers groceries to 76 households of seniors that are homebound and have difficulty traveling to a local food pantry.

Being food insecure can lead to mental and physical health conditions such as diabetes, depression, hypertension, congestive heart failure and accidents. Seniors struggling with food insecurity also experience more frequent hospitalizations and emergency room visits. Federal programs such as the Supplemental Nutrition Assistance Program (SNAP), Congregate Nutrition Program, Home-Delivered Nutrition Program, Commodity Supplemental Food Program (CSFP), Senior Farmer's Market Nutrition Program, and the Child and Adult Care Food Program provide a lifeline to seniors living alone and often isolated. Although the SNAP program is critical in helping seniors improve their nutrition and well-being, the program continues

to be under attack from Washington and some of our congressional representatives that want funding for the program significantly reduced. In response to numerous proposals to reduce SNAP on a federal level, our state and local governments sometime scramble to find funding available to maintain these programs for our seniors. After all, seniors comprise a significant voting block in America, and have a very strong and loud voice through organizations like AARP, FRAC and Feeding America.

This past November, Catholic Charities on Long Island ended its Commodity Supplemental Food Program that delivered more than 53,000 food boxes to 3,000-4,000 seniors on Long Island annually. In an effort to maintain the provision of home delivered government commodities food to our seniors, the New York State Department of Health has awarded a contract to Long Island Cares, Inc. and the New York Community Pantry to collaborate in providing food to seniors in need. Long Island Cares will implement our new S.O.S. (Supporting Our Seniors) Mobile Food Services in January throughout Suffolk County. In establishing this model with support from our state legislative delegation, the Department of Health was able to respond to the needs of our seniors and avoid a potential crisis. When it comes to hunger and seniors, we need to develop broad and creative approaches that both insure that services are available, in addition to defining achievable outcomes. It is critical that we provide coordinated services, flexible program models, compassion and advocacy for a population that sometimes feels helpless to effect change.

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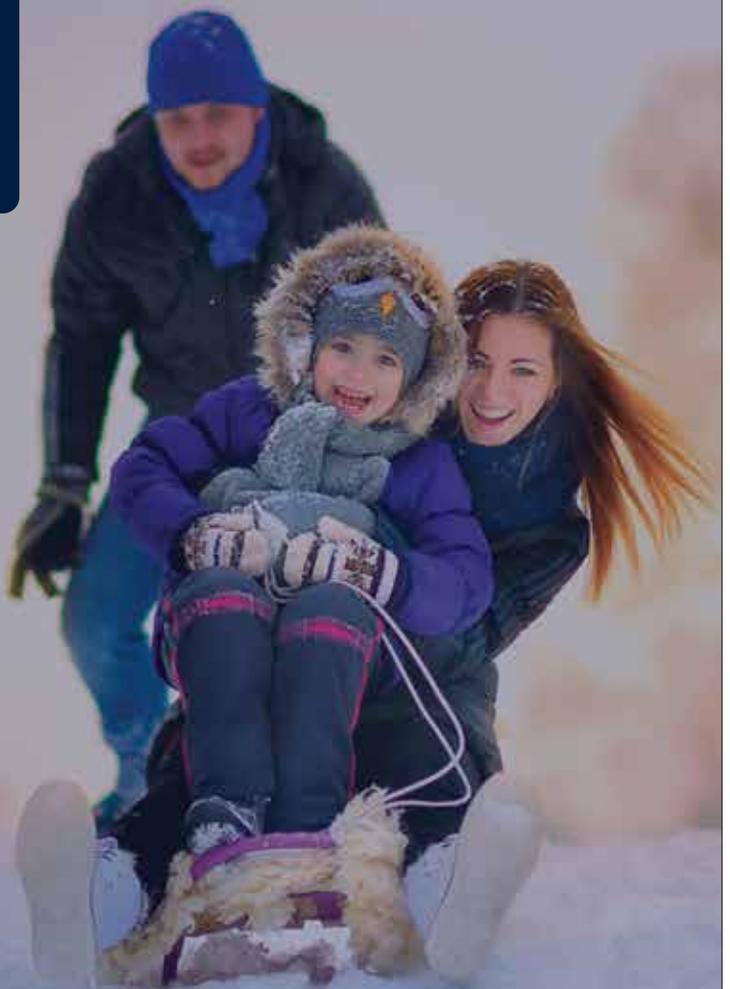
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Can Women Lead The Way?



By Mark J. Grossman
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In 2010, U.S. Senator Kirsten Gillibrand recommended that HIA-LI create a regular forum where female business leaders could mentor one another – and explore strategies for success.

In response, we inaugurated our annual “Women Leading the Way” Executive Breakfast. And on November 22 – with some 200 guests present – HIA-LI held our Ninth Annual Executive Breakfast at Hauppauge’s Stonebridge Country Club. Our panel was skillfully moderated by Dominique Camacho-Moran, partner at the Farrell Fritz law firm.

Women already own more than ten million companies nationwide employing more than 13 million people – generating more than \$1.9 trillion in sales.

In 2018, 24 Fortune 500 firms had female CEOs. In 2019 that figure had reached 33. So while things are trending in the right direction, there’s still a long way to go.

What guidance did our blue-ribbon panel of female Long Island executives provide?

Rebecca O’Connell, managing director at JPMorgan Chase Commercial Banking’s Long Island headquarters in Melville, described her bottom-up approach to leadership.

“I like to define success as building leaders, not gaining followers,” O’Connell said. “And driving forward in a team capacity.”

Long Island Press publisher Joanna Austin urged audience members to act as energizers and motivators.

“Aim to bring in energy and a positive vibe,” she said. “Try to infuse energy into every single task, no matter how mundane.”

Carolyn Mazzenga, office managing partner at the Marcum accounting firm in Melville, told attendees that advancement comes by taking action. Not by simply “hoping” for recognition and promotions.

“We have a saying,” she said. “Hope is not a strategy.”

The CEO of our region’s tourism promotion agency, Kristen Jarnagin of Discover Long Island, also stressed action over words.

“People love to talk about things,” she told event guests. “So what are we going to do about it? That’s how you execute.”

As I offer HIA-LI’s huge “thank you” to Dominique and our terrific panelists, I’d like to close with some business advice that cuts across both genders.

As I’ve mentioned before, a businessman told me something early in my career. He said that race, age, and gender shouldn’t be a primary driver of hiring and promoting decisions.

He said to look for “strength of character and conviction – and how big your heart is.”

Save the date and join us for the HIA-LI’s 10th Annual “Women Leading the Way” Executive Breakfast on Friday, November 20, 2020. For more information, call the HIA-LI office at (631) 543-5355.

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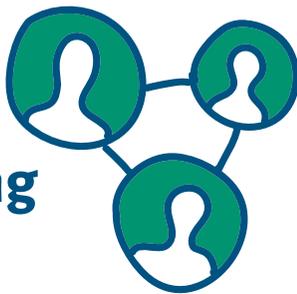
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Source: New York Department of Labor

Long Island added **115,400 jobs** between **2009 and 2018**, reaching a record of more than **1.3 million jobs**.



Source: Office of the State Comptroller

With more than **20,000 jobs** in the life sciences — the most of any region in New York State — biotechnology is a strong part of the Long Island economy.

Source: Empire State Development



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The Difference Between Empathy and Sympathy in Negotiation (And Why It Matters)

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

The Chinese general and military strategist Sun Tzu famously wrote that the “supreme art of war is to subdue the enemy without fighting.” Using empathy at the negotiation table is the modern-day embodiment of this strategy.

A fundamental human need is to feel accepted, validated, and understood by others. This reality means that negotiation strategy is really about psychology. To get from Point A to Point B, the skilled negotiator must exploit psychological principles – and this means empathy must play a role.

Many negotiators view empathy and sympathy interchangeably, and dismiss both as weak. Don’t confuse empathy with sympathy! The difference is subtle but critical. Listen for the difference:

- **Sympathy:** “I understand how you feel. I feel terrible for you.”
- **Empathy:** “I understand how you feel, and I understand why you feel that way.”

What’s the difference? Merriam-Webster defines



sympathy as the “inclination to think or feel alike,” a “feeling of loyalty,” and the “tendency to favor or support” – in essence, agreement. Sympathy almost never has a place at the negotiation table. In the negotiation of a business deal or at settlement discussions, few clients would want to hear their lawyer say to their adversary, “I get it – I agree it’s terrible what you went through. So here’s the check you asked for.” The sympathetic negotiator may not be much of a negotiator.

But the empathetic negotiator approaches things differently. Consider the Merriam-Webster definition of empathy: “the action of understanding, being aware of, being sensitive to, and vicariously experiencing the feelings thoughts, and experience of another.” The use of “vicariously” is critical here: unlike the sympathetic negotiator, the empathetic negotiator

understands her adversary’s position, but doesn’t actually experience it or necessarily agree with it. Instead, she uses empathy to let the adversary know that she hears and understands him. By tuning into her adversary’s emotions instead of just the words, the empathetic negotiator shows that she “gets it,” which helps the adversary open up and share additional information that the empathetic negotiator can use to her advantage. Think, “I get it – I understand why you feel that way. So what if we...”

Think how much more effective a negotiator you can be if you understand what’s important to your opponent and the factors that got him there. Rather than taking a shot in the dark about what might work or keeping the focus solely on you (or your client), when you understand your adversary and use his own views to shape the conversation, you can strategize around that and go a lot further, a lot faster.

Too many negotiators are hell-bent on appearing authoritative, unflinching – like the “tough guy,” willfully ignorant of the forces shaping the other side. But that’s an incredibly weak negotiation strategy. Using empathy as a tool to make your adversary keep talking and feel comfortable is key to letting the other side get what you want.

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Legal Issues Surrounding Workplace Bullying



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According to a 2017 Workplace Bullying Institute survey, 19 percent of workers had experienced bullying in the workplace and another 19 percent had witnessed it. Applied to the total workforce, these percentages translate to about 60 million workers. The #MeToo movement has brought renewed attention to the alarming prevalence of sexual harassment and assault, causing many employers to revisit their anti-sexual harassment policies and procedures. Employers should also take this opportunity to examine their workplace anti-bullying policies – or create them in the first place – as workplace bullying is unfortunately also not an uncommon problem.

Workplace bullying can be defined as persistent, malicious, unwelcome, severe and pervasive mistreatment that harms, intimidates, offends, degrades or humiliates an employee, whether verbal, physical or otherwise, at the place of work or in the course of employment. Unlike workplace anti-sexual harassment policies, companies are usually not required by law to have anti-bullying policies – but they would be wise to, so when issues inevitably arise, there are clear guidelines that leave little room for confusion, interpretation, and disagreement.

A complete anti-bullying policy contains five elements: (1) definition; (2) examples; (3) reporting procedure; (4) investigation procedure; and (5) disciplinary action.

Definition

In addition to the description above, workplace bullying can also be defined more generally as any words or actions that make an employee feel uncomfortable, threatened, or intimidated, or that interfere with others' work or prevent work from getting done.

Examples

It is important for employers to provide concrete examples of workplace bullying to eliminate confusion and be as clear as possible in an effort to maintain the integrity of the policy. The list of examples should address issues such as: name-calling; persistent phone calls, emails, or other communications; unreasonable public criticism; exclusion from meetings or social situations; destructive gossip/rumors; intentional interference or sabotage of one's work; stalking; etc. There are endless potential forms of bullying, and any list of examples should include a disclaimer that the list is merely illustrative and not exhaustive.

Reporting Procedure

Reporting procedures should generally follow that of the company's anti-sexual harassment policy, with a clear indication that employees may report directly to HR rather than their immediate supervisor. This is important because workplace bullying can be perpetrated by supervisors as well. It is also important that employees understand that they are encouraged to report bullying and abusive behavior as soon as it occurs.

Investigation Procedure

The investigation of any reports must be carried out confidentially and in a timely manner. The investigating supervisor should request written statements from the

victim/target, the accused "bully" and any witnesses. All statements, meetings and events should be documented. The policy must clearly state that any form of retaliation against the reporting employee during or after the investigation is strictly prohibited.

Disciplinary Action

If behavior in violation of the policy has been found to have occurred, then depending on its severity, the employee may be given an opportunity to change course. Employers should consider an "action plan" with specific goals and check-ins, or requiring an apology, counseling, and training (or both). Further, the policy should make it clear that egregious behavior may result in immediate termination, without a chance for reversal.

All employees should be made to understand that management wants to see all employees succeed, and that bullying co-workers is bad for the workplace as a whole, and the offender's career as well.

Training and Awareness

While having a policy is critical, if employees don't understand it, it will be ineffective. It is imperative that every employee is aware of and understands the company's anti-bullying policy. This can be done through periodic training and by making the policy constantly visible (e.g., with a poster) and easily accessible. Bullying diminishes employee morale, and preventing and addressing it results in a safer, happier, and more productive workplace.

Please contact us with any questions about your particular policy or for assistance drafting policies for your workplace.

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HIA-LI Sales And Marketing Committee – 2019 In Review

By Dan Simon
 Committee Co-Chair
 President of Signwave

In thinking back on the Sales & Marketing Committee's activities over the past year, I can't help but be inspired by the breadth and depth of expertise that our member companies offer. Not only did we receive the benefit of their speaking and spotlight presentations, but the active participation of so many in the topic discussions and networking opportunities made me feel truly fortunate.

Space doesn't permit a real overview of what we learned at each meeting, but a brief list will provide a glimpse of our activities.

We kicked the year off with a January presentation on the importance of and techniques for using video in your marketing programs, by Michael Mills of Telestory Pictures. The February meeting featured a talk by Steve Santone of Touch Stone Fire about how we apply metrics and measure results in our Sales and Marketing activities, and how the results drive our sales strategies.

March's meeting was held at the offices of Lorraine Gregory Communications. We received a tour of their printing facility and television studio, and a presentation by Joey Gelfand about different paths to reach your market through different types of content delivery. A spotlight by Charlie Ward of Top Cat Consulting turned our attention to the importance of Customer Experience and how it can be measured.

In April the committee met at the offices of Generations Beyond in Ronkonkoma. Committee Co-Chair Miriam Hubbard introduced us to the breadth of services that PBI Payroll provides. Adam Holtzer and the Digital Marketing team at Generations Beyond discussed some strategies for virtually getting in front of your prospects through new media.



May had us back at the HIA-LI office conference room for an insightful and interactive program. Matt Lucas of Big Step Coaching gave us some clarity on how to think about our business strategies. The main presentation led by Rich Isaac of Sandler Training provided new and surprising ways to think about our sales process and how to close the sale.

June saw a joint Committee Meeting with Business Development, Technology for Business, and H.Y.P.E. at the offices of Campolo, Middleton, McCormick, LLP. We learned from Paisley Demby of Goldman Sachs about their 10,000 Small Business program – an intensive Boot Camp for small business owners looking to bring their business to the next level with sustainable growth strategies. HIA-LI Members who graduated from the program gave their testimonials.

In July we were on the road again, guests at the video production studios of GVP Digital Media. Josiah Cheatham and Anita Cepeda provided an overview of People's Alliance Federal Credit Union and Rick Amaratti and Harry Oates of GVP Digital Media gave a behind-the-scenes look at how the magic is made.

In August we kicked back with a networking mixer hosted by That Meetball Place in Farmingdale.

The Fall meetings were dedicated to helping educate our members on the overall topic What Is Marketing? We took a deep dive into Marketing Strategy, Primary and Secondary Market Research, and Email Marketing Tools and Techniques.

In September, Mitchell York, professional EOS Implementer, introduced us to the analytical tools of the Entrepreneurial Operating System to help us understand how to get our day-to-day business activities in tune with our long term business goals and culture. October's meeting was held at the Miller Business Resource Center where Elizabeth Malafi and Sal DiVincenzo made us aware of the vast resources and helpful services that are available to all HIA-LI members. In November we learned about Focus Groups and Surveys from Graham Byers of the EGC Group, and December brought us a packed-house presentation by Sue Glenn of Diverse Marketing & Web Design about the role of Email in a marketing campaign, and by Adam Holtzer of Connections4Hire. Kickoffs featured the wizardry of TJ Tana of VIP Illusions and golden voice and insights of Steve Harper of Harper Marketing.

As you can tell from this brief summary, the Sales and Marketing Committee is all about our membership and their deep and broad expertise. We're here to both educate and promote. We are eager to hear from any other HIA-LI member companies with insights to share, and all are welcome to come learn from the diversity of skills and experience that our membership has to offer.

On a personal note, it was a distinct pleasure for me to get to know so many of you in the past year, and I look forward to many more fruitful introductions and educational opportunities in 2020. Happy New Year!

Please join us at the next Sales & Marketing Committee on February 14th. Contact the HIA-LI Offices for more information (631) 543-5355 or visit www.HIA-LI.org.

HIA-LI Manufacturing/International Trade Committee



By Ron Loveland
 Committee Co-Chair
 President of Summit Safety & Efficiency Solutions

HIA-LI Manufacturing/International Trade Committee Had an Exciting 2019!

With a mission is to help manufacturers thrive on Long Island, the HIA-LI Manufacturing/International Trade Committee had an exciting 2019! Working with Long Island manufacturers to host factory tours to share best practices, show off their capabilities, discuss their achievements, and connect them with other local manufacturers looking for local suppliers, there was a lot of excitement and energy generated at each meeting. In addition to factory tours, the Committee also hosted educational meetings on Workforce, Technology, Automation and International Trade.

Here's a few highlights of our year:

Patrick Rogers and the Twinco Manufacturing team hosted a great presentation on developing products as a way to compete in the high cost Long Island area. 70+ manufacturers and service providers also enjoyed a tour of their impressive production operation and array of railroad products they've developed.

The Committee hosted the French Trade representative in

June. This was an opportunity for Long Island manufacturers to make connections to sell internationally. Marisol Trespacios from the US Department of Commerce, was also on hand to discuss how the US Government can help manufacturers to do business overseas.

Another packed house in August heard about how Virtual Reality, Augmented Reality and 3D printing technologies are being employed by manufacturers to cut costs and stay competitive at Future Tech.

Natech Plastics, an injection molding manufacturer, discussed their programs to improve Safety, Employee motivation, & Productivity during a factory tour and presentations. Natech achieved a 30% Reduction in workers comp insurance and has had no accidents since working with Summit Safety & Efficiency over the last 3 years. The facility tour showed off automation, innovation and employee engagement.

To celebrate the National Manufacturing Day on the first Friday in October, we took a bus load of Hauppauge High students & teachers to Twinco, GSE, CPC and ClearVision Optical. What are you doing to develop your talent of the future? Are you interested in participating in Manufacturing Day 2020?

In October, East/West Industries hosted a factory tour discussing how you become Boeing Supplier of the Year,

Newsday Top Workplace, and achieve a 66% growth in 2 years. Their secret is to treat every employee like family, have a great mission (save lives), and great leadership! Well done East/West Industries!

A panel of HR Executives, hosted by Jennifer Trakhtenberg (Clearvision Optical), shared their trade secrets to attracting, developing and retaining workers at a joint HIA-LI HR/Manufacturing Committee Meeting in November.

Our next HIA-LI Manufacturing/International Trade Committee meeting on 1/22/20 is in Garden City hosted by Apple who will talk about technologies they have available to manufacturers. We also have upcoming meetings at Comax Flavors in Melville, Check-Mate Industries, Designatronics, Metco and Zebra (formerly Symbol Technologies). We hope you can join us to support our efforts to help Long Island manufacturing flourish!

Best wishes to you and your family for a Healthy, Safe, Rewarding 2020!

The next Manufacturing / International Trade Committee will be hosted by Microsoft in Garden City at Roosevelt Field Mall on January 22nd from 8:00 – 10:00 AM. Please call HIA-LI at (631)543-5355 or visit www.HIA-LI.org to register

Welcome our New HIA-LI Committee Co-Chairs



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College of Business
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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.



JOIN US AT OUR UPCOMING 2020 EVENTS

JANUARY

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

January 29, 2020
Member Appreciation Networking Event

FEBRUARY

February 4, 2020
CEO Forum Featuring: Felicia Telep,
Pure Mammography

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

February 26, 2020
New Member Breakfast

MARCH

March 5, 2020
CEO Forum Featuring: Teresa Ferraro,
East/West Industries, Inc.

March 18, 2020
Tradeable 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

JULY

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

July 29, 2020
Member Appreciation Networking Event

AUGUST

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

August 13, 2020
Lauren Kristy Boat Cruise

August 26, 2020
New Member Breakfast

SEPTEMBER

September 11, 2020
Information Meeting

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

OCTOBER

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

October 7, 2020
Transformational Leadership

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

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

NOVEMBER

November 5, 2020
Small Business Task Force Open Forum

November 9, 2020
Member Appreciation Networking Event

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

November 17, 2020
Information Meeting

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

DECEMBER

December 3, 2020
CEO Forum Invited Speaker: TBD

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

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to our Honorees

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Director, Bimser International Corporation



Accepted by HIA-LI H.Y.P.E. Committee Co-Chairs, Gregg Pajak, President
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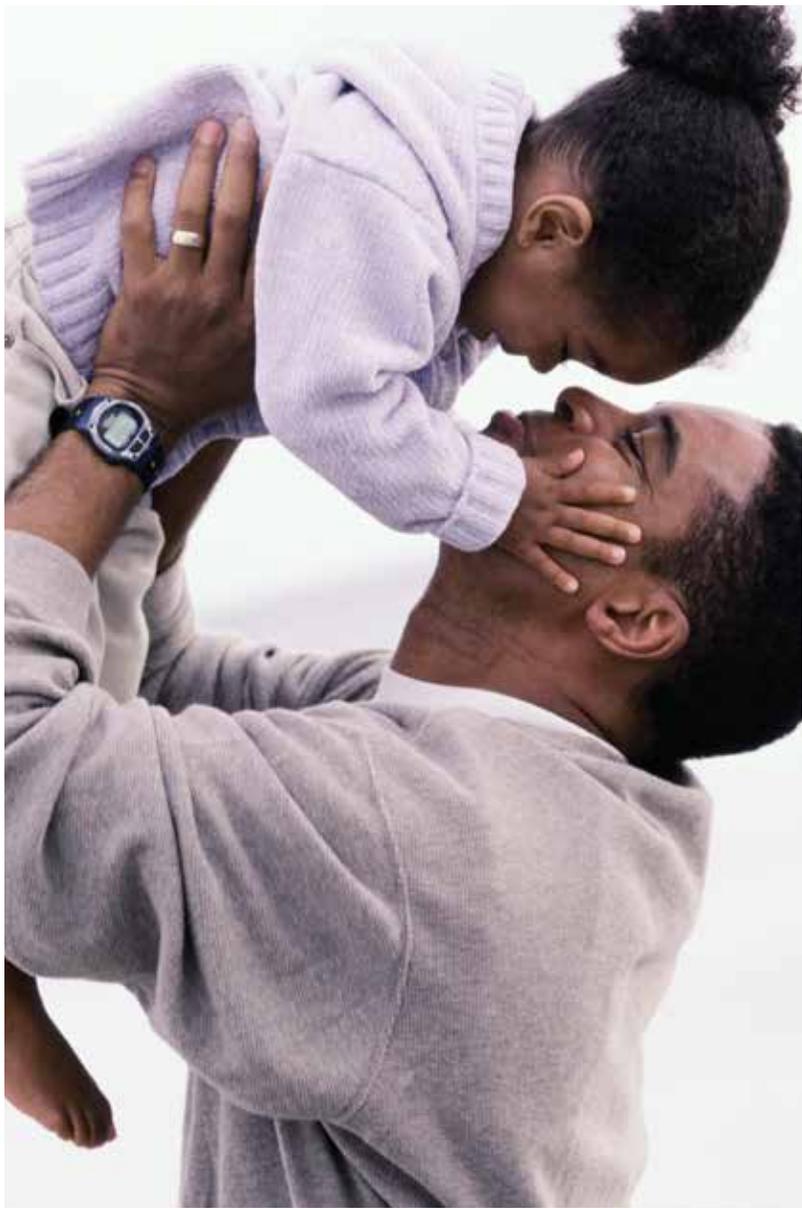
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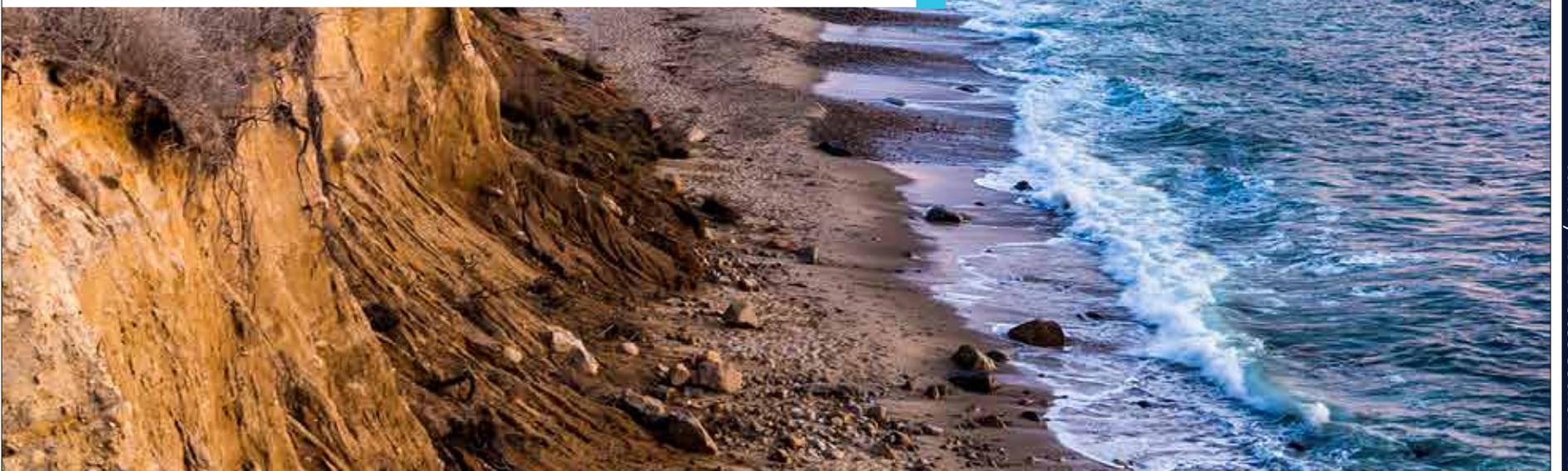
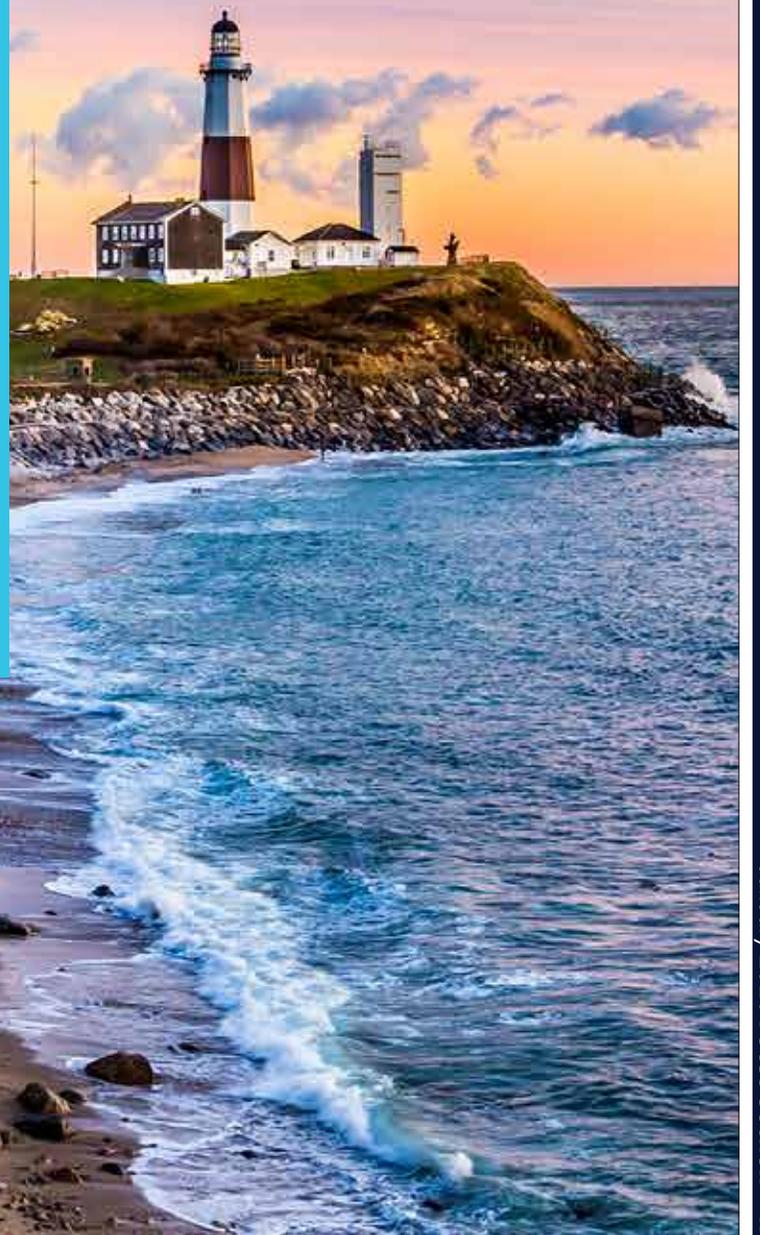
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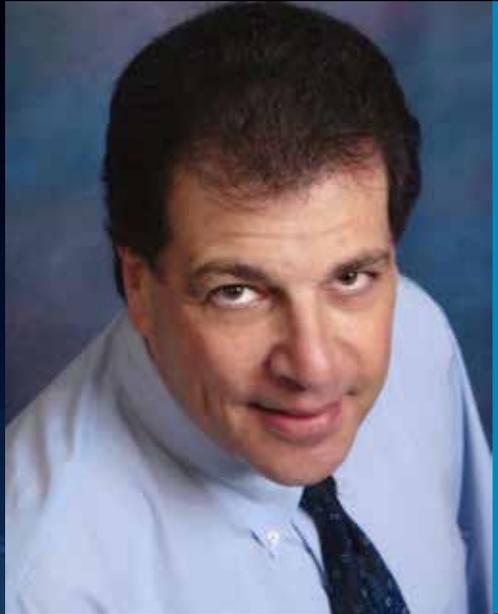
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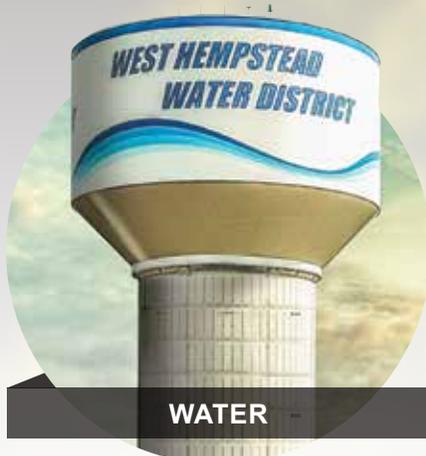
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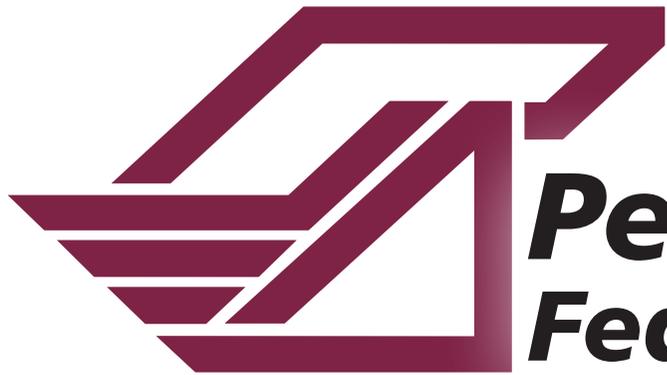
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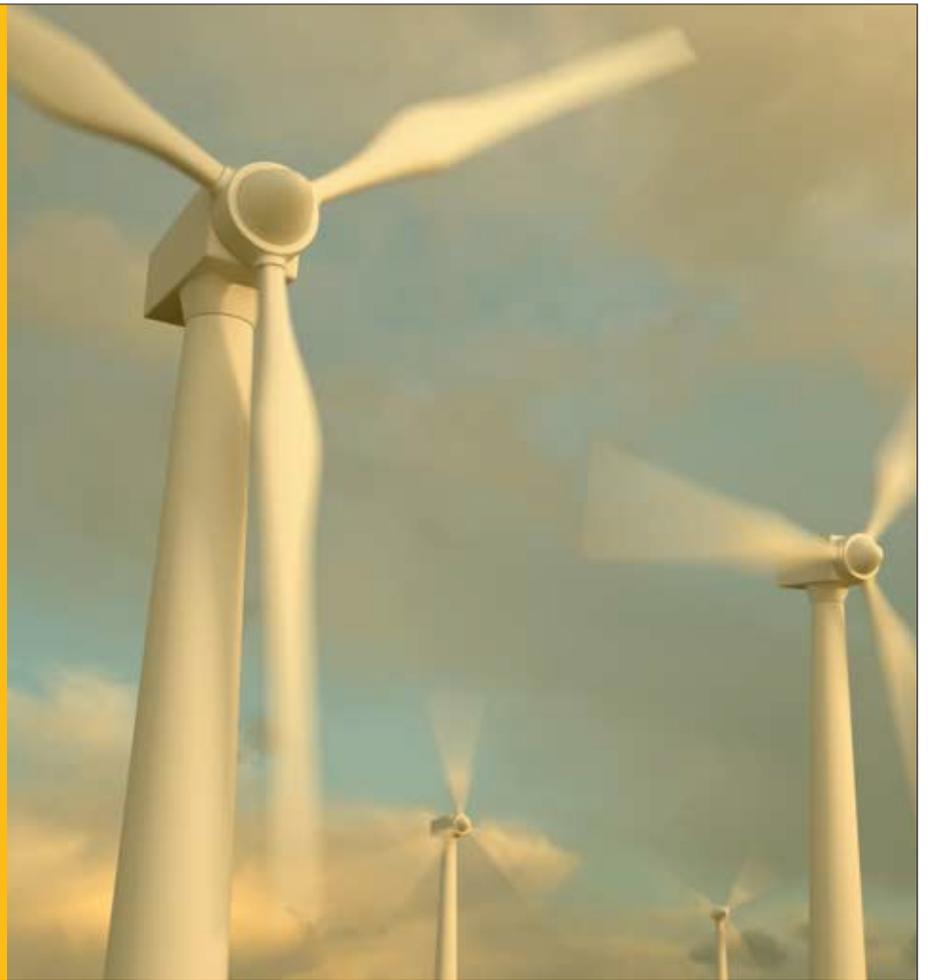
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5 Stress Reducing Techniques to Start Using in the New Year



By Ashley Tague
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Stress is a real thing in today's Corporate world, and it doesn't seem to be easing up on Corporate America's Individuals anytime soon. Not only can chronic stress be debilitating and get in the way of life and work, but it can also cause many adverse effects on the mind and body. From headaches to irritability, to increased blood pressure, auto-immune diseases and a lack of joy, these are just a few pitfalls that can arise when stress is a constant in your life.

Here are 5 stress reducing techniques that you can start using today in order to stress-less during the new year!

Meditation

Meditation has been shown to influence your autonomic nervous system by switching it from the sympathetic nervous system (fight or flight response/stress mode) to the parasympathetic nervous system (relaxation response/calm mode). By using a mantra, the body or the breath as a point of focus for the mind, meditating for even as little as 5 minutes can

help you significantly reduce stress over time. It is recommended you try meditation with a teacher for your first few times in order to learn the proper way to practice it.

Journal (Relief Writing)

Stress can give rise to many underlying emotions and thoughts, clouding your brain leaving you feeling confused, lost and unable to concentrate. Through relief writing, you give yourself the opportunity to get whatever is bothering you out and onto paper. Just grab yourself a journal and start writing whatever comes up. Don't judge anything that you write and don't over think this process. At the end of the exercise, feel free to crumble up the paper and toss it into the garbage, burn the paper, or you can hold onto it as a reminder of the progress you are making in living a healthier, less stressed life.

Physical Activity

Whether it's going to the gym, doing yoga, pilates, going for a walk or for a run, physical activity is a proven way to help reduce stress. Studies show that regular participation in cardiovascular exercise can decrease overall levels of tension, improve and stabilize mood, and also improve overall self-esteem. Exercise and other physical activity produce a chemical in the brain called endorphins which act as natural painkillers and also improve the ability to sleep, which in turn a better sleep leads to a reduction in stress.

Take a Warm Bath

A warm bath can be both relaxing and therapeutic. As stated by Dr. Bobby Buka, a dermatologist based in New York, "Your skin releases endorphins in response to the soothing warm water the same way that endorphins are released when you feel the sun on your skin. Submerging ourselves in hot water can be both therapeutic and reinvigorating because blood flow increases to the skin." You can also add some essential oils such as Lavender which aids in calming, reducing nervous tension, depression and chaotic energy or Eucalyptus which increases counters mental fatigue, promotes clarity of mind and increases energy.

Practice Mindful Breathing

Mindful breathing brings you away from all the chaos in the mind and grounds you into the present moment. By focusing your attention on the deep inhales and exhales you increase the supply of oxygen to your brain and stimulate the parasympathetic nervous system, which promotes a state of calmness. For starters, try the Extended Exhale Breathing technique. In this exercise, you can begin with inhaling for a count of two and exhale for a count of 4. If this is easy for you and you feel no resistance, you can increase your inhale all the way up to the recommended maximum count of 10 and increase your exhale to recommended maximum count of 20. (Ex: Inhale for 3 Exhale for 6; Inhale for 4 Exhale for 8; Inhale for 10 Exhale for 20).

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 Sandra Brennan
 CEO & Owner
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 brennansandra005@gmail.com
 www.seniorlivingconsultingservices.com/

Senior Living Renaissance is a nice marketing consulting firm for the healthcare and senior housing industry. Our mission is to remove the sales barriers, create brand awareness, and help companies become stronger and more competitive while bringing their services to people who need them. We provide our clients with private consulting services, business development, sales plans, competitive strategies, social media, trade shows, sales training and coaching and CEU/Workshop coordination. My clients learn how to effectively sell, market and develop the confidence to control their sales processes so they stay solvent.

the signs of mental health crises and how to respond). We also teach people how to administer NARCAN/Naloxone—a compound that helps people survive some opioid overdose. At The INN soup kitchen in Hempstead, we offer behavioral health services to people who struggle with hunger, homelessness, and economic crises. Supporting the Northport/East Northport Drug and Alcohol Task Force, we help reduce substance use among youth. And as members of the Plainview-Old Bethpage and Hicksville chambers of commerce, we serve as an educational and referral resource.

highly skilled locksmiths will install locks, cameras, access control systems, door hardware or even completely new doors and frames! Our teams work on the entire opening to ensure that all components of your security system are properly spec'd, installed, aligned and coordinated. It was clear, that with multiple companies dealing with different aspects of that opening, things could easily go awry. The security of your home or business is what our business is all about. It's absolutely imperative to us, that when TFL is assigned the task of protecting you and your assets, it be taken seriously and implemented with laser-like focus and a keen attention to detail. Truly, when it comes to excellent physical security, there is absolutely no room for error. This is why TFL relies on centuries of combined technical experience, decades of business acumen and the newest technological advancements to ensure that when you entrust you physical security to our team – the entire opening is executed flawlessly.



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



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 NY Territory Manager
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 lmasotto@centralnassau.org
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CN Guidance & Counseling Services unites and addresses health of mind and body. As the only federally and state-designated Certified Community Behavioral Health Clinic on Long Island, we methodically reach and serve disadvantaged individuals and families affected by mental health and substance use disorders. As an integrated healthcare and support-services provider with 47 years' experience, our nonprofit team-based treatment model honors the profound connection among mental/emotional and physical health, housing stability, and other human needs. With mobile resources, we work hard to reach L.I.'s most vulnerable, isolated people because the average person with serious mental illness still dies 25 years younger than others. These premature deaths—often due to undiagnosed and untreated medical conditions—are preventable when individuals access the holistic support and healthcare they need. Beyond the behavioral and physical healthcare services we provide to adults and children daily at our sites across L.I., CN Guidance delivers free, 8-hour Mental Health First Aid training (for teachers, 1st responders, Veterans, others—to help them recognize



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HEARD AROUND THE ISLAND

APPOINTMENTS, PROMOTIONS & HONORS



Devin Kulka, CEO of **The Kulka Group**, was named a Long Island Builders Institute's Builder Director. "I am honored to have been elected to LIBI's Executive Board," Kulka said. "LIBI is a wonderful organization with great leadership." Formed in 1941, the LIBI is an association of building industry professionals dedicated to making LI a better place to live and work.



Craig Gibson joins **Twomey Latham, Shea, Kelley, Dubin & Quartararo, LLP** as Of Counsel. Formerly with Birtwhistle & Gibson, P.C., Mr. Gibson concentrates his practice in real estate, specializing in residential buy/sell agreements and representing some of the top builders on the East End. In nearly 35 years as an attorney, he has successfully completed more than 3,000 transactions.



In a reflection of the firm's continuing growth, **Campolo, Middleton & McCormick, LLP** is pleased to welcome Amanda Sexton, CPA, as Controller. She will oversee the accounting department and is responsible for budgeting and forecasting, cash flow management, financial reporting, internal controls assessments, year-end tax planning, and managing the firm's banking relationships. In addition, with her credentials and licenses including ABV (Accredited in Business Valuation), CFF (Certified in Financial Forensics), and CFE (Certified Fraud Examiner), Sexton adds yet another dimension to the services CMM offers its clients.



Farrell Fritz is pleased to welcome Michelle E. Espey to its Uniondale office as a tax partner. Michelle counsels clients on a broad range of tax matters, from representing individuals and businesses in all stages of Federal, State and City tax disputes to advising clients on tax aspects of various transactions. She also advises not-for-profits on issues related to their tax exempt status. Prior to joining Farrell Fritz, Michelle was counsel at Moritt Hock & Hamroff, LLP in Garden City.



Campolo, Middleton & McCormick, LLP, a premier law firm with offices in Westbury, Ronkonkoma, and Bridgehampton, is pleased to welcome Dara Pratt to the firm. She resides in Medford and is a Legal Assistant in our Ronkonkoma headquarters.



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.

UPCOMING EVENTS



Join **The Christina Renna Foundation** in celebrating 13 years of Christina's legacy at Angel's Wish Gala 2020 on January 25, 2020 at 7:30pm at Crest Hollow Country Club, 8325 Jericho Turnpike, Woodbury, New York. With your generous support, we continue to fund

cutting-edge research into rare pediatric cancer. 2020 Christina Renna Foundation Research Award recipient for the Sarcoma Research Project: Dr. Christopher Vakoc, Professor, Cold Spring Harbor Laboratory.



is open to the public Wednesday, January 15 from 6pm to 8pm.

In the **Art League of Long Island's** 8th Annual Photography Competition titled "This Land is Our Land", photographers and artists from the Tri-State NY area were asked to submit images that illustrate what makes us American. The exhibit is on view in the gallery January 11 through February 7. The art reception and awards presentation

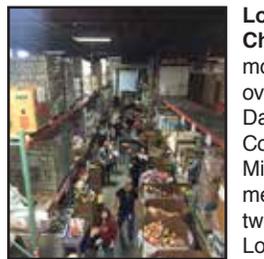
OTHER NEWS & HAPPENINGS



On Friday, December 6, 2019 **Long Island Cares, Inc.-The Harry Chapin Regional Food Bank** Hosted 12Th Annual Scott Martella Government Affairs Breakfast From The Heart Of Long Island. This annual event is a way for the Regional Food Bank to thank its Legislators for the strong partnerships they share and to address pressing issues facing Long Islanders in need. The event also pays tribute to Scott Martella, a former Long Island Cares Board member, who died tragically in an automobile accident in 2016.



Huntington, New York – Staff and volunteers from **Family Service League (FSL)**, a Long Island non-profit human service agency, will accompany twenty-five children and their families to receive a special early holiday surprise of new bicycles, helmets, and accessories on Sunday, Dec. 8th at The Bicycle Planet in Syosset. These generous gifts were donated by Bikes for Kids in America, The Bicycle Planet, Massapequa Park Bicycle Club, Huntington Bicycle Club, and Giant Bicycles. Enrico DeLuca and Craig Cory, co-founders of Bike for Kids in America, and Howard Chung of The Bicycle Planet will be on hand to teach the children how to ride and care for their new shiny bikes.



Long Island Cares, Inc. – The Harry Chapin Regional Food Bank hosted more than 80 volunteers and distributed over ten thousand meals on Thanksgiving Day. Paule Pachter, CEO was joined by Congressman Lee Zeldin, Assemblyman Michael Montesano, volunteers, board members and staff who packed twenty two pallets of holiday food to help feed Long Islanders in need.



Macy's celebrated National Believe Day on Friday, Dec. 6 by hosting letter writing events in stores across the country and doubling donations to **Make-A-Wish®**. For every letter to Santa collected in stores or online at macys.com/believe on that day, Macy's pledged \$2 for each letter, up to an extra \$1 million, above the existing \$1 million campaign goal to help children's life-changing wishes across America come true.



In the second part of the **Art League of Long Island's** annual Members' Exhibition, Juror Dan Christoffel has selected eight artists to receive awards of excellence and honorable mentions. Part Two of the exhibit feature 110 works of art and is on view in the Art League's Jeanie Tengelsen Gallery through January 4. Awards of Excellence: Liz Jorg Masi, "Sam", Oil on linen canvas mounted on birchwood; Dafina Myrick-Anadon, "Forced to Linear", Acrylic; Faith Skelos, "Stormy Skies",

Oil; Courtney Young, "Evening Glow", Pastel. Honorable Mentions: Margaret Minardi, "Tangle", Colored pencil; Kara Lee Reyes, "Windmill, Baiting Hollow", Digital photograph; Marc Richling, "Figure", Polymer clay/ stainless steel; Susan Sterber, "On the Preserve", Watercolor.



Long Island, NY, December 19, 2019 –Men and women from across Long Island got in all their red outfits and accessories ready for the **American Heart Association's** 19th Annual Long Island Go Red for Women Luncheon. Heart disease and stroke are the No. 1 and No. 5 causes of death of Long Island women. For more than a decade, women have been fighting heart disease individually and together as part of the Go Red for Women movement. Cardiovascular diseases cause one in three women's deaths each year, killing approximately one woman every minute.



Mary Wyman, Director of Marketing, Bret Sears, President and CEO, and Larry Dunn, Senior Director of Marketing and Sales of **Island Federal** present a \$6,364 check to Paule Pachter, CEO of Long Island Cares, Inc. to support the organizations' Hope for the Homeless mobile outreach program. Island Federal members donated \$5.00 each to provide one healthy meal for the 400 homeless individuals that receive food from Long Island Cares on a monthly basis.



Accounting firm and HIA-LI member, **Citrin Cooperman** and the Pro Bono Partnership hosted a not-for-profit seminar on December 5th titled, the "ABC's of Nonprofit Law: What You Don't Know Can Hurt Your Nonprofit." Pictured left to Right: Maurice Segall, Program Director, Pro Bono Partnership, Joseph Barreca, Director, Citrin Cooperman, Melissa Greenberger, Staff Attorney, Pro Bono Partnership, Marc Sonnenberg, Partner, Citrin Cooperman and John Eusano, Partner and Not-For-Profit Practice Leader, Citrin Cooperman.

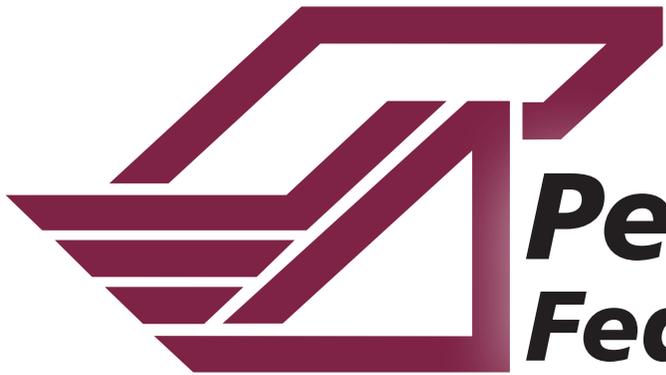


Albany, January 8, 2020 - **The American Heart Association**, following the 2020 State of the State, said Gov. Andrew Cuomo should include more health measures in his continued positioning of New York as a progressive state. The Heart Association has specific proposals they call on the Governor to support:

- 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.

Share the News

Share your recent events, happenings and promotions with the Long Island business community in **HIA-LI's Heard Around the Island** section, complimentary to all of our members.



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