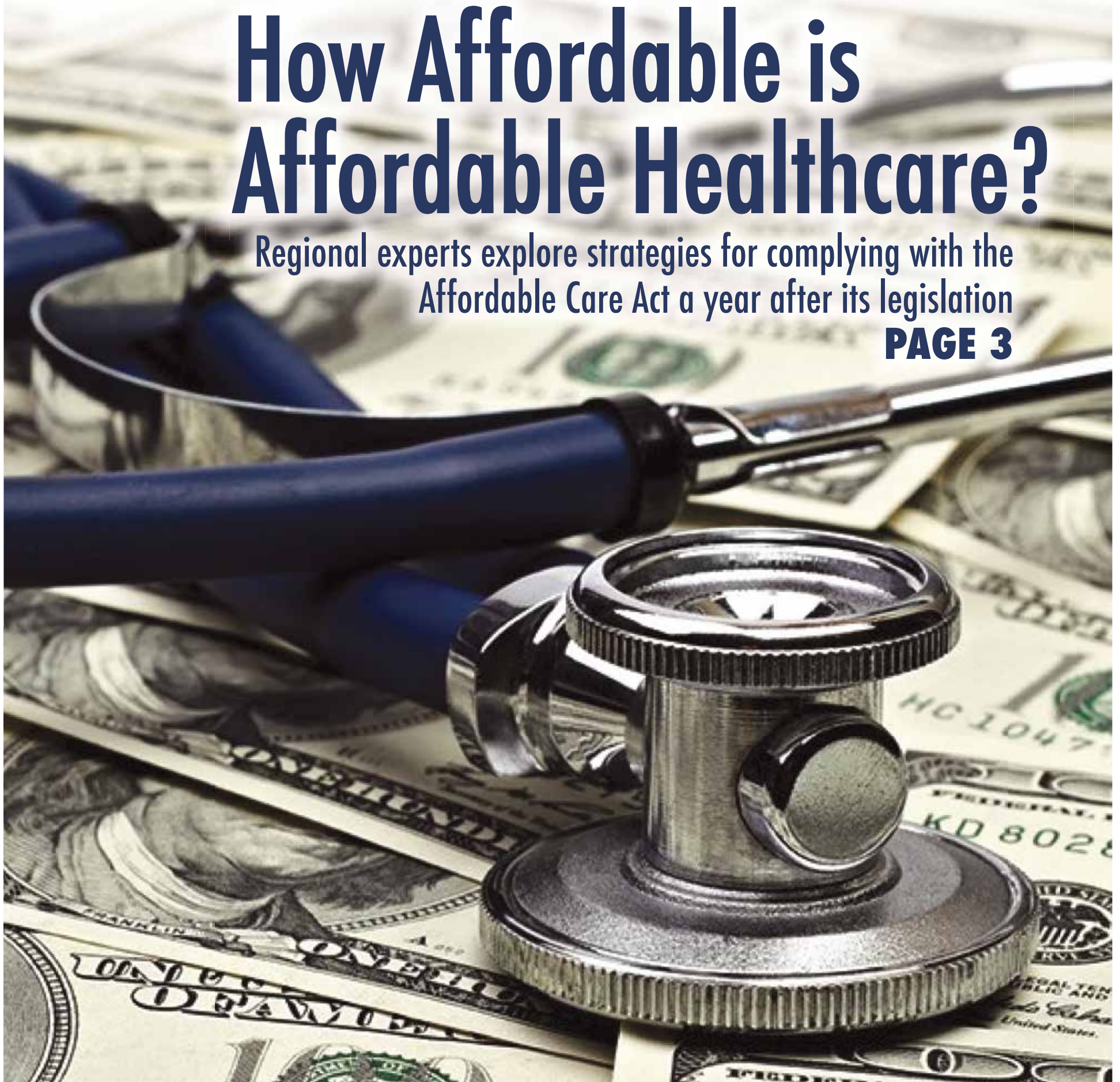


## How Affordable is Affordable Healthcare?

Regional experts explore strategies for complying with the Affordable Care Act a year after its legislation

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HIA-LI IS THE RECOGNIZED VOICE 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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# How Affordable is Affordable Healthcare?

## Regional Experts Explore Strategies for Complying with the ACA a Year after its Legislation



By Pamela Winikoff  
PAW Communications

One of the foremost consequences of the Affordable Care Act (ACA) is that the way in which organizations hire, compensate employees and structure their operations has dramatically changed. Since the majority of large corporations self-insure – assume the financial risk of providing medical benefits to employees – the burden of complying with the ACA and its various State Exchanges will likely fall to smaller businesses. Area experts convened to discuss the impact of Obamacare on these organizations, strategies for compliance and lessons learned a year into its legislation at a recent HIA-LI Executive Breakfast.

HIA-LI President Terri Alessi-Miceli welcomed attendees and outlined some of the objectives of the ACA -- the largest regulatory overhaul of the nation's health care system since Medicare and Medicaid were introduced in 1965. She highlighted the generally competitive ranking of Healthy New York, New York State's Exchange, thanks to the addition of Health Republic, North Shore-LIJ CareConnect and others that provide lower-cost comprehensive plan options and introduced the recent winner of the HIA-LI Rookie-of-the-Year Business Achievement Award, Christine Ippolito, Principal of Compass Workforce Solutions, who served as the morning's moderator.

Panelists included John Klimchak, CFP &

President of Economic Evaluation Group, an exchange certified insurance broker; David Kotowski, CEO of Elevate Captives, a provider of specialized options to fully-insured plans; Steven Friedman, Shareholder at Littler Mendelson, PC, a global leader in employment and labor law; and Dina Morgan and Sandra Telesmanic, Co-principals of HealthWell Corporate Solutions, a provider of wellness solutions for workplace health. Economic Evaluation Group's John Klimchak kicked off the discussion with a summary of the findings of a recent Gallop Poll on the impact of Obamacare on business.

The poll looked at such areas as an organization's plans for growth, staff additions, cutbacks, general hiring mood and benefits administration. Only 9% of respondents believed that the ACA was good for business, 39%, that it had no impact and nearly half (48%) that it was detrimental. In addition, more than half of all respondents (54%) have held off on plans to hire new employees, nearly 20% have reduced their workforces, 38% have pulled back on plans to grow their businesses and nearly a quarter (24%) are planning to drop health insurance coverage altogether. Friedman of Littler Mendelson said, "It's hard to believe we are seeing these numbers," optimistically adding, "Almost 60% of companies aren't pulling back." Yet, with employers and employees alike having to shell out more, ACA critics question how affordable is "affordable health care" and who really benefits?

To reduce soaring health care costs some

employers are opting for plans with limited coverage or adding a menu of HMO and PPO alternatives at different price points. Others have stopped issuing family coverage or ceased providing coverage altogether. Despite the retrenchment measures taken, the impact is that a larger share of the financial burden is falling to workers -- through a concoction of higher deductibles, higher premiums and higher co-pays or workers being forced to either pay for coverage themselves or directly shouldering the cost of services and prescription drugs. Employees lose out in other ways. "We are seeing companies restructuring and reducing the number of hours they are putting into their schedules. We are also seeing more workforce rotations, job sharing and job reclassifications from full-time to part-time for increasing numbers of workers," Friedman said.

To sidestep compliance, companies are opting to hire contract employees through third-parties and consultants who have their own private plans. In addition, some are going so far as to create separate entities and spinning off segments of their workforce into these units to reduce headcount and bypass compliance. Ippolito cited the legal risks associated with this strategy. "The IRS says you can't reorganize your workforce to avoid complying with the ACA. It imposes stiff penalties for every employee who has undergone reclassification to keep headcounts below the threshold level."

One practical way companies are categorically reducing medical costs is through programs that educate and incentivize employees to make healthy lifestyle choices. Telesmanic of HealthWell Corporate Solutions cited the desire to reduce stress, lose weight and improve health and fitness as strong motivators for employee participation in wellness programs. Responsive to the fact that prevention and wellness rather than illness and treatment spare medical dollar spend and downtime, increasing numbers of companies are introducing these programs. Employers offer to pay a greater percentage of the premium for employees who maintain healthy BMIs (Body Mass Index), blood pressure levels and who don't smoke. Increasingly companies are offering free health club memberships, on-site gyms and rewards programs that provide points redeemable for gifts. HealthWell's Morgan added, "Any employer can benefit from adopting a wellness program, especially smaller employers who are most at risk when staff members are sick with prolonged absences."

As continuing mandates are introduced to massively reform the healthcare system in coming years, new strategies for complying while remaining profitable and the excavation of loopholes to bypass compliance are apt to continue.

**Join us on Friday, November 21st at HIA-LI's CEO Executive Breakfast featuring Gail Trugman-Nikol and learn how your company can plug the holes that cause profit leaks. To Register: Call 631-543-5355**



## Banking Legend John Kanas Optimistic on Region's Economic Outlook

By Pamela Winikoff  
PAW Communications

Indisputably the area's most renowned community banker, John Kanas, CEO of Bank United, shared his perspective on the opportunities and challenges facing Long Island's economy at HIA-LI's CEO Executive Breakfast held at the Bank's Melville offices. Addressing over 50 area business leaders, the resuscitator of Bank United, an ailing Florida savings and loan which he transformed in a few short years to become one of the most well-capitalized financial institutions in the country, shared tips and insights on how to continuously adapt in a changing global economy.

Kanas highlighted several current and impending economic trends that are impacting businesses both large and small and strategies on how to survive and thrive, despite them. Participants from all sectors of the local business community filled the conference room hoping to glean insights from the charismatic leader who at 29 was appointed CEO of a regional bank. Kanas ran that institution, North Fork Bank, for nearly

30 years before masterminding its sale to Capital One for \$14.6 billion just prior to the recession.

HIA-LI President, Terri Alessi-Miceli kicked off the Executive Breakfast, "Kanas on the Economy" on an optimistic note, citing that unemployment at 5.1%, has shrunk to its lowest level since 2008 and job growth and manufacturing were both up. Describing Kanas as one of the Association's largest crowd magnets, "John's are among the best-attended breakfasts we've had," she invited him to take the stage to a hearty round of applause.

Beginning with an overview of the sweeping changes that have impacted the banking industry, he observed, "Bank branches are not a thing of the past, but they are less important than they once were." More than 1,600 have closed their doors nationwide in the past year alone. No longer a hub of activity, branches and real estate footprint are being

Continued on Page 13

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# HIA-LI CALENDAR OF EVENTS: NOVEMBER 2014

## HIA-LI COMMITTEE MEETINGS

**WEDNESDAY, NOVEMBER 12TH - 3:00 PM**

Education & Workforce Connection Committee at the HIA-LI Office

**THURSDAY, NOVEMBER 13TH - 8:00 AM**

Human Resources Committee

**FRIDAY, NOVEMBER 14TH - 8:30 AM**

Sales & Marketing Committee at the HIA-LI Office

**WEDNESDAY, NOVEMBER 19TH - 8:30 AM**

Young Entrepreneurs Committee at the HIA-LI Office

**WEDNESDAY, NOVEMBER 19TH - 8:30 AM**

Manufacturing Committee at Suffolk Community College, Brentwood

**MONDAY, NOVEMBER 24TH - 8:30 AM**

Environmental/Green Industries Committee at the HIA-LI Office

**TUESDAY, DECEMBER 2ND**

Board of Directors Meeting

**TUESDAY, DECEMBER 2ND - 8:30 AM**

Healthcare Committee at the HIA-LI Office

**WEDNESDAY, DECEMBER 3RD - 8:30 AM**

Technology for Business Committee at the HIA-LI Office

**FRIDAY, DECEMBER 5TH - 8:30 AM**

Membership Committee at the HIA-LI Office

**THURSDAY, DECEMBER 11TH - 8:30 AM**

Business Development Committee at the HIA-LI Office

**FRIDAY, DECEMBER 12TH - 8:00 AM**

Sales & Marketing Committee at the HIA-LI Office



## NETWORKING EVENTS

**THURSDAY, NOVEMBER 13TH** - HIA-LI's Those Who Make A Difference Awards Gala

6:00 PM to 10:00 PM at Watermill Caterers, 711 Smithtown Bypass, Smithtown NY. Join us in recognizing the 2014 honorees that make a difference in the Long Island Business community. Pricing: Members: \$100/Non-Members \$115

**TUESDAY, NOVEMBER 18TH** - HIA-LI Information Meeting & Networking Event

8:30 AM to 10:00 AM at Sandler Training, 225 Wireless Blvd., Suite 104, Hauppauge. Join us to learn how to get the most out of your HIA-LI membership. There is no fee to attend. Members and non-members welcome.

**FRIDAY, NOVEMBER 21ST** - HIA-LI's CEO Executive Breakfast featuring Gail L. Trugman-Nikol 8:00 AM to 10:00 AM at

BNB, 898 Veterans Memorial Highway, Hauppauge, NY. Gail L. Trugman-Nikol, President of Unique Business Solutions, presents: "Lost Knowledge: What is the cost? How will your company plug the holes that cause profit leaks"  
Pricing: Members: \$45/Non-Members: \$60

**FRIDAY, DECEMBER 5TH** - HIA-LI's Executive Breakfast: Women of Influence

8:00 AM to 10:00 AM at Hamlet Golf and Country Club, 1 Clubhouse Drive, Commack NY. Featured panelists: Hillary Needle, President on Hillary Needle Events Inc.; Dr. Kimberly Cline, President of Long Island University; Icema Gibbs, Director of Corporate Social Responsibility/Jet Blue Airways; Colleen West, Founder & President of Enright Court Reporting Inc./Enright Sten-Tel; Stella Mendes, Managing Director of FTI Consulting; Kim Ciesinski, Co-Founder of Empowered Divorce Transitions, Inc.  
Pricing: Members: \$45/Non-Members: \$60

**WEDNESDAY, DECEMBER 10TH** - Sales Seminar: Part III of III 8:00 AM to 10:00 AM, Location: HIA-LI Office. Adrian Miller of Adrian Miller Sales Training presents "Opening Doors, Closing Sales... It's Not about Those ABC's (aka ALWAYS BE CLOSING!)"

Pricing: Members: \$35/Non-Members: \$50

**THURSDAY, DECEMBER 11TH** - HIA-LI's Holiday Networking & Cocktail Celebration

2:00 PM to 4:00 PM at Insignia Steakhouse, 610 NY-347, Smithtown NY. Happy Holidays! Join the HIA-LI for an afternoon of networking and celebration.  
Pricing: Members: \$50/Non-Members: \$65



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# An Interview with Joe Campolo

Managing Partner of Campolo, Middleton & McCormick LLP



**“We represent small businesses and very large businesses and I’m proud that we’ve established a reputation that no matter how big or small the matter is, our clients get the full weight of the firm behind them.”**

- Joe Campolo, Managing Partner of Campolo, Middleton & McCormick



**L**ocated in the heart of Long Island, Campolo, Middleton & McCormick, LLP is a full-service law firm with the expertise and experience to represent clients in a wide variety of legal matters, including business transaction matters, litigation and appeals, insurance, corporate and private equity, technology and intellectual property, government relations, employment, real estate, healthcare, and bankruptcy law. The firm has an established record of results for its clients, who range from individuals to global companies, and approach each matter with a unique understanding of the issues and the highest level of integrity. The firm is a past recipient of the prestigious HIA-LI Business Achievement Award and their attorneys are consistently included in the LIBN “Who’s Who” of Long Island lawyers in several categories.

## Tell us about how you started.

My Partners and I have all worked in larger law firms on Long Island, primarily located in Nassau County and New York City. We recognized there was an opportunity to start a full-service business law firm here in Suffolk County and because of the lower overhead, we saw an opportunity to really drive value in terms of legal services here. We got together and seized that opportunity - bringing that big-firm quality out here to Suffolk County, where we could offer to add a better value. That was the idea we had - we didn’t know if it was going to work or not back then, but luckily it has all worked out.

## What was a turning point for you?

For this firm, a turning point was when we were able to start attracting large international companies as clients. When we started, we were primarily representing small to mid-sized businesses here on Long Island and what helped foster our growth has been attracting international, multi-billion dollar companies as clients.

## What is your philosophy at CM&M?

I believe everybody from the mail clerk to the Managing Partner should have an equal say as to what the firm culture and philosophy should be. We spent a lot of time over the years, and every year we have a big annual retreat - all hands on board - to discuss that exact issue. What it comes down to is every client is treated absolutely equally. We represent small businesses and very large businesses and I’m proud that we’ve established a reputation that no matter how big or small the matter is, our clients get the full weight of the firm behind them. Through annual firm retreats, we’ve worked hard to establish our philosophy, our vision and our mission.

## Tell us about CM&M’s profile today.

We are a full-service business law firm. We represent small to mid-sized businesses as well as high net worth individuals; handling any and all of their legal matters. We currently have 45 employees working out of two offices. Our main office is in Rononkoma and our east end office is in Bridgehampton.

## What opportunities do you see in the future?

We strategically chose our location in Rononkoma - right at the entrance to the airport. We chose that as our headquarters because we believe that the largest economic growth and development that’s going to happen in the entire state is going to happen here in Suffolk County over the next ten years. With the Rononkoma Hub project, and the Long Island MacArthur Airport being redeveloped and reenergized to bring another national carrier in here, we feel like this is going to be an incredible economic zone and hot spot. This is why I’m so committed to working with the HIA-LI; We believe that the Hauppauge Industrial Park is going to be one of the hottest incubators for businesses over the next 10 years.

For more information, visit [www.cmmlp.com](http://www.cmmlp.com) or call 631-738-9100



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**— John Mahoney, Owner  
Planet Fitness of Medford**



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## HIA-LI'S LEADERSHIP talks

With  
**Brian Parsley**



## Small is the new big

In 1982, a new theory was introduced by social scientists James Wilson and George Kelling called, "Broken Windows".

The theory that states the effects of urban disorder, vandalism, and other crimes begin with broken windows of vacant homes. Their research showed a building with broken windows left in disrepair led vandals to break more windows. Eventually, people broke into the building, became squatters, and even lit fires inside.

The same is true as it relates to litter on the streets. A candy wrapper left on the ground quickly turns into other pieces of paper and soon more litter accumulates. At some point, people begin leaving bags of trash – soon the situation becomes unequivocally problematic for that area.

Wilson and Kelling found by fixing the broken windows in a building, vandals are much less likely to break more windows or create further damage. Similarly, when the streets are clear of litter, the tendency is for the rate of littering to be greatly diminished.

The underlying message is, by physically exhibiting pride for a neighborhood, the overall appearance of the neighborhood is upheld by its occupants. They're motivated internally by their external surroundings.

So the question is, what does this have to do with my job and me?

Believe it or not, many of the challenges you face can be fixed by replacing your own broken windows. People make excuses to rationalize and justify their problems, challenges, and limitations. The truth is, problems are not the real issue; instead, at its core, everything begins with your perception.

When you wear a new outfit you tend to walk with more confidence. When you paint a room in your house another color, you feel different when you enter. When you start a new job your energy is renewed. These are examples of how your perception drives your actions not your circumstances.

Here are four small things you can do to every day to make big improvements in your own perception:

- **Begin with the end in mind.** Most people wander through life and careers just showing up every day with no real sense of where they want to be. Hope isn't a strategy. Goals are great, but without a plan they're like buying a lottery ticket. Instead, create a strategy. Start by "reverse engineering" your goal. If you're in sales, identify how much money do you want to earn. Then, figure out how many deals it would take to

reach your goal. Next, subtract how many appointments it takes to earn those deals. Last, take the amount of calls it takes to make those appointments. How many calls did you end up with? My guess is quite a few. Plan your days around making those appointments and the results will follow. This process can work in just about any role.

- **Stop blaming others and making excuses.** I have personally heard people say, "littering is creating jobs for others." Actually, you're just lazy. In business, I've heard people say their boss is holding them back or the company doesn't "pay" them enough. Focus on what you can control and make choices around those areas on a consistent basis. Bad bosses come and go, but if you let them dictate how you perform, then you're just as bad as them. Once you hold yourself accountable, you will feel a burden lifted off your shoulders.

- **Cease the "victim" mentality.** You can choose to be a victim or a volunteer. I am not saying you don't have the right to feel down when something bad happens. I am suggesting you give yourself a specific amount of time to feel bad and then move on. Movement creates progress, and progress leads to fulfillment. I met a woman who "just" lost her job over a year ago. Say what? It's been over a year. Why dwell on the past? It doesn't matter what happened or who is to blame. Instead, change your thoughts and become future-focused. Modify your self-talk language from "I want" to "I choose".

- **Think like a winner.** There are some people who are legends in their own mind. That's not the type of thinking I'm referring to. Understand the difference between confidence and ego. When you really believe you can achieve something and have the skillset to execute, anything is possible. Notice I didn't say, "everything" is possible. You have the right to do anything, but not everything is beneficial.

It's okay if you have broken windows (bad habits) or you have self-doubt. When you notice those small imperfections, you have the opportunity to change your destiny. Small steps become big changes over a long period of time.

Next time you see a small piece of litter on the sidewalk, pick it up, and place it in the trash. That may be a small act in the big scheme of life, but it's a powerful symbolic action for your own life.

The real question is, are you willing to do what most people are not?

**Brian Parsley specializes in Sales and Leadership Training. For more information, visit [www.BrianParsley.com](http://www.BrianParsley.com) or call 704-226-8245.**







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Sincerely,



Jorge L. Jimenez  
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## Quiz: How Much Do You Know about Social Security?



By James A. Barlow  
Financial Advisor  
Ameriprise Financial Services, Inc.  
The Omni Building  
333 Ovington Blvd. – Suite 903  
Mitchel Field, NY 11553  
Direct: 516-479-5871  
[James.a.barlow@ampf.com](mailto:James.a.barlow@ampf.com)

You're probably covered under Social Security--according to the Social Security Administration, an estimated 165 million workers are\*--but how much do you know about this program? Test your knowledge by answering the following questions.

### Questions

**1. If you decide to collect your retirement benefit starting at age 62, your benefit will be how much less than if you wait until your full retirement age?**

- a. 5% to 10% less
- b. 15% to 20% less
- c. 25% to 30% less
- d. 35% to 40% less

**2. Your spouse and children may be eligible for benefits if something happens to you.**

- a. True
- b. False

**3. The Social Security taxes that are collected from your paycheck are called:**

- a. FUTA taxes
- b. FETA taxes
- c. FICA taxes

**4. Once you reach full retirement age, you can work and earn as much as you want without reducing your Social Security benefit.**

- a. True
- b. False

**5. Once you begin receiving your retirement benefit, it will never increase.**

- a. True
- b. False

### Answers

**1. c.** If you were born in 1943 or later, you'll see a 25% to 30% reduction in your retirement benefit if you claim Social Security benefits at age 62, rather than waiting until your full retirement age (which is 66 to 67, depending on your year of birth). This reduction is permanent.

**2. a.** Social Security isn't just for retirees. Your spouse and dependent children may be able to receive survivors or disability benefits based on your earnings record if certain eligibility requirements are met.

**3. c.** Social Security payroll taxes are called FICA taxes because they are collected under the authority of the

Federal Insurance Contributions Act. FICA includes two separate taxes: Social Security and Medicare. The Social Security portion is withheld from your pay at a rate of 6.2% (matched by your employer), but only on earnings up to the maximum earnings limit for the year (\$117,000 in 2014).

**4. a.** Before you reach full retirement age, your benefit will be reduced if your earnings exceed certain limits, but these earnings limits no longer apply once you reach full retirement age.

**5. b.** There are several reasons why your benefit might increase after you begin receiving it. First, you'll generally receive annual cost-of-living adjustments (COLA). Second, the Social Security Administration recalculates your benefit every year to account for new earnings, so your benefit might increase as a result. Your benefit might also be adjusted if you qualify for a higher benefit based on your spouse's earnings once he or she files for Social Security.

For more information, visit the Social Security Administration's website, [www.ssa.gov](http://www.ssa.gov).

\*Social Security Basic Facts, 2014

To register for one of Jim's Breakfast or lunch workshops, contact him at 516-479-5871 or at [james.a.barlow@ampf.com](mailto:james.a.barlow@ampf.com)

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### StartUP NY: A Historic Addition to the Economic Development Toolbox

StartUP NY was created to counter New York's national reputation as a high-tax state – which hampers corporate recruitment and retention efforts – with a historically bold new tax incentive-based economic development program intended to create new jobs. In addition to the types of benefits that industrial development agencies are authorized to offer, including abatement of local property taxes, it offers qualifying companies a ten-year exemption from New York State corporate income taxes and – what truly sets it apart – a parallel exemption from personal income taxes for the employees who take those new jobs. To receive full benefits, the companies must remain in State-designated areas on a SUNY or private campus for the entire period. Companies now in business on Long Island are eligible if they are willing to move into these areas and meet other requirements. For more information, visit [www.startup.ny.gov](http://www.startup.ny.gov).

As the first Long Island campus to have its StartUP NY plan approved, Stony Brook's experience is illustrative of the power of the program. Of the first 6 companies approved for Stony Brook, four are relocations from other states. A substantial fraction of candidate companies in the pipeline – well over 200 companies have inquired – are also from other states, from Georgia to Texas to Washington. The university's international reach has also attracted interest from abroad, including Korea, where the New York State Center of Excellence in Wireless and Information Technology (CEWIT) has a sister center, and Israel, a hotbed of technology innovation.

StartUP NY also offers great opportunities for cooperation. There isn't room at Stony Brook to accommodate all comers – whether relocations or expansions of companies already here or startups homegrown or attracted here. Many aren't a "fit" with the University's mission and strengths – as other institutions will find as they enter the program – but those companies may well be right for another campus in the region. StartUP NY will encourage Long Islanders to collaborate.



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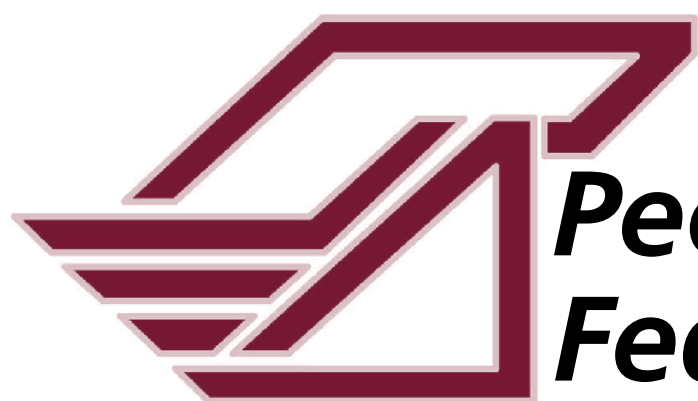
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With  
**Clay Clark**  
Founder of Thrive15

## Building A Brand *Duplicatable and Scalable Or Not Worth Doing*

As I travel around the country I'm always shocked when I meet entrepreneurs who come up to the stage after I finish delivering a talk to tell me, "I really appreciated your talk. I come from a similar financial situation as you, and I learned a lot today. However, we are really just focused on quality as opposed to quantity right now, so I just want to stay small."

My friend, does this sound like you? I know at one point in my life this was the kind of ridiculous bias and mental disorder that I brought to table every time I sat down to draw up plans to grow my business. However, I soon discovered that if a business is not scalable and duplicatable, it's not worth doing.

This whole notion of starting a small business and wanting to keep it small so that you can focus on quality over quantity on the surface might sound acceptable, or logical, but really it's neither. Really this desire to keep a business small is the intense mind limiting and wallet constricting excuse that is keeping many small business owners over-worked and underpaid. When I coach businesses throughout the country, I've found that this false justification and excuse for staying small is at the heart of five key problems that many small businesses today are struggling with including the following:

**Employee Turn-Over** - What top level all-star employees can you think of that are sincerely excited about the idea of working at a small business where they will cap out at \$50,000 per year of annual income? The answer is... nobody. Recently I dealt with a doctor who was struggling year after year to retain his hard-working employees. When I met him he told story after story about how online job portals and LinkedIn were killing his ability to recruit top talent. When I pointed out to him that his goals were to, "stay small so that we can focus on quality as opposed to quantity" he finally got the point. Top level talent simply is not interested in sticking around and being a part of a company that is not growing and does not have the potential to grow. Remember, without a vision for your business, you will always be stuck working with unmotivated and non-goal-focused people.

**Workaholic Boss Syndrome** - You don't get extra crowns in heaven or extra free vacation days in Hawaii as a reward for working 80 hours per week. I literally have met entrepreneurs (and I used to be one) who have resigned themselves to accepting that they will always have to work 80 hours per week because they are self-employed. This is simply not true. In fact, one of my clients has successfully built his business to the point where he works a maximum of ten hours per week. How does he do it? How did he do it? From day one, it was his desire TO BUILD A SCALABLE AND DUPLICATABLE BUSINESS MODEL THAT HAS THE ABILITY TO WORK EVEN WHEN HE'S NOT WORKING. From day one, as he grew his business, he always stopped and asked, "How can I make this process duplicatable?" By systematically focusing on building processes that can be executed and managed by nearly anyone, he has built a business and not just a job.

**Poor Quality Control** - Many small businesses today force customers to endure terrible customer service simply because "they are small and more focused on quality than quantity." As an example, there was a local restaurant I walked into with a business partner of mine a few years ago. From the time we walked in, to the time we were actually greeted was about five minutes. From the time we sat down, to the time the waitress actually came back and took our orders, was another ten minutes. When I ordered one particular food item I was told, "We are very sorry, but we've been slammed so we are out of that." When I ordered the next item I was told, "We are sorry, we are out of that too." Finally I said, "What items on your menu do you carry and do you have in stock?" The silence was deafening.

She finally responded, "Oh well sir, I'm sorry we are just short-staffed today." Day after day, this sort of insanity continues because the business owner refuses to build a business model that is scalable and duplicatable. For some reason, even to this day, the owner is focused on being the one who personally makes all of the food so that she can "focus on quality and not quantity." If this is you, stop thinking small. Because if it's not scalable and duplicatable it's really not worth doing.

**Passionately Poor Business Owners** - I've met countless entrepreneurs who are dying on the hill of self-imposed poverty because they say, "it's not about the money with me." If you've ever made this statement you need go to the store and buy a stapler. Then you need to commit to stapling your tongue every time you catch yourself saying this. My friend, I'm telling you on this planet "it is all about the money." If you want healthcare, food for your kids or yourself, clothes on your back and a chance to experience all that this world has to offer, you must have money. So quit dying year after year on the hill of this self-imposed poverty. Decide here and now that you are not going to do anything that doesn't have the potential to help you earn a massive income.

Many moons ago I signed a contract to provide entertainment for a local hotel six days per week for \$700. Although at the time I was very appreciate for the opportunity to earn money by delivering the entertainment services, I was passionate about this opportunity, but the situation was not a good one for me. Why? Was it the Little Richard impersonators? No. Was it the Tom Jones impersonators that I was responsible for introducing and working with that made this a bad situation? No. The problem was that I was now unable to grow my business or to do anything else with my time because I was stuck at this local hotel introducing Cher impersonators night after night. If you want to be a successful entrepreneur you must focus on solving problems that are worth solving for customers that are willing to pay you enough money so that you can achieve your financial goals. Eventually I had to move on from this gig or I would still be there today introducing Buddy Holly impersonators and running the Karaoke Bar at a local hotel from 6 pm to 12 am every night.

## Kanas on the Economy

Continued from Page 3



deemphasized in favor of convenient mobile and on-line banking applications along with innovative consumer lending products.

Describing the gut-wrenching initiatives he led as part of an implementation plan to re-launch Bank United, he spoke of massive layoffs and branch closings and the rise of ecommerce. "Technology is the new language of banks." He also weighed in on the much-talked about "brain drain" – the mass exodus of young people from the island to locations with better job growth, the downturn in housing and the crucial need for enhanced STEM (science, technology, engineering and mathematics) programs in schools, vital to keeping future generations of the nation's workforce globally competitive.

Citing monetary policy, he categorized the current climate as ambiguous, "We have never been at this rate level for this long a period of time. We are uncertain about what could happen if the Fed were to crank up rates to curb inflation. These waters are uncharted." He also pointed out the curious anomaly of the dollar's value relative to other currencies. "Economists are baffled. The dollar is stronger than it's ever been but worth less. It's a tremendous mystery for all of us."

When asked about promising growth areas and "shining-star" industries, he pointed to the critical importance of the high-tech sector. "Those of you with children, channel them to succeed in science and math." Hopeful that Canon's move to Melville could be a harbinger of more to come, one participant inquired about a possible trend. Kanas categorized the relocation as a stand-alone event attributed largely to "masterful politics."

Portraying Long Island as an "economic engine" that drives the State, he asked, "Where would you rather be? This is one of the greater markets in the whole country. We have everything it takes to create growth here. If you take nothing else away from this morning's meeting, think about the role you play in local politics and policy creation. Get involved. Collaborate. We have a lot more strength working together to affect positive change."

**Join us on Friday, November 21st, for HIA-LI's CEO Executive Breakfast featuring Gail Trugman-Nikol, President, Unique Business Solutions**

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## Eight Ways Long Island Companies Can Improve Collaboration with Unified Communication Technologies



By Leo Galletta, CEO  
Converged Technology Group  
2990 Express Drive South  
Islandia, NY 11749  
631-468-5770

The way businesses communicate today is changing rapidly; advanced mobile devices, video solutions and cloud computing have opened the door to new and inventive communications capabilities. We've identified eight ways unified communications can help your company deliver business-critical voice, video and data to the next cube, office, building, branch, state or country.

Each of these steps toward unified communications can be implemented independently over time. A well-planned collaboration strategy will take into account your organization's current and future communications needs as well as the internal IT support required to capture the best ROI at the least cost.

### Eight-Steps to Unified Communications

**1. Take Traditional Voice to a New Level:** Consider an internet protocol (IP) telephony solution for voice communications which can offer significant advantages over traditional PBX systems. IP telephony can give your organization improved scalability and flexibility for collaboration among employees, customers or business partners while also reducing operation and maintenance costs.

**2. Integrate Messaging Technologies:** Technologies

like instant messaging (IM), texting, and video chatting have become both staples of the work environment and some IT staff's worst nightmares. Look for an IP communications partner that can architect, implement and manage a single collaboration solution to unify a wide array of messaging capabilities.

**3. Get Face-to-Face with Videoconferencing:** When face-to-face communication is an absolute must, but the rising cost of travel makes your army of road warriors a drain on profits, there is another solution: videoconferencing. The right video system improves your employees' ability to communicate with each other, with customers and with business partners in a seamless way that makes video calls as easy as phone calls.

**4. Consider Collaboration:** From desktops and mobile devices to networks to servers, it's critical to deploy, implement and operate collaboration solutions that have a demonstrable ROI that includes the increased productivity and strategic advantages that are created.

**5. Keep in Contact through Presence:** The power of instant communications has transformed the way forward-thinking enterprises collaborate internally. However, *instant* isn't *instant* if the person on the other end of the IM, email or voice message isn't available; that's where comprehensive presence solutions can amplify the effectiveness of your business' communication tools.

**6. Extend Your Workforce with Mobility:** The explosive growth of smartphone and tablet use on the job has made it critical for your business to take the

same email, document viewers and other applications that help your employees be successful at their desks and push them out to their mobile devices. For the IT department, this means building a secure mobility platform that IT can manage while generating a rapid ROI for the increased mobile capabilities that go along with improved employee productivity outside the four walls of your office.

**7. Streamline Your Contact Center:** By giving your customer service representatives full access to an efficient unified communications toolset, you can streamline the communications process in your contact center and provide improved customer service at lower operating costs.

**8. Employ Managed Services for End-to-End Support:** Supporting the wide array of enterprise communication tools available today can place an unnecessary burden on the shoulders of many internal IT departments. Managed services not only relieves the support burden from internal IT teams, but can, in many cases, improve solution ROI and reduce costs in the process.

By combining a unified communications solution that offers a smooth implementation path with an outsourced managed services offering, you can develop a very cost-effective way to reap the benefits that collaboration has to offer without burdening your IT departments with additional ongoing support. Converged Technology Group consults with Long Island businesses to assess their business technology needs at <http://www.convergedtechgroup.com>

### CELEBRATING TWENTY-FIVE YEARS IN BUSINESS

**C. Tech Collections, Inc.**  
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**Principals:**  
Joel R. Marchiano, CEO  
James W. Argent, President  
Cynthia Michels, Vice President,  
Operations



#### Background:

Formed in 1989 by Joel Marchiano and Jim Argent, former Vice Presidents of New York based Financial Institutions and later joined by Cynthia Michels, former Manager in a major banking operations center.

#### Notes about the business:

Celebrating its twenty-fifth year in 2014, C. Tech Collections has grown to be a leader in the collection industry. During this time, the company has seen many changes and continues to maintain its focus on collecting delinquent receivables by providing superior collection services, while ensuring the professional image its clients have come to expect.

In addition to being an industry leader, C. Tech Collections also participates in the community and is a proud member of several national and local professional groups such as the ACA International (The Association of Credit & Collection Professionals), Medical Group Management Association (MGMA), Post Graduate Assembly in Anesthesiology (PGA), Better Business Bureau (BBB), North Brookhaven Chamber of Commerce, Suffolk County Dental Society (SCDS) and the HIA Hauppauge Industrial Association.

With strong roots in the area, C. Tech has given back to many charities and causes over the years, and was awarded the Theodore Roosevelt Award by Mather Hospital in 2012 in recognition of exceptional volunteer commitment within the community. Among the many charities the company has been honored and delighted to support are: Long Island Cares Inc, The Harry Chapin Food Bank, Operation Homefront, Welcome Inn, Mather Hospital Breast Cancer Victory Day and the United States Marine Corps. Toys for Tots program.

C. Tech owes much of its success to its loyal clients and staff members, many of whom have been with the company since its inception. Looking towards the future and the many changes occurring in the Healthcare field, C. Tech plans to further enhance its position within the Collections Industry.

Taking the opportunity to say thank you to those who make a difference.

## Gratitude

Acknowledging the moments and deeds that made all the difference.

## Thanks

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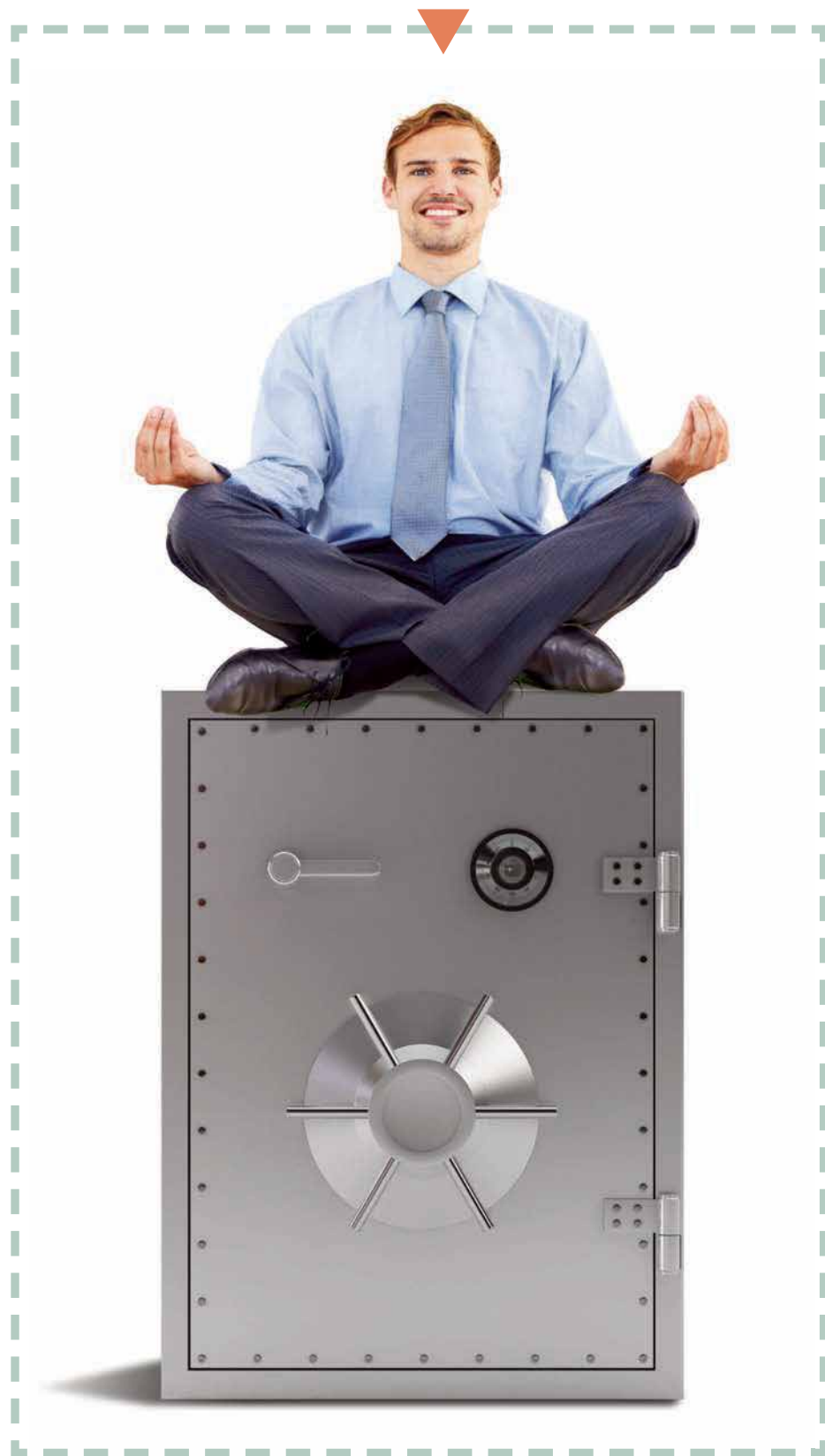
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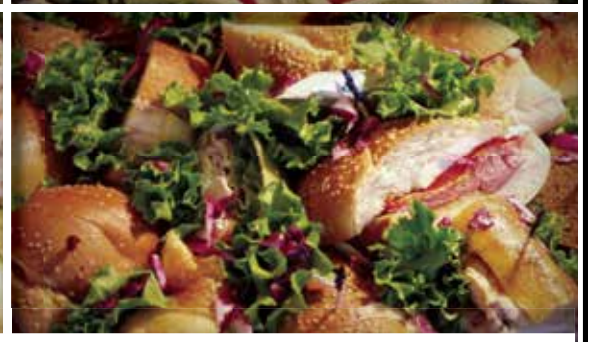
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# The Trouble with Long Island's Job Market-Who's Minding the Store?

By Scott Passesser  
VP of Recruiting  
Executive Alliance

Long Island job creation has improved, unemployment has declined, stocks are at new highs and fewer homeowners are underwater on their loans. But these facts do not tell the whole story of Long Island's economy. Finding a job is still difficult. Very difficult. Long Island has thousands of long term unemployed workers, engulfed in protracted job campaigns, tempted only by underemployment. But it's not just the older worker. Our college graduates are still struggling to find positions. Yes, the unemployment rate has dropped, but many people are no longer reflected in official unemployment numbers because they have stopped looking for work. And... underemployment is still rampant on LI. Job creation? It's slow...painfully slow. All of this is bad enough, but there is another issue that gets far less attention than the monthly unemployment numbers. There is a mismatch between the skill sets our regional talent pool possesses and the skills Long Island companies require. On one hand, executive level employees are raiding retirement accounts and borrowing against home equity to survive never-ending job campaigns. Some are unemployed twelve, eighteen, even 24 months. Conversely, and this is the other side of the issue, companies in a wide variety of industries including manufacturing, technology, engineering and healthcare, are unable to fill key positions. How can this be? The short answer? Nobody is watching the store!!!



Approximately 20 years ago, while hosting Jobline on News 12, I received a joint press release from an organization of Allied Health Professionals and the Department of Labor's Bureau of Labor Statistics. The message was simple. If a person acquired a Certification in Physical Therapy (CPT), they would experience guaranteed employment for the next 20 years. I was pleased to devote a segment of Jobline to this exploding job market, so I called a couple of Long Island schools. Eventually, I called all 19 Long Island Colleges and Universities. But guess what? At that time, not one school on Long Island was offering a certification program in Physical Therapy. Hmm. Guaranteed employment for 20 years and no education being offered. For the record, schools eventually caught up and began to produce

CPT's, but by the time this happened, there was already a talent shortage.

### Another Example:

Consider manufacturing. The common local perception is manufacturing on LI has been fading since the methodical departure of Northrop Grumman in the late 80's. Since then, our manufacturers have left Long Island for areas of the country where energy is cheaper, rents are lower, public transportation is more accessible and, in general, business communities are far more hospitable to manufacturers than Long Island, right? Wrong!!! *There are still over 2,000 manufacturers on Long Island.* There are more manufacturers on Long Island than there are technology companies, which seem to get all the ink. But are we preparing our

students to work in the manufacturing field? Or, are we just sending them off to college to get a degree with no forethought about planning a career? Recently, I sat down with the President of GSE Dynamics, Ann Shybunko-Moore on my radio show, Radio Jobline. I was extremely surprised to learn that she had been looking for certain skill sets for TWO YEARS. Even with my knowledge of the talent mismatch, I was absolutely floored when I heard this. So I wondered... What was being done to address the talent mismatch? Yes, there are fine organizations on Long Island like ADDAPT that support and advocate for manufacturers. But they cannot do it alone. Long Islanders need to work together to improve the talent pipeline and reduce the skills mismatch. As a region, we need to act as a community with one voice. We need to transmit the needs of our companies to all educational systems and impressionable talent pools. What can we do individually? Get involved with a grass roots organization like Connect-to-Tech that introduces STEM careers to students. Join parent teacher organizations. Speak to guidance departments and career services offices. Read and learn about the many job markets opening and closing like windows on a moving train. Form an advisory board. Start a non-profit. Visit your local politician and ask them what is being done to improve the talent mismatch. Talk to your children about this issue. How about a watchdog agency that alerts our students to what our job market requires? But here is one thing you cannot do. Nothing! Industry, education, government and the private sector need to work together and they need our help. And YOU need to be involved.



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## The Skinny on Residential Fees

By Christopher Cadigan  
Unishippers  
(516) 442-4140  
www.unishippers.com

Your week was going well right up until you opened your shipping invoice only to see a “residential fee” tacked to several shipments on that invoice. How did this happen? The packages you shipped went directly to an accounting office and a law firm – what an outrageous fee!

This is perhaps one of the most common complaints we receive – and understandably so. If you ship something to an accounting office or to a law office – or any company for that matter – you don’t think “this is a residence.” But the term “residential” has a specific definition in the shipping world – and it’s important that customers understand what this means and how to either avoid – or anticipate and budget for – those additional charges.

A “residential fee” denotes that the carrier has delivered to a residential area. Just because the receiver is a business doesn’t mean that the location of the business actually resides in a commercial area. For example, if a business is located in a residential area, such as a law office in a quaint brownstone, most carriers are going to charge a residential fee.

Why is that? It’s hard for carriers to get those huge trucks down tiny residential streets. Just like squeezing your way into a 20 year old pair of jeans – this feat is incredibly difficult for trucks. Plus, trucks can cause more damage to the surrounding areas.

So how do you anticipate residential fees? Make sure you let Unishippers or your current carrier know when booking your freight if the pickup or delivery will occur in a residential area. Or, if you use Unishippers Express Manager, Freight Manager, UPS.com, or FedEx.com always be sure to check whether the sender or receiver area is residential or note the location type so that your shipping estimate reflects the additional cost before you ship. UPS also has a comprehensive list of ZIP codes where Delivery Area Surcharges apply (this includes residential charges). Refer to the list on UPS’s website ([http://www.ups.com/content/us/en/shipping/time/service/eas\\_download.html?srch\\_pos=1&srch\\_phr=extended+area](http://www.ups.com/content/us/en/shipping/time/service/eas_download.html?srch_pos=1&srch_phr=extended+area)).

You might not be able to avoid residential fees, but you can spoil the surprise by knowing the full cost of your shipment upfront to better manage your budget – and sanity.

## Being prepared is smart.



By Alison Longstreet  
Registered Representative  
NYLIFE Securities LLC (member FINRA/SIPC)  
Licensed Insurance Agency  
914.841.9234  
aalongstreet@ft.newyorklife.com

With today’s busy lifestyle, it takes a plan to get things done. Whether it’s as simple as a grocery list, or as complicated as planning a wedding, careful preparation can help you save time, money and countless headaches.

Surprisingly, though, most people don’t have a well-thought-out plan when it comes to protecting their loved ones if something bad were to happen like an unexpected illness or untimely death. Ask yourself, if you suddenly became disabled\*, or died, would your family have the financial means to remain in your home? Could your children still graduate from college? Would your dependents be able to pursue their dreams and goals? Without a proper financial plan in place, the answer may be “no.”

While no one can predict the future, you can still take the necessary steps to help prepare for the unexpected. When you purchase life insurance from a reputable company, the insurer provides you with a guaranteed\*\* promise to pay a death benefit to help your loved ones be financially secure after you’re gone. You’ll feel better knowing your family is taken care of, and can focus on achieving their own life milestones, like getting married, purchasing a first home and having children.

A knowledgeable and experienced life insurance agent can work with you to help determine which type of coverage is best for your situation. Together, you can create a financial strategy so you’ll be prepared for whatever the future brings.

\*Disability Income Insurance available through one or more carriers not affiliated with New York Life, dependent on carrier authorization and product availability in your state or locality.

\*\*Guarantees are based upon the claims-paying ability of New York Life Insurance Company.

*This educational third-party article is being provided as a courtesy by Alison A. Longstreet, Agent, New York Life Insurance Company. To learn more about the information or topics discussed, please contact Alison A. Longstreet at 914.841.9234*

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## New York's 'State' of Sexual Harassment



By Cory H. Morris  
The Law Offices of Cory H. Morris  
300 East Rabro Drive, Suite 126  
Hauppauge, New York 11788  
info@coryhnmorris.com  
516-410-2203

Across the world, “[t]wo years and a day after a Taliban gunman shot her in the head... the Nobel committee in Oslo named Malala Yousafzai the youngest-ever winner of the Nobel Peace Prize.” “While the Taliban shut down girls’ schools in the region, she spoke out about her experiences as a young female student. After the Pakistani military broke Taliban rule there, Malala pushed to expand school facilities for girls.” Malala now is being educated in the United Kingdom while “[h]alf of [her] country’s almost 200 million people remain illiterate.” This brave young woman spoke out about her experiences and gave hope to the other women in her country for equal treatment.

What about the state of affairs in New York Education? Recent reports indicate an increasing trend of sexual harassment among State University of New York Schools (“SUNY”). Indeed, “[t]he report obtained... by The Associated Press showed that 238 cases of sexual violence and assault and 145 cases of verbal sexual harassment occurred during the 2013-14 academic year at the state-run campuses.” “The study on the 29 SUNY campuses, excluding community colleges, was required under a voluntary agreement with the U.S. Department of Education’s Office of Civil Rights.” This is long after the enactment of Title IX, legislation designed to protect women in educational programs that receive financial assistance. Even with federal protection, “[r]eported sexual assaults at U.S. colleges jumped 79% from 2001 to 2012, according to U.S. Department of Education data. In 2012 alone, there were 3,948 forcible sex cases reported at colleges nationwide.”

What about in the employment context? A shocking report detailed statistics of sexual harassment among restaurant employees. “Restaurant Opportunities Centers (ROC) United and Forward Together discovered that 90% of female restaurant workers had experienced some form of sexual harassment from either a customer, co-worker or higher up

at their place of employment—and for over half, they were sexually harassed on a weekly basis.” It was not surprising that headline read “Almost All Female Restaurant Workers Have Experienced Sexual Harassment.” Now that this report exists, what is being done to change this?

Women in New York have rights under both federal and state law. One should look at the courage of young Malala as a call to arms and to no longer remain silent and to seek justice through the protections afforded by the law. Title VII of the Civil Rights Act of 1964 (Title VII) prohibits employment discrimination based on, amongst other things, sex; the Equal Pay Act of 1963 (EPA), protects women who perform substantially equal work in the same establishment from sex-based wage discrimination; and the New York State Human Rights Law protects women against discrimination, not only on the basis of sex, but on the basis of marital status and sexual orientation.

New York is a leader in protecting civil rights and punishing violators. Recent statistics show that 23.2% of cases filed in the New York State Division of Human Rights (“NYSDHR”) are Sex discrimination cases. In a 2012 press release profiling two sexual harassment cases, the Division stated that

New York has the proud distinction of being the first state in the nation to enact a Human Rights Law, which affords every citizen “an equal opportunity to enjoy a full and productive life.” The New York State Division of Human Rights was created to enforce this important law and does so through, among other things, the vigorous prosecution of unlawful discriminatory practices and the receipt, investigation, and resolution of complaints of discrimination.

Indeed, as opposed to little or no protection, the New York State Human Rights Law (“NYSHRL”) provides added protections not otherwise recognized by Federal Law. Anybody can file a charge of discrimination and/or retaliation. Instructions can be found on the internet and in the NYSDHR offices throughout New York. Lawyers are often employed to take charges of discrimination, sexual harassment and retaliation to the New York State Division of Human Rights and/or the Equal Employment Opportunity Commission. Once a charge is filed, the NYSDHR will undertake an investigation that will ultimately result in a finding. A lawyer can aid in that process by crafting a thorough charge of discrimination that will help the NYSDHR understand the

charge(s), where to investigate and who to ask questions in an effort to substantiate the charge.

We should be vocal in our opposition to Sexual Harassment and Discrimination. The Wall Street Journal and Time magazine described how a teenager could overcome such overwhelming oppression, being shot and nearly killed but speaking out two years later and continuing to advocate for equality. After being recognized, seventeen year old Malala Yousafzai stated that “we should all consider each other human beings and respect each other and we should all fight for our rights, the rights of children, or the rights of women and the rights of every human being.” Perhaps this is a message to us all to take a look around us and make sure that we are mindful of others’ civil rights. We can all agree with Malala that we should treat each other as human beings and all of us should advocate for equal treatment.

<sup>1</sup> Mustafa Hameed, Malala Yousafzai a Polarizing Figure in Her Homeland (Oct 10, 2014, 7:35 PM), <http://abcnews.go.com/International/nobel-winner-malala-yousafzai-polarizing-figure-pakistan/story?id=26115092>.

<sup>2</sup> Id.

<sup>3</sup> Husain Haqqani, A Nobel Laureate and Beacon for a Troubled Nation (Oct. 10, 2014 6:35 p.m.), <http://online.wsj.com/articles/husain-haqqani-a-nobel-laureate-and-beacon-for-a-troubled-nation-1412980547?tesla=y>.

<sup>4</sup> Bill Hutchinson, SUNY colleges report trends in campus sexual violence, harassment, New York Daily News (September 28, 2014, 6:01 PM), <http://www.nydailynews.com/new-york/new-york-report-shows-trends-campus-sexual-violence-harassment-article-1.1956015>.

<sup>5</sup> Id.

<sup>6</sup> See Title IX of the Education Amendments of 1972 (“No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity receiving Federal financial assistance”).

<sup>7</sup> Supra, note 4.

<sup>8</sup> Nell Casey, Almost All Female Restaurant Workers Have Experienced Sexual Harassment, Gothamist (Oct 7, 2014 3:00 pm), [http://gothamist.com/2014/10/07/service\\_industry\\_sexual\\_harassment.php](http://gothamist.com/2014/10/07/service_industry_sexual_harassment.php).

<sup>9</sup> Id.; see also The Restaurant Opportunities Centers United and Forward Together, The Glass Floor - Sexual Harassment in the Restaurant Industry (October 7, 2014), available at [http://rocunited.org/wp-content/uploads/2014/10/REPORT\\_TheGlassFloor\\_Sexual-Harassment-in-the-Restaurant-Industry.pdf](http://rocunited.org/wp-content/uploads/2014/10/REPORT_TheGlassFloor_Sexual-Harassment-in-the-Restaurant-Industry.pdf) (see pg. B1 “While seven percent of American women work in the restaurant industry, more than a third (an eye-opening 37%) of all sexual harassment claims to the Equal Employment Opportunity Commission (EEOC) come from the restaurant industry”).

<sup>10</sup> See supra, note 8.

<sup>11</sup> See N.Y. Exec. Law § 296 (McKinney).

<sup>12</sup> NYSDHR Annual Report, Fiscal Year 2011 - 2012, available at: <http://www.dhr.ny.gov/sites/default/files/pdf/AnnualReportFY2011-2012.pdf>.

<sup>13</sup> Supra, note 3.

<sup>14</sup> Charlotte Alter, Malala: I Feel ‘More Powerful’ After Nobel Win, Time (October 10, 2014, 2:19 PM), <http://time.com/3490573/malala-yousafzai-nobel-peace-prize-powerful/>.

<sup>15</sup> Id.

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## Hiring Tips for a Competitive Market

By: Jim Bartunek  
 Owner  
 Express Employment Professionals  
 1 Rabro Drive – Suite 104  
 Hauppauge NY  
 (631) 796-1356  
[Jim.bartunek@expresspros.com](mailto:Jim.bartunek@expresspros.com)

Even with the current job shortage, many small- to mid-sized businesses are still facing the age-old problem of finding good people to add to their teams. The Washington Post reports that “60 percent of small business owners and managers say finding skilled workers is their company’s greatest challenge when it comes to hiring and managing staff.” The majority of the blame for this can be placed on today’s skills gap – the current phenomenon of a country-wide mismatch between employers’ needs and job candidates’ abilities. And, with so little top talent out there, it pits small- and medium-businesses against large corporations in the hiring battle.

So, what’s a business to do? Competing against big business and attracting quality workers can feel impossible, but it doesn’t have to. Small business owners and leaders will need to put a little extra thought and effort into their own hiring processes to continue to see success.

### Recognize That Pay Isn’t Your Strongpoint

The first thing businesses have to realize is that money will probably not be what attracts quality employees to their doors. Most small- to medium-size companies don’t have the budgets to compete against

large corporations in the area of pay, and that’s okay. “That’s where small businesses have the competitive edge,” Steve Strauss, author and senior small-business columnist at USA Today, said. “If you offer a fun place to work, people like coming to work, they’re engaged – that makes a difference. They feel like they’re listened to and they like what they do. If you can give them that, you’re ahead of the game.”

According to Yast, an online time-tracking service, employees’ top reasons for staying with their current employer are because they enjoy the work, they have work-life balance and they feel connected to the organization. Small businesses are more likely to offer those benefits to their top candidates than their large business competitors.

### Pinpoint and Play to Your Strengths

Identifying the assets you have to offer employees is the next step. An article from Fast Company echoes that same sentiment. “By truly understanding what your team and potential candidates desire, you can better compete with the larger companies that appear to offer it all. Take a close look at what your team is truly passionate about inside and outside of work. Talk to them and get their feedback on what means the most to them.” Business leaders can then take this knowledge and use it to attract the talent they need. And small businesses really do have something to offer top performers. The Washington Post recommends pointing out to candidates that within a smaller company, they have more opportunities to develop as a professional, while having greater visibility in front of, and access to, the leaders of the business.

### Don’t Limit Your Candidate Pool

Just as business leaders are asking candidates to keep an open mind about what they want from an employer, they must also keep an open mind about the type of candidates they’re considering. In an article on Forbes.com, Ken Sundheim proposes that employers should consider broadening their requirements to bring in more qualified applicants. “The number one thing that prevents companies from procuring the most talented people is overly stringent requirements,” Sundheim said. “The more specific the needs of an employer, the less applicant choices they’re going to have, the more expensive the employee is going to be and the longer the job search will take.”

Focusing on personality, culture fit and potential, rather than just strictly experience, education and skills, will greatly widen the candidate pool and allow businesses to find amazing employees they might have otherwise bypassed.

There are positives and negatives to every size and type of business, but constantly losing the hiring battle doesn’t have to be a struggle for smaller companies. Talking about what the business can offer, marketing its assets, and loosening position requirements will allow small- to mid-size companies to square off with big businesses in the battle for top talent. Because in the end, hiring the best candidate is more important to the success of the small business than the big, which means this is a battle small businesses have to learn to win.



## Welcome New Members!

On October 16th, HIA-LI’s new members had an opportunity to introduce themselves and network with different business professionals at HIA-LI’s New Member Breakfast, hosted by Courtyard by marriot in Ronkonkoma. HIA-LI also recognized the committee co-chairs for their ongoing patronage and leadership. Join us for our next networking event on Thursday, December 11th at Insignia Steakhouse. To RSVP: Call 631-543-5355 or visit [www.hia-li.org](http://www.hia-li.org).



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ddweck@sjcc.org  
www.sjcc.org

## Sirina Fire Protection

Joseph Ventre  
Service Manager  
151 Herricks Road  
Garden City Park NY 11040

(631) 291-2944 (516) 942-0415  
jventre@sirinafire.com  
www.sirinafire.com  
Installation, inspection, testing and maintenance of all types of fire protection systems.

## The Stony Brook School

Sally Dessart  
Director of Admissions  
1 Chaptman Parkway  
Stony Brook NY 11790  
(631) 751-1800  
sally.dessart@stonybrookschoo.org  
www.stonybrookschoo.org  
Co-Educational 7th to 12th College Preparatory School, Day and Boarding

## Unifirst

Edie Berntson  
Sales Consultant  
50 Carnation Avenue  
Floral Park NY 11001  
(631) 559-5895  
edith\_berntson@unifirst.com  
UniFirst is a leading provider of business uniforms and services.

## Well Beyond 55

Lisa Rosenthal  
President  
718 Walt Whitman Road, Suite 1134  
Melville NY 11747  
(800) 504-3091  
LMR@wellbeyond55.com  
www.wellbeyond55.com  
Education for the over 55 community

## NEW MEMBER PROFILES



### Mobile Mini Inc

1158 Jericho Turnpike | Commack, NY 11725

631.543.4901

rcatarelli@mobilemini.com

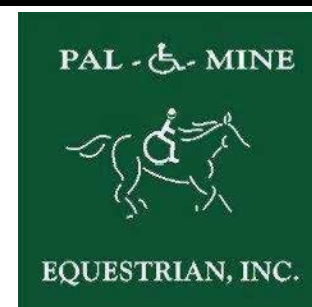
www.mobilemini.com

Since 1983, Mobile Mini (NASDAQ: MINI) has provided secure storage and office solutions to millions of customers. We are the leading storage company in the nation with over 213,000 portable storage and office units with 135 locations in the United States, United Kingdom and Canada. Mobile Mini offers a wide range of product sizes, types and accessories that's unmatched by any other storage companies in the industry.

Our patented Tri-Cam Locking System® provides bank vault security for your precious valuables and most important documents. In addition our lock is more than a simple padlock; our ContainerGuard Lock® features a hidden six-piston tumbler system and is made from 100% hardened steel to provide ultimate protection for your belongings in our secure storage units.

We've developed five Values that define Mobile Mini, and guide our company into the future, as we continue to provide businesses and families with convenient, worry-free storage solutions. Our first value is "Safety First" as we take responsibility for our own safety and for the safety of those around us. In addition we strive for integrity and transparency, empowerment of our people, driving results, continuous improvement and being actively involved in the community.

As the world leader of portable storage solutions, we feel it is our responsibility to give back to the communities who have helped make us into the great organization we are today. Our convenient services, patented security features, and all steel containers make us the smart choice for consumers and businesses to store the things that matter most.



### Pal-O-Mine Equestrian, Inc.

631 348 1389

www.pal-o-mine.org

Pal-O-Mine's roots date from 1993 when Lisa Gatti started a therapeutic riding program for individuals with disabilities. Pal-O-Mine Equestrian, Inc. is a 501c3 non-profit organization dedicated to improving the lives of children and adults with special needs. Pal-O-Mine's mission is to provide a comprehensive therapeutic equine program using horses to facilitate growth, learning and healing. Our population includes children and adults with disabilities, those who have been abused or neglected, the military and the economically compromised.

Pal-O-Mine operates a full time program, 7 days a week, 12 months a year. We support 19 program horses on an 8-acre facility serving 400 individuals with disabilities weekly. Currently, we have 8 full time staff and an additional 30 part time therapists, teachers, job coaches, and instructors. Volunteers are an integral part of our program. Over 150 volunteers give freely of their time. They believe in their community and share in the humanitarian spirit that lives at Pal-O-Mine. Pal-O-Mine, in turn, improves not only the lives of our students, but we strive to improve the quality of life among our volunteers as well.

The integration among our students, volunteers and staff continues to be a vital part of the program. It heightens disability awareness, promotes the concept of mainstreaming and lends sensitivity within the community itself. Pal-O-Mine uses the community to assist in its mission. We visit local nursing homes and VA hospitals, and we partner with local businesses whose employees volunteer in many capacities. The Brownies, Boy and Girl Scouts have all earned badges here and hundreds of high school and college students have completed their service hours at Pal-O-Mine.



# NEW MEMBER PROFILES



**Block Chiropractic Sports and Wellness**  
301 Maple Avenue, Smithtown, New York 11787  
260 Middle Country Road, Selden, New York 11784  
(631) 543-0004 (631) 696-4371  
[www.blockchiropractic.com](http://www.blockchiropractic.com)

Let us be your building Blocks to better health. Drs. Jeffrey and Richard Block have been providing health care in the community for over 25 years. Along with Dr. Justin Lewis and the rest of our team of licensed providers they have developed a practice that offers an integrated multi-disciplinary approach to help patients achieve their health care and wellness goals.

They are the Team Doctors for Queens College, Dowling College, LIU Post and Stony Brook University. Their services in the office and out on the field include: Chiropractic Care, Physical Therapy, Massage Therapy, Acupuncture, and Nutritional Counseling.

In your Corporate setting, our team has designed a unique program to enhance wellness in the office. We have 3 main goals: Decrease overuse injuries in the workplace, Lower overall healthcare costs and Maximize worker productivity.

Ergonomic Assessments. This is conducted in your company's office to optimize ergonomic set ups and relieve chronic work injuries. -We provide Active Release Technique and Massage to decrease tension built up at the office. The third aspect revolves around Nutrition. We teach employees to use food as medicine from the inside out -Therapeutic Yoga to improve function moving around the office.

Whether you are an individual in need of care or a company in need of Corporate Wellness, give the office a call and ask for Dr. Justin Lewis to see what we can do for you. (Mention you are a member of H.I.A. and receive a discount on one of our Office Assessment Packages)!



**10-5 Technology Drive, Setauket, NY 11733**  
866-730-2582/631-675-1280  
[maria@clubsgalore.com](mailto:maria@clubsgalore.com)  
[www.ClubsGalore.com](http://www.ClubsGalore.com)

ClubsGalore Gift of the Month Clubs are the perfect way to celebrate any occasion for more than just one day. Whether it's a birthday, anniversary, thank you, retirement, or other special event, our extraordinary monthly gift clubs show that special someone you care - again and again. You can express any sentiment, make a lasting impression on clients, or simply stay in touch with anyone in your life.

We offer a unique and vast selection of first-class gifts, including award-winning gourmet food clubs, wine and spirit gift clubs, monthly clubs with desserts and sweets, home delights, and more. Our "of the month club memberships" offer your recipient the joy of anticipation, discovery, and new culinary experiences with every monthly delivery.

We make sure your gift meets high expectations of exceptional quality and exquisite presentation. Our gifts are hand-picked by our discerning team of connoisseurs, then artfully packaged to make an outstanding impression, with your personalized gift message enclosed each and every month.

Call or email Maria at [maria@clubsgalore.com](mailto:maria@clubsgalore.com) to find out about volume discounts, customized gift programs, and other special touches we can create just for you. The holidays are coming, so now is the time get your list together and let us take care of the rest!



**MindYolk Technical 3D Animation Studio**  
97 Haverford Rd Hicksville, NY 11801  
(516) 435-6628  
<http://mindyolk.com>

The MindYolk 3D Animation Studio's team has created state-of-the-art 3D video animation for large to small companies for over two decades. We began working with NYC Madison Avenue ad agencies where we perfected our craft and learned how to deliver engaging 3D video animation that helped our clients make an enhanced impression on their target markets. Currently, MindYolk focuses our creative and technical skills on B2B industries: i.e., medical devices, manufacturing, and chemical to name a few.

Let us show you how to drive more foot traffic to your tradeshow booth, form deeper understanding of how your products or services work, and get your message out via your social media outlets.

Call Paul Lipsky, MindYolk CEO, 516.435.6628 to learn how Technical 3D video animation can help you get greater engagement with your target audience.



Anyone ~ Anytime ~ Anywhere

**USA Mobile Drug Testing of Long Island**  
1445 New York Ave, Huntington Station, NY, 11746  
631-923-2602  
[www.USAMDT.com/LongIsland](http://www.USAMDT.com/LongIsland)

USA Mobile Drug Testing of Long Island provides professional drug testing services on location! We provide our services on your premises, which remove the hassle and reduce the risks and liabilities of sending employees to a collection site while on company time. The average time spent away to an offsite clinic is 2.5 hours for a drug collection. That's 2.5 hours of lost productivity and money for the employer. Mobile drug testing saves you time and money.

We work closely with our clients to establish policies and testing procedures that meet both Department of Transportation (DOT) and Non-Federal testing program regulations. USAMDT provides all types of drug testing and ensures the integrity and confidentiality of each donor and specimen. We offer DOT and Non-DOT random, pre-employment, and post-accident testing for all major testing methodologies including: hair, saliva, urine, fingernail, breath, and alcohol.

The goal of USAMDT is to limit exposure to liability, non-compliance fines and the loss of business privileges while helping make your workplace a safe drug free workplace for all employees. Drug and alcohol abuse is a serious workplace problem. Statistics from the DEA indicate that approximately 74% of adults who use illegal drugs are employed. Drug users are five times more likely to file a workers' compensation claim. Employers with drug testing programs have experienced on average a 51% reduction in workplace injury rates within two years of implementation. We strive to protect employers from the liabilities associated with employee drug and alcohol abuse.

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New to the HIA-LI? Submit a complimentary New Member Profile highlighting your company and areas of expertise.  
For more information: Contact Dan Terry at 631-543-5355 or [dterry@hia-li.org](mailto:dterry@hia-li.org)

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Alfred Liefbrig, MD



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Brookhaven  
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to better health.*



# HEARD AROUND THE ISLAND

## Appointments, Promotions, and Honors



**James Tauer** joins **TOTAL Technology Solutions** as Client Executive! James has an impeccable reputation as a trusted advisor with years of experience as a V-CIO (Virtual CIO). An asset to TOTAL's continued expansion, James offers reliable solutions to help our Clients meet their technology needs. "James Tauer, Client Executive, TOTAL Technology Solutions, 631-306-1003, [jtauer@total.us.com](mailto:jtauer@total.us.com)

**Campolo, Middleton & McCormick, LLP** is proud to announce that we are on the ballot for the 2015 "Best of Long Island" contest, presented by Bethpage Federal Credit Union. Campolo, Middleton & McCormick has been nominated in the Law Firm category, and **Joe Campolo, Esq.** has been nominated in the Lawyer category.

**The Law Firm of Wisselman, Harounian & Associates, P.C.** is pleased to announce that their attorneys have once again been recognized as leaders in the field of Matrimonial and Family Law. In the past two weeks, the firm's attorneys were selected to the 2014 *Super Lawyers* list, awarded the Long Island Business News "Leadership in the Law" and nominated for the Bethpage "Best of Long Island".

**Linda Hans**, Vice President of Independent Living Operations at **Jefferson's Ferry Lifecare Retirement Community** (Setauket, NY) was recently recognized by *Long Island Business News*, the region's business weekly, as among its 2014 "Around 50" honorees, a select group of Long Island business leaders. Karen Brannen, President and CEO of Jefferson's Ferry, nominated Ms. Hans for "Around 50" in recognition of her career accomplishments and contributions to Jefferson's Ferry.



**Dana Genova**, HR Administrator at **Portnoy, Messinger, Pearl & Associates, Inc.** (PMP) has been elected as the Co-Chair of the Long Island ILG (Industry Liaison Group) for the coming term. The Long Island ILG is a local chapter of a national organization which brings together federal contractors and subcontractors and the Office of Federal Contractor Compliance Programs (OFCCP). The mutual goal of this partnership is affirmative action and EEO compliance. Dana succeeds Grace Conti of PMP who has been the Co-Chair for the last 3 terms.

**Package All Corp**, a Long Island-based distribution company, is pleased to announce that **Philip Padgett** has added the role of CEO to his responsibilities. Padgett's new title will be President/CEO of Package All Corp. Padgett has been the President/COO for the past 7 years guiding the company through consecutive double digit growth. As the newly appointed President and Chief Executive Officer, Padgett will direct all facets of their robust growth plan for the coming years.

**Robert E. Caulfield**, CPA and the COO/CFO of **Jefferson's Ferry Lifecare Retirement Community** (Setauket, NY) was recently recognized among a select group of Chief Financial Officers for CFO of the Year honors by *Long Island Business News*, the region's business weekly. Karen Brannen, President and CEO of Jefferson's Ferry, nominated Mr. Caulfield for CFO of the Year in the Not-for-Profit category.



**Gregory Demetriou**, President and CEO of **The Lorraine Gregory Corporation**, has been named a 2015 *Father of the Year* by the *National Father's Day Council*. The honor is conferred on men able to balance their personal and professional lives, while serving as inspiring role models for their children and making positive differences in their communities.



**Bill Fauth**, the **Director of Expansion for World Financial Group (WFG)**, an *Investment Advisor Representative, a Registered Representative, for Transamerica Financial Advisors, Inc., a Division of Transamerica Financial Group Division, and an Adjunct Professor of Finance and Accounting at Farmingdale State College*, has been promoted to Branch Office Manager for **Transamerica Financial Advisors, Inc.**, Transamerica Financial Group Division for our new office in Melville at 560 Broadhollow Road, Melville, NY 11747.

## Upcoming Events

**Jim Barlow** of **Ameriprise Financial Services** is hosting breakfast and lunch workshops each week in November and December to educate employees who have a 401K/403b plan (existing or former plan). Hauppauge locations include members **Brendel's** and **Rigatoni's** restaurants. Option strategies relating to proper allocation will be discussed and you are encouraged to "bring in" a recent statement for a "hands on meeting". Call **561-479-5871** or e-mail



[james.a.barlow@ampf.com](mailto:james.a.barlow@ampf.com) for a list of times and dates.

Last Chance To Register! **Portnoy Messinger Pearl & Associates' Barbara DeMatteo** Presents: *Eliminate The Frustration From Your Conversations: A Full Day Communication Workshop For Managers*. Wednesday, November 19, 2014. Adelphi University Hauppauge Education and Conference Center, 55 Kennedy Drive, Hauppauge, NY - 6 HRCI. Register At: <http://www.pmpfr.com/Workshops#event90>

The **IMA Long Island Chapter** would like to meet CFOs, Controllers and Management Accountants in Suffolk County. Please join us for an informative breakfast seminar, focused on improving Hiring and Employment Skills. **Featuring: Stephen Davies, Edge Initiatives and The Alternative Board**. **When:** December 9, 2014. **Registration, Breakfast and Networking begin at 7:45am, Program: 8:15am-10:00am**. **Where:** Marriott Islandia, 3635 Express Dr N, Islandia, NY 11749. **Price:** Free for IMA Members; \$25 Non-members. **CPE Credits:** 2. To register: Contact Michelle Farrell at 516-336-2457 or [MFarrell@grassicpas.com](mailto:MFarrell@grassicpas.com).

**Z Grand Opening – Join World Financial Group, Transamerica Financial Group Division**, at the grand opening of their Long Island office. Find out about how we are helping families and businesses in the community and the opportunities that exist with our firm. **When:** Thursday, November 6<sup>th</sup> at 7:00 PM. **Where:** 560 Broadhollow Road, Suite 101, Melville NY 11747. **RSVP:** [Bill@wfgpeak.com](mailto:Bill@wfgpeak.com). [www.worldfinancialgroup.com](http://www.worldfinancialgroup.com), [www.transamericafinancialgroup.com](http://www.transamericafinancialgroup.com).

**Portnoy, Messinger, Pearl & Associates** presents: *Fraud & Theft on Long Island: What You Should Know To Protect Your Company*. **When:** Wednesday, December 3, 2014: 8:00 AM- 10:00 AM. **Where:** 290 Broad Hollow Road, Lower Level Conference Room, Melville New York 11747. **Register:** <http://fraudandtheft.eventbrite.com>

## Other Happenings

**Campolo, Middleton & McCormick, LLP** is proud to announce they are expanding to Bridgehampton, New York. As Suffolk County's premier law firm, the new location enables the firm to more conveniently serve their strong client base into the east end of Long Island.

National Eating Healthy Day is Wednesday, Nov. 5, and the **American Heart Association** wants people to listen the advice of generations of mothers: Eat your vegetables (and fruit).

The AHA is offering a free fruits and vegetable resource guide to help



people incorporate more fruits and vegetables in their diet. For more information on National Eating Healthy Day, to download the resource guide or to find recipes and other nutrition information, visit [heart.org/NationalEatingHealthyDay](http://heart.org/NationalEatingHealthyDay).

**UNITED STATES POSTAL SERVICE® Statement of Ownership, Management, and Circulation (Requester Publications Only)**

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f. Total (Sum of 15d and 15e)	36,000	3,000
g. Percent Paid and/or Requested Circulation (15c divided by 15e times 100)	81.6%	81.6%

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18. Signature and Title of Editor, Publisher, Business Manager, or Owner: **TERESA SCIARFONE, DIRECTOR OF OPERATIONS**

Date: **10/16/14**



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