

THE STATE OF HIA-LI & LONG ISLAND BUSINESS

LI DELEGATION SET TO ADDRESS BUSINESS COMMUNITY

**HIA-LI'S 41ST ANNUAL
MEETING & LEGISLATIVE BREAKFAST PGS. 24-38**

HIA-LI's CEO Brief PG 4

Featuring John Miller
CEO of Guide Dog Foundation and America's VetDogs

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News & Updates from our Member Companies

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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 2019

HIA-LI COMMITTEE MEETINGS

TUESDAY, JANUARY 15TH 8:30 AM-10:00 AM

HIA-LI's Environmental Committee Meeting

WEDNESDAY, JANUARY 16TH 8:30 AM-10:00 AM

HIA-LI's Education Workforce Committee Meeting

THURSDAY, JANUARY 24TH 8:30 AM-10:00 AM

Joint Committee Meeting: HIA-LI's Business Development & HIA-LI's Technology for Business
Location: TBD

FRIDAY, JANUARY 25TH 8:30 AM-10:00 AM

HIA-LI's Mentoring, Networking, & Communications Committee Meeting

FRIDAY, FEBRUARY 1ST 8:30 AM-10:00 AM

HIA-LI's Trade Show Committee Meeting

MONDAY, FEBRUARY 5TH 8:30 AM-10:00 AM

HIA-LI's Healthcare Committee Meeting

TUESDAY, FEBRUARY 6TH 8:30 AM-10:00 AM

HIA-LI's Technology for Business Committee Meeting

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

HIA-LI's Sales & Marketing Committee Meeting

ALL HIA-LI Committee Meetings held at HIA-LI Office unless otherwise indicated. 225 Wireless Blvd., Suite 101, Hauppauge, New York 11788, United States. For more information on HIA-LI Committee Meetings, contact the HIA-LI office at 631-543-5355



HIA-LI UPCOMING EVENTS

FRIDAY, JANUARY 18TH, 8:00AM-10:00AM

HIA-LI's Annual Meeting & Legislative Breakfast. Meet your local and state representatives! Learn more about their Long Island business initiatives and 2019 economic forecast. The event is from 8:00AM to 10:00AM at the Hamlet Golf & Country Club, 1 Club House Drive, Commack, NY, 11725. Tickets are Members \$50/ Non Members \$65. To register, visit www.HIA-LI.org or call 631-543-5355.

WEDNESDAY, JANUARY 23RD, 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 Hyatt Regency's Nu Restaurant, 1717 Motor Parkway, Hauppauge, NY 11788. 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.

WEDNESDAY, FEBRUARY 13TH, 8:00AM-10:00AM

HIA-LI's 25th Annual Economic Summit, hosted at Wind Watch Golf & Country Club - 1715 Motor Parkway, Hauppauge NY. Members: \$45/Non-Members: \$60. Join us as we review AVZ & Company's LI Business Survey and Opinion Poll and discuss the present and future of Long Island Business. To register, visit www.HIA-LI.org or call 631-543-5355.

THURSDAY, FEBRUARY 28TH, 9:00AM-10:30AM

HIA-LI's New Member Breakfast, hosted at Crest Hollow Country Club - 8325 Jericho Turnpike, Woodbury, NY 11797. 1 Free Ticket per New Member Company. \$35 all others. Learn how to navigate your new membership benefits and meet HIA-LI Committee Chairs while networking with other new members. To register, visit www.HIA-LI.org or call 631-543-5355.

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MEMBERSHIP APPRECIATION NETWORKING EVENT

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HIA-LI'S 25TH ANNUAL ECONOMIC SUMMIT

SURVEYING THE FUTURE OF LONG ISLAND BUSINESS

FEBRUARY 13, 2019 • WIND WATCH GOLF & COUNTRY CLUB
1715 MOTOR PARKWAY, HAUPPAUGE • CHECK-IN & NETWORKING: 7:30AM • 8:00AM - 10:00AM

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CHRIS VALSAMOS
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FEATURING THE RESULTS OF THE AVZ 2019 ECONOMIC SURVEY & OPINION POLL

THE SURVEY AND POLL serves as the pulse of the Long Island Business Community on issues such as:

- NEW LEGISLATION
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HIA-LI CEO BRIEF

FEATURING JOHN MILLER, CEO OF GUIDE DOG FOUNDATION AND AMERICA'S VETDOGS

Tell us about how you/your company started.

In 1946, after World War II, five community leaders founded a guide dog school in metropolitan New York to provide guide dogs at no charge for blind or visually impaired students, including veterans who had returned from the battlefields of Europe and the Pacific.

They located a respected dog trainer, and hired him to develop a method of guide dog training. That year they graduated their first two guide dog students. The original office was located in Forest Hills, Queens. In the late 1940s, the present Smithtown, N.Y., property was purchased and in 1949 the name was changed to Guide Dog Foundation for the Blind, Inc.

In 2003, the Guide Dog Foundation recognized the need for an assistance dog program for veterans that would incorporate guide dogs, service dogs, and innovative training techniques. America's VetDogs was created and incorporated to give veterans easy access to the best services possible to improve their lives.

What was a turning point for you/your company?

In 2003, the Guide Dog Foundation for the Blind recognized the need for an assistance dog program for veterans that would incorporate guide dogs, service dogs, and innovative training techniques. America's VetDogs was created and incorporated to give veterans easy access to the best services possible to improve their lives.

In 2008, the Guide Dog Foundation for the Blind became the first assistance dog school in the United States to be accredited by both the International Guide Dog Federation and Assistance Dogs International, the two international bodies that certify guide and service dog schools, respectively. In 2013, America's VetDogs became the second assistance dog school in the United States to be accredited by the International Guide Dog Federation and Assistance Dogs International; the Guide Dog Foundation was the first.

What is your philosophy at Guide Dog Foundation and America's VetDogs?

For over seven decades the Guide Dog Foundation and America's VetDogs have provided greater independence, enhanced mobility, and companionship – free of charge – through our accredited guide and service dog training program. With a guide or service dog, people who are blind, have low vision, or have other special needs, gain a newfound sense of freedom and embrace their increased independence to life on their own terms, one without boundaries.

We are passionate and committed to providing our students and graduates with the highest form of freedom there is – the freedom to experience the world around them in any way they choose. It is our guiding principle.

Tell us about your companies profile today.

Individuals with physical disabilities often experience isolation because of limited mobility options. The Guide Dog Foundation and America's VetDogs offers innovative ideas and solutions to ensure those who are blind or visually impaired, or who have disabilities other than blindness, experience renewed independence and enhanced mobility. Thanks to the placement of highly skilled guide and service dogs, individuals with disabili-

ties can become fully engaged in the workforce and recognized as equal and independent participants in society, prepared to keep pace with changing times and needs.

GDF and AVD not only offers exceptional programs, we advocate on behalf of the visually impaired community. For over 75 years, the Guide Dog Foundation and America's VetDogs have trained and placed highly skilled guide and service dogs to provide independence, enhanced mobility, and companionship. Our services are provided completely free of charge to clients from across all of North America.

What opportunities do you see in the future?

We seek to be the recognized leader in advocacy, education and the provision of assistance dogs, programs, and services that improve the quality of life for people with special needs. We will accomplish this through our knowledge and expertise supported by sustainable financial resources. Through our ongoing efforts we'll push for equal accessibility to all people with all abilities. Our organization is poised to continue this role to ensure its consumers ongoing equality, independence and success while our organization maintains a personalized and family atmosphere.



“WE ARE PASSIONATE AND COMMITTED TO PROVIDING OUR STUDENTS AND GRADUATES WITH THE HIGHEST FORM OF FREEDOM THERE IS – THE FREEDOM TO EXPERIENCE THE WORLD AROUND THEM IN ANY WAY THEY CHOOSE.”

John Miller, CEO of Guide Dog Foundation and America's VetDogs

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HIA-LI CHAIRMAN SPOTLIGHT

Commitment to Veterans: Welcoming Sully Home

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

The image of the service dog Sully lying next to the flag-draped casket of former President George H. W. Bush, whom Sully had assisted since June, attracted attention around the world in November when the photo went viral on social media.

Just before Christmas, when Sully returned to America's VetDogs in Smithtown (where he was trained), I was on hand at a press conference to welcome him home. Sully will stay on Long Island briefly before beginning his next assignment assisting military service members at Walter Reed Medical Center in Bethesda, Maryland.

Joined by America's VetDogs President & CEO John Miller, U.S. Congressman Lee Zeldin, Suffolk County Executive Steve Bellone, local politicians, trainers, and fellow veterans, I was invited to speak at the press conference as the Chairman of the HIA-LI Board of Directors and representative of the Long Island business community. I believe the business community has a critical responsibility to stand by our veterans when they return home. Having served in the United States Marine Corps, I was honored to speak at the conference and, with HIA-LI, lead the charge so that returning veterans receive the support of the business community, government, and nonprofit organizations.

The invitation to deliver remarks at the press conference was the culmination of several intertwined veterans' initiatives by my firm, Campolo, Middleton & McCormick, in 2018, as well as a deeply personal experience for me.

Last year, the firm launched CMM Cares, a volunteer initiative to benefit the community with donations of time, dollars, and support. We chose to support veterans



for the inaugural year of CMM Cares in honor of our colleague Jack Harrington, a Lieutenant in the U.S. Navy Reserve, who was recalled for active duty and was deployed to Afghanistan in support of Operation Resolute Support in September 2018. Harrington, whose selfless service and whose family's sacrifices are in our thoughts every day, is scheduled to return in mid-2019. In addition to volunteering with United Veterans Beacon House, which provides temporary and permanent residences to military veterans and their families, the firm also raised funds for America's VetDogs, where Sully and so many other service dogs are trained to provide the highest quality of care for our returning veterans.

On the pages of the *HIA-LI Reporter* last month, you may have read an excerpt of my remarks from the Stony Brook University

Veterans Day ceremony in November, where I focused not only on my personal experiences as a Marine, but also about the business community's obligation to support veterans by hiring, training, and providing opportunities for them to successfully rejoin civilian life with a strong support system.

On a personal note, my participation in the press conference to welcome Sully home was particularly poignant for me. When Barbara Bush passed away last year, I blogged about the unique partnership between the former President and First Lady, as well as my unforgettable experience meeting them in the early 1990s. That Sully served one of my heroes, President Bush, was an emotional end to year in which support for veterans was a centerpiece of CMM's philanthropic efforts. Let's pledge to make support for veterans a hallmark of the Long Island business community in 2019 and moving forward!



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Three Key Strategies For Video Marketing ROI



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The truth, anyone can make a video for your business. Yet, that's not enough for your sales and marketing success. If you want ROI from video marketing you have to consider *strategy first*. You need to reflect on the journey you want prospects or clients to take in the buyers journey. What's the end goal? What do you want them to know, understand and do in your sales process? How will video move them forward? It's critical you consider this from the beginning or you're wasting your money.

Getting great video ROI consists of three areas: 1) creating relevant video topics, 2) creating high quality video that engages your prospects, and 3) strategically using those video in your sales and marketing.

Creating Relevant Video Topics

The search engines build their search results on user experience, answers to questions, challenges, and pains your prospects and clients are having. Because metrics show people prefer video over reading, video ranks highest in search results. If you create videos that can't be found in the search engines whose going to watch them? And, with 82% of buyers not interested in talking with a sales rep until they've made a buying decision, it's even more important your videos be found.

Consider common challenges your customers have in their industry and create videos that address those topics. Other videos to consider would be sales objections, frequently asked questions, product overviews and customer testimonial videos. Product overview videos are best optimized at the top of your Home page. This tells prospects what you do and how it can help solve their problem. Strategic video on your website keeps visitors on your page 2.5xs longer. Customer testimonials can be placed further down the web page helping build trust with your brand. Trust creates a buying transaction with prospects turning them to customers.

Create Video the Right Way The First Time

The purpose of video is to engage, educate and create an emotional connection with your prospects to move them thru a buyer's journey faster. The higher the production quality the greater the enriching experience, brand equity, and trust you build. Its better remembered, shared and acted upon. And, if you want videos to convert and have longevity to deliver ROI you need to be clear about your messaging. Avoid complex words, sentences and technical jargon your prospects won't understand. Use proper copywriting and storytelling formulas that engage and convert viewers The Hero's Journey, Four Ps, and Problem Agitate Solve.

Make sure the quality of your video is the best possible and the audio clean and clear. You don't want anything less. Remember, it's a reflection on your brand equity. If you choose to cut corners you'll undermine your power to influence, you'll waste time and resources and leave money on the table. Prospects won't buy.

Think for a moment how the benefits out way the cost? If you can get much higher engagement with a more efficient buyers journey and far greater return on investment, isn't it worth spending a little extra to do that? Absolutely.

Use Video Regularly In Your Sales & Marketing Process

Avoid the pain and expense of creating videos that never sees the light of day, never generate ROI, or business revenues. It happens all too frequently from lack of planning a targeted strategy. Place your videos in key spots on your website and regularly use them on social media. Make sure to use them in your email, blogs, email signatures etc. Help overcome sales objections by sending video in emails to answer a client or prospect question. Make it easy for your prospect to find and view your videos. Avoid hiding videos in footers and side bars. No one looks there.

Today's technology allows the use of marketing automation tools. These tools allow the delivery of video at key points of your sales process helping move the buyer thru your funnel so you can track key viewing metrics to determine when they're ready to buy.

If you want success and ROI with video marketing you have to begin with strategy first. Use relevant topics in your videos so your prospects recognize that you provide the solution to their need. Create high quality videos to speed up your sales process and convert more of your prospects. Lastly, use the videos strategically and frequently in your business so you can see ROI.

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Isn't it time you took advantage of the Smarter Business Solutions at Suffolk Federal?

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TRADE WAR WITH CHINA TO RESULT IN 2 MILLION ADDITIONAL POUNDS OF FOOD TO SUPPORT LONG ISLAND'S FOOD INSECURE FAMILIES



Paule Pachter
CEO, Long Island Cares, Inc.
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www.licares.org

This past September, the Trump administration set in motion a \$1.2 billion program that will send food to our nation's food banks as part of a broader effort to bail out America's farmers impacted by the recent trade war with China. Among the regional food banks set to receive additional foods from the USDA is Long Island Cares-The Harry Chapin Regional Food Bank in Hauppauge that expects to receive an additional 1,090,148 pounds of food from December 2018 thru June 2019, with approximately 2.2 million additional pounds by November of 2019.

The administration launched a \$12 billion bailout program in October of 2018 for farmers who may be hurt by Chinese tariffs as part of the intensifying trade war between the world's two largest economies which, might have softened during the recent G20 Summit in Argentina this past November. As part of these efforts, the U.S. Department of Agriculture will spend approximately \$1.2 billion purchasing commodities from farmers and distributing them through child nutrition and emergency food assistance programs, which are administered by regional food banks like Long Island Cares. Commodities including fruit such as apples, blueberries, cranberries, pears, in addition to proteins such as beef and pork are expected to be delivered to Long Island Cares in Hauppauge between December 2018 and November 2019, potentially doubling the amount of food the regional food bank typically receives through the



Temporary Emergency Food Assistance Program (TEFAP) from 2.5-4.5 million pounds. The food is delivered to the regional food bank's 380 member agencies consisting of pantries, soup kitchens, day care centers and other eligible programs that feed the 272,000 Long Islanders categorized as being food insecure by the USDA and Feeding America, the nation's leading hunger relief organization.

The additional 2,180,296 pounds of commodities we expect to receive during the next twelve months will be arriving in four different phases over the next year with the initial phase beginning in December 2018 and running through March 2019. As a member of Feeding America's Trade Mitigation Task Force convened to develop national policy recommendations, I have a voice in advising the USDA on best methods to distribute the additional foods to the nation's food banks. Food banks across the country are a diverse network of service providers, and some regions might have challenges distributing this large

influx of commodities due to transportation costs, staffing, and storage limitations. Although we don't foresee many problems in our ability to distribute the additional food on Long Island since, we're coordinating our efforts with our community-based member agencies and other food banks in the downstate region such as Westchester County. Long Island Cares expects to receive a total of 40 truckloads of commodities during the next six months along with an additional \$80,000 in funding to support the storage and distribution of the additional food.

When one thinks about a trade war, you don't usually foresee a potential benefit that would trickle down to the most vulnerable segment of our population such as people living in poverty or those struggling with hunger and food insecurity. While it's important to maintain a strong food chain in America, and we support any bailout for America's farmers and their families, the additional food that will be received by Long Island Cares will go a long way in helping 9.5 percent of the Long Island population who will receive the additional food assistance.



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KEEPING CURRENT

DIY Dentistry: *An increasing and alarming trend!*



Gary L. Sandler, DDS
Gary L. Sandler DDS & Bonnie E. Lipow DDS
201 Moreland Rd, Suite 8
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631-499-1800

DIY (Do It Yourself) dentistry has been an increasing trend in the last couple of years, and has been heavily promoted to the general public. Both the internet and the media have been flooding the market with hype and clever marketing strategies, promoting products that offer seemingly simpler and less expensive alternatives to conventional dentistry, formerly only provided by licensed dentists in their offices.

Among the most popular advertisements that are seen on the internet, as well as on radio and television commercials, are tooth straightening kits, bruxism and anti-snoring devices, and home teeth whitening kits. The biggest concern for the general public, when using these products or services, lies with the alarming fact that the public uses them without any input or oversight from a trained dental healthcare professional.

Dentists generally have four years of training in dental school, spend a year in a general dentistry residency program and then are required to take ongoing continuing education courses. After graduating from dental school, Orthodontists are

required to take an additional two to three years of specialized training and pass a comprehensive test in which they have to demonstrate their judgement, skills, and knowledge to be board certified. Even with specialized training, nothing can replace years of experience treating patients on a daily basis. How could a company who never personally examines an individual render the appropriate dental service, that is based on a proper diagnosis and appropriate treatment? The answer is, they *absolutely cannot* and therefore certainly should not.

With over thirty-five years treating patients, I have seen too many instances where patients throw away their money on useless or inadequate



treatment, and ultimately do not get the easy and less costly service or result they were seeking, but actually are often harmed irreparably by internet or public media based dental service companies. It's easy to understand why some individuals look for a quick and inexpensive alternative rather than seeking out the professional advice and treatment from a local dentist. However, in almost all cases, they are either disappointed with the final results, or even worse, are unaware of the damage that was done to their jaws, jaw joints, teeth or gums.

I urge everyone to first consult with their own local dentist regarding OTC or internet based dental products or services before making any purchases. At the very least let your own dentist personally examine you, educate you on alternative treatment options, and then guide you in making an intelligent decision which would be best treatment for your particular set of circumstances. More often than not, these DIY kits and products, lead to more problems than solutions. We as dentists entered a profession to help people, having their best interests at heart. We are not opposed to alternative products and methods of treatment merely because they are not provided in our offices. We are opposed to products and services that either have limitations, are worthless, or in some cases even harmful to the welfare of the public. Let us help and guide you in the right direction so you get the results you want and deserve.



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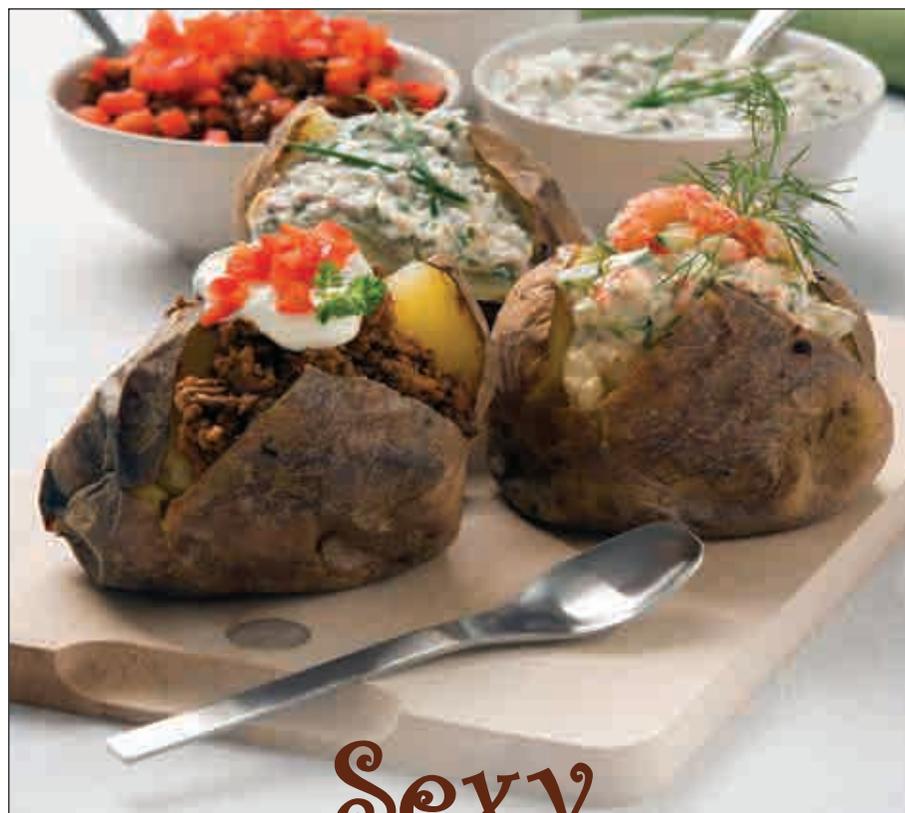
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Businesses Beware:

“Boilerplate” Language in Contracts Not So Boilerplate



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“Choice-of-law” provisions, identifying which state’s laws a contract will be interpreted under, are almost universally found in contract “boilerplate.” Businesspeople anxious to get deals done typically focus their attention on the up-front-and-center contractual provisions detailing the terms of the deal, not the boilerplate language concerning jurisdiction, venue, choice-of-law, and other unexciting provisions stuck in at the end, almost like an afterthought. But a recent decision from New York’s Court of Appeals, 2138747 Ontario, Inc. v. Samsung C & T Corporation, reminds businesses and lawyers alike that every single term in a contract – no matter how unimportant it may seem during the drafting process – merits careful consideration before the parties sign.

In Ontario, the issue was the choice-of-law provision – in particular, whether a choice-of-law provision in a contract between non-New York litigants providing that the contract was to be “enforced” under New York law required straightforward application of New York’s six-year statute of limitations for breach of contract actions, or instead wheth-

er the “borrowing statute” should be applied. The borrowing statute of CPLR 202 provides that New York non-residents may bring claims pertaining to causes of action that accrue outside New York only if the action would be timely under both New York and the home jurisdiction’s statute of limitations.

By way of background, most choice-of-law provisions direct a court to apply the substantive law of the chosen state (essentially, laws that concern a litigant’s rights). However, in Ontario, because the provision at issue provided that the contract would be “enforced” according to New York law, the litigants agreed that New York procedural law would also apply (essentially, the law that governs conduct in the courtroom). Rules regarding statutes of limitations – which set the time period within which a litigant may prosecute a claim – are generally considered by New York courts to be procedural.

Against this backdrop, the issue in Ontario was this: since the contract specified that New York procedural law would apply, how should the court reconcile two conflicting procedural rules? Should it enforce the six-year statute of limitations as it would if the breach concerned New York parties? Or should it find a lawsuit timely only if it was timely under both New York and the home jurisdiction’s statute of limitations (pursuant to the borrowing statute)?

Ultimately, the Ontario court ruled that the borrowing statute applies, requiring the claim to be timely in both venues, in part because it was in direct contrast to the long-standing common law rule that the procedural law of the venue controls. In other words, if the legislature upends long-standing legal traditions by statute, a reviewing court must consider that break to be principally important, and should uphold its legal effect.

Notably, the Ontario court explicitly did not address what the effect would be if the parties had expressly provided that the contract would be subject to New York’s six-year statute of limitations, and left open that such a provision might run afoul of CPLR 201, which generally prevents elongation of statutes of limitation by contract.

The takeaway from this case? If you are a non-resident contracting to perform services outside of New York, and your contract stipulates that New York procedural law applies, be aware that you swallow that procedural law whole, and may be unable to contract around your home jurisdiction’s shorter statute of limitations. And more broadly, this case serves as an important lesson. It’s often the provisions that seem the most innocuous during drafting that can cause the biggest headaches later.

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10 pieces of advice to my children as they enter the “REAL WORLD”



Scott Maskin
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To my children I offer this advice as somebody that has been in your shoes with much less support or education.

1. When you are at work, work. Put your cell phone away unless it is work related. Stay off social media unless it's part of your work. Give the company a day's work for a day's pay. Don't get distracted but DO participate to create a positive environment. Be a happy person. A positive attitude is contagious, and your co-workers will gravitate towards you.
2. As difficult as it may be, when you walk through those doors, try to leave all your personal stuff behind and focus on what you are there to do. We all have baggage, good days and bad. Your team will help you through the bad days and help your co-workers through their bad days but remember you have a job to do.
3. Don't be selfish. Always focus on the customers and your co-workers needs. YOU represent the company. Everything you do, everything you say reflects on yourself and the company. Never think you are better or worse than any task or

co-worker. Always offer to lend a hand, it is noticed, even more so when it's not a routine task for you. Wipe the counter after yourself, put the lid down and don't come to work when sick. Respect your co-workers and your workplace.

4. If you find you have nothing to do, ask for something to do OR create something to do that is beneficial to the company. Initiative is a core value that will always serve you well.
5. Your personal habits can reflect on your work. If your car is dirty or piled with junk, it shows you are disorganized, if your work truck is messy and unorganized, you'll be less efficient. Believe it or not good employers and supervisors make a point to notice these things. In your work day, you'll never know who you'll meet so be prepared in both appearance and attitude. I know it's an oldie, but you never have a second chance to make a first impression.
6. Get involved at work. Participate in activities. Be part of the culture you want to succeed in. Propose ideas. Differentiate yourself from the rest in a positive way. Suggest ways of improvement but be aware that your suggestion may not work or may have already been tried. Look at every opportunity as a learning opportunity.
7. Don't Trash talk your co-workers or the compa-

ny. A negative attitude is a cancer that rapidly spreads through a company and any owner or supervisor needs to eliminate that attitude before it spreads. Remember, through your work career you'll likely spend more time with your work family than your friends and family.

8. Never burn a bridge. This is a very small world you live in and even more so with social media.
9. If you do not like what you do, move on and find what you do like. If you don't like where you are, go somewhere else where you can succeed. Staying in a place where you are unhappy won't serve you OR the company. If you feel disrespected in any way, RUN.
10. Never take for granted what you have. Sometimes listen to us older folks and benefit from our life and professional experience. We gladly share it at no charge.

I know you are scared, you should be, but you have more support and technology at your disposal than ever before. I promise you that every word I've written is true and if you become an employer or manager remember where you came from, it will serve you well. All successful business owners or leaders look for these qualities in a person. More importantly true leaders will support and mentor you to get there.

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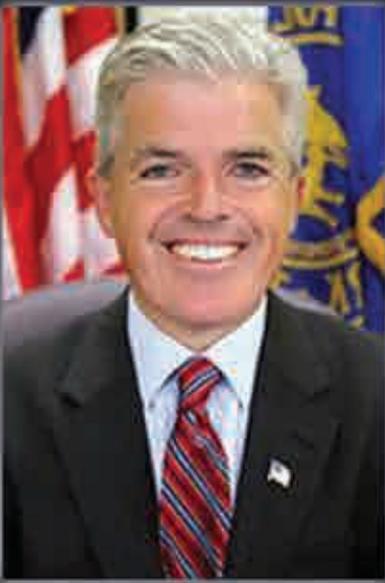
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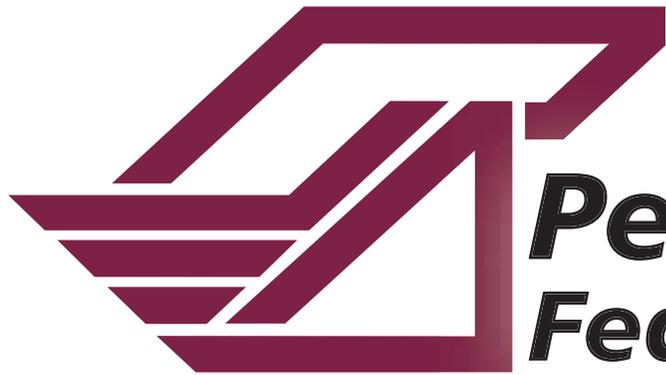
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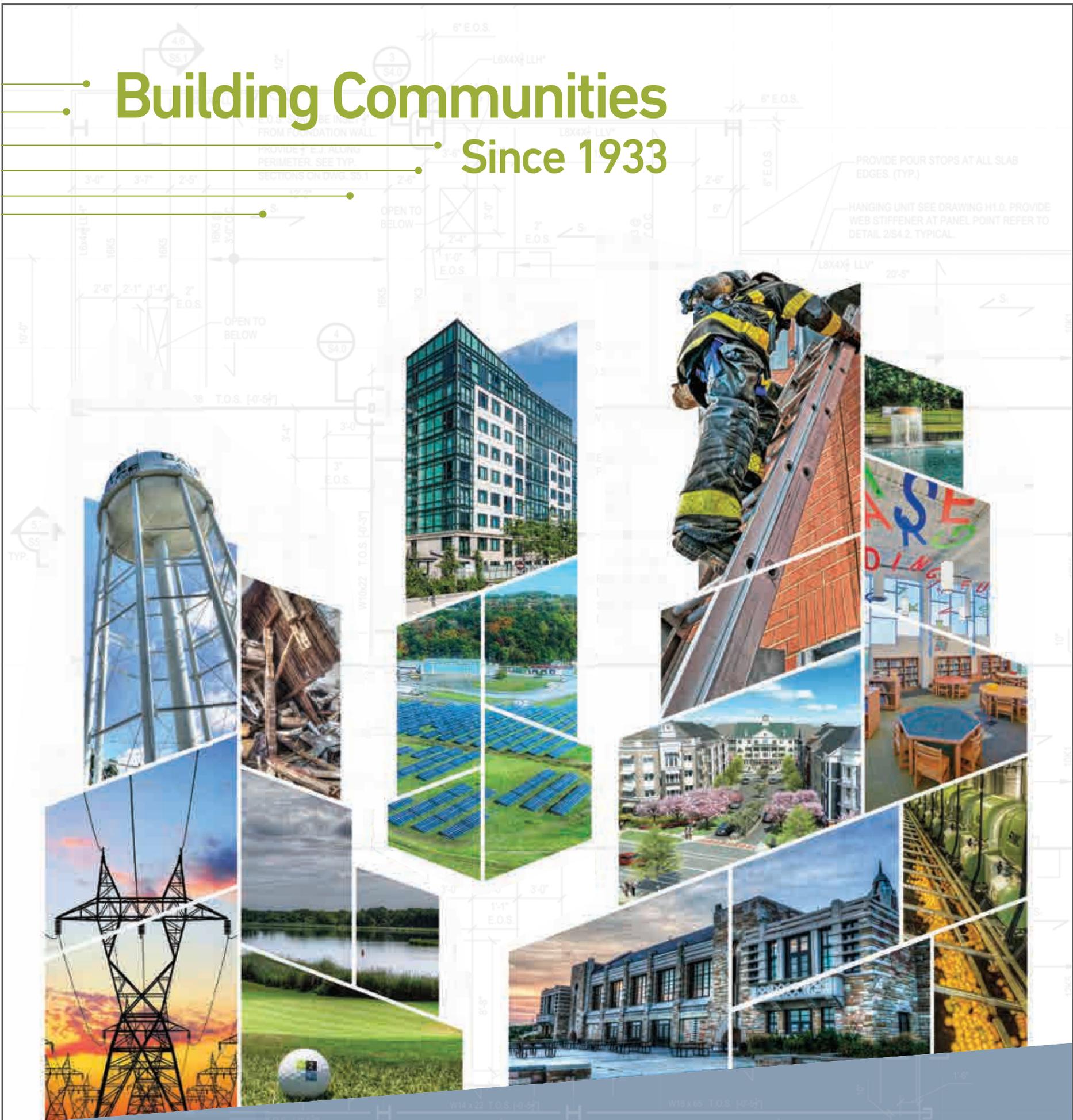
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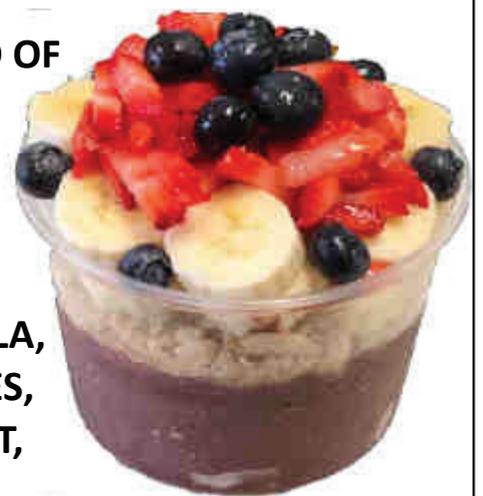


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HEARD AROUND THE ISLAND

APPOINTMENTS, UPCOMING EVENTS AND OTHER HAPPENINGS

APPOINTMENTS, PROMOTIONS, AND HONORS

Certilman Balin is pleased to announce that two of our attorneys, Heather L. Gauweiler and Michelle L. Stieglitz, have been elevated to Partners at Certilman Balin Adler & Hyman, LLP.



Heather L. Gauweiler a Partner in the Banking/Commercial Lending Group, was previously an Associate in the East Meadow office. Her practice concentrates on the representation of

institutional and private lenders in all aspects of complex commercial real estate transactions and asset-based lending. In 2016, 2017 and 2018, she was named to the New York Metro Rising Stars list.



Michelle L. Stieglitz a Partner in the Real Estate Practice Group, was previously an Associate in the East Meadow office. She represents clients in all aspects of real estate

law, including, but not limited to, commercial leasing, residential and commercial real estate transactions, development, downtown revitalization projects, land use and real estate financing. In 2018, Ms. Stieglitz was named as one of Real Estate Weekly's Rising Stars in Real Estate.

Campolo, Middleton & McCormick, LLP is delighted to announce that Arthur Yermash and Jeffrey Basso have been elevated to Partners at the firm, effective January 1, 2019.



Yermash counsels clients in all areas of labor and employment law. Born in Ukraine, Yermash immigrated to the United States with his family at age seven. He joined

CMM in 2007 as a law school intern and worked his way up to Associate and Senior Associate before being named Partner. As of February, Yermash, who resides in Brooklyn, will be based in the firm's new Westbury office.



Jeff Basso is a member of CMM's litigation team, representing business owners, corporations, officers, shareholders, and investors in a variety of matters in state and federal court involving business and contractual disputes. A lifelong Long Islander, Basso joined CMM in 2012 and resides in Commack.

Campolo, Middleton & McCormick, LLP, a premier law firm with offices in Ronkonkoma, Bridgehampton, and Westbury, is pleased to welcome Sarah



Muller to the firm. She resides in Massapequa and is the firm's new Communications Coordinator out of the Ronkonkoma office. Previously, she worked as the Development & Marketing Assistant for EAC Network in Hempstead.

Farrell Fritz is pleased to announce the promotions of Jaclene L. D'Agostino and Darren A. Pascarella to Counsel effective January 1, 2019.



Jaclene L. D'Agostino, a Garden City, NY, resident, is a trusts and estates litigation attorney. She earned her J.D. from St. John's University School of Law and her B.A. from Barnard College.



Darren A. Pascarella, a Dix Hills, NY, resident, is a bankruptcy and commercial litigation attorney. He earned his J.D. from St. John's University School of Law and his B.A. from Brown University.



Andrew T. Garbarino has been named to the board of the not-for-profit Association for Mental Health and Wellness based in Ronkonkoma. He is Of Counsel to the firm of Ruskin, Moscou and Falitschek, PC in Uniondale. Garbarino is a member of the firm's Health Law Department, as well as the White-Collar Crime and Investigations, Not-For-Profit, and Cybersecurity and Data Privacy practice groups. Garbarino is a member of the New York State Bar Association's Dispute Resolution Section and Criminal Justice Section, where serves on the White Collar and Ethics Committees. He is also active with the HIA-LI, serving on the Healthcare and Technology committees.

LEWIS & JOHS Lewis Johs Lewis Johs Avallone Aviles, LLP is proud to announce that three of our attorneys were honored by the Long Island Business News at their Annual Leadership in Law Awards ceremony. The Leadership in Law Awards spotlight those within the legal community who have achieved success in their profession, made contributions to the community & have had an impact on the legal industry. Founding partner William J. Lewis was recognized as a Lifetime Achievement recipient. Attorneys David W. Fink and Associate Amy S. Pincus were also honored for their professional achievement and legal contributions.

Forchelli Deegan Terrana LLP, the Uniondale-based law firm, has announced that Partner Andrew E.



Curto is now Chair of the Litigation practice group. He concentrates his practice in complicated commercial and employment litigation as well as in all facets of business conflict and problem solving. Prior to joining the Firm in 1999, Mr. Curto was a partner in a Melville, New York law firm. He routinely litigates claims in both federal and state courts in a wide variety of commercial claims, such as corporate dissolution and derivative actions for large multimillion dollar corporations and small closely held corporations as well as limited liability companies

UPCOMING EVENTS



The Art League of Long Island's 59th Long Island Artists Exhibition, features 2-D

and 3-D works created by artists from Suffolk, Nassau, Brooklyn, and Queens. The exhibit will be on view in the Art League's spacious Jeanie Tengelsen Gallery January 12 through February 10, 2019. The opening reception takes place Sunday, January 13 from 1:00pm to 3:00pm. A gallery talk with the exhibition juror takes place on Thursday, January 17 from 7:00pm to 8:30pm. The gallery, reception, and gallery talk are open to the public, and admission is free.



QuickBooks Basics Course: Learn the basics, uses and features of QuickBooks

This is for Windows based computers – not MAC. This course is for desktop-based QuickBooks software and does not cover QuickBooks Online. Pre-Registration and payment must be made by 1/15/2019 call for additional information 631-632-9837 or email: sbdc@stonybrook.edu \$150.00 for 3 sessions: Tuesdays, 1/22, 1/29, 2/5/2019 (Snow Date: 2/12/2019) Time: 9:00am – 11:00am at Stony Brook SBDC, Room 109 Stony Brook University's Research and Development Park, Building #17 (RSS) 1512 Stony Brook Road, Stony Brook, 11794-6016

OTHER NEWS & HAPPENINGS



HUNTINGTON- Toys and gifts donated by colleagues from The Nature's Bounty Co., a global leader in health and wellness, were a joyful holiday surprise



for 216 local children participating in the Family Service League (FSL) Healthy Families Suffolk Program. This generous gift was part of The Nature's Bounty Foundation's "We Give Back" employee initiative.



S. Setauket, NY- Giving back to the community is part of the fabric of life at **Jefferson's Ferry Life Plan Community**, with residents, staff and management

regularly pitching in to support those in need in the larger Three Village community. In recognition of Breast Cancer Awareness Month, a cadre of Jefferson's Ferry residents and staff held a bake sale recently to benefit the Fortunato Breast Health Center at John T. Mather Memorial Hospital, which offers no cost or discounted screenings to uninsured or underinsured patients. Jefferson's Ferry's Life Enrichment Program Manager Kathy Fallon and Vice President of Resident Life Linda Kolakowski worked with the residents to put together the bake sale, which raised \$ 834.00 from selling stickers, pink ribbons and baked goods.



New York based **Sperry Federal Credit Union** partnered with Salvation Army to provide gifts for the Salvation Army's Angel Tree program.

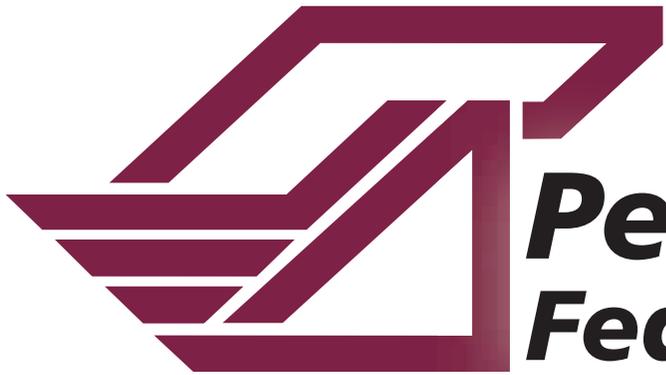
Sperry employees and Sperry Members combined efforts and donated new toys and clothes for 25 needy children in a nearby neighborhood.



TGI Fridays in Islandia is now Offering Uber Eats and Door

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