State of the Park

Industry Professionals Discuss the Overview and 2015 Initiatives Inside The Hauppauge Industrial Park, The Largest Industrial Park In The Northeast

Page 3

NYS Senate Majority Leader John Flanagan and Suffolk County Executive Steve Bellone Among Featured Speakers at HIA-LI 27th Annual Trade Show & Conference Executive Programming

Page 8-9
HIA-LI POSITIONING STATEMENT & INITIATIVES

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 show 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.

WHAT’S INSIDE
HIA-LI June Calendar of Events 5
HIA-LI’s 27th Annual Trade Show Executive Breakfast: Kelly Riggs Shares Keys To Winning Business In Any Economy 8
HIA-LI’s 27th Annual Trade Show Executive Luncheon: Prominent Developers Discuss LI Economic Revitalization Projects 9
HIA-LI’s CEO Brief Featuring Ernie Hoffmann: President of W & H Stamping 11
HIA-LI’s Leadership Talks With Brian Parsley 23
HIA-LI’s 27th Annual Trade Show Photospread 26-27
HIA-LI’s Sales Talks With Clay Clark 31
HIA-LI’s Industry Lists: Manufacturers 36-42
Welcome New Members 48-49
Heard Around The Island 50

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Departments. positions in the Planning and Building Islip will soon grow simpler and more that the permit process in the Town of MacArthur Airport. She also announced and the runway expansion plans for land development project in Brentwood happenings in Islip, including the Heart- brought the group up to date on major County Treasurer. Supervisor Carpenter tor, and most recently served as Suffolk Angie was a Suffolk County Legisla - tor, was introduced by Jack Kulka. Angie Carpenter, Islip Town Super - people in 1978. The HIA-LI held its Hauppauge Indus trial Park Annual Update breakfast at the IBEW building on April 29, 2015 in Hauppauge. HIA-LI President Terri Alessi-Miceli welcomed the group of over 100 attend- ees. She reminded us of the humble be- ginnings of the HIA-LI in 1978 when a three-day power outage hit the area. A group of three businessmen from the Hauppauge Industrial Park formed the HIA-LI as an advocate for the business- es contained in the park. Today’s mod- erator, Jack Kulka, CEO of Kulka Con- struction, was one of those original three people in 1978. Angie Carpenter, Islip Town Super- visor, was introduced by Jack Kulka. Angie was a Suffolk County Legisla- tor, and most recently served as Suffolk County Treasurer. Supervisor Carpenter brought the group up to date on major happenings in Islip, including the Heart- land development project in Brentwood and the runway expansion plans for MacArthur Airport. She also announced that the permit process in the Town of Islip will soon grow simpler and more streamlined, with the addition of 15 new positions in the Planning and Building Departments.

Bill Mannix, Economic Development Director for the Town of Islip, discussed code and policy changes that will benefit local businesses. Jack Kulka referred to him as the Ombudsman for Islip busi- nesses. Mannix discussed the long-time restrictions on outdoor storage, includ- ing vehicle storage, a burden for many businesses. After recent relaxations because of the creation of an Industrial Transition District, outdoor storage is no longer strictly forbidden, but is allowed with limitations. Picking up on Ang- ie Carpenter’s discussion of smoother permit processing, Bill noted that there is now a procedure known as a pre-ap- plication meeting, whereby a business owner meets with town officials along with his engineer or architect. The pur- pose of this meeting is to give the busi- ness owner a clear idea of where his floor area ratio calculation will go once the form is submitted. The HIA-LI has approved the past four years, 10 have been in Hauppauge.

David Flynn, Assistant Planning Direc- tor for the Town of Smithtown, spoke about the Planning Department reorgan- ization in Smithtown. A large part of the Hauppauge Industrial Park is within the Town of Smithtown. Flynn discussed a zoning change from Light Industrial to a Light Industrial Overlay District. The formation of the overlay district offers significant advantages to businesses. Lobbies and atriums will no longer be included when calculating the FAR, or floor area ratio, resulting in a significant easing of parking restrictions. Limited outdoor storage will be permitted – 20 percent of the floor area calculation. Parking garages will also be permitted. He also discussed plans for additional sewer treatment plants.

Sewers were a main topic of comment. About one-third of the park is not con- nected to sewers. As Jack Kulka pointed out, more sewer connections not only enables increased density, but also allows for “wet industries,” such as ge- netic pharmaceutical companies.

Janice McGovern, Principle Civil En- gineer for the Suffolk County Depart- ment of Public Works, discussed the upcoming sewer plans. One project be- gan in May of 2014, and the sewer lines should be connectible by August of 2017. A project on the west side of the park should be connectible by March of 2017.

Michael Voltz (which is a great name for a guy who works for an energy compa- ny, as Jack Kulka noted) is the Direc- tor of PSEG-LI Energy Efficiency and Renewables. PSEG is now in its second year as Long Island’s electricity provider. Mike discussed the Integrated Resource Plan, a 20-year plan that will soon go out for public comment. Be- cause electric load growth is expected to be only one to two percent in the next few years, PSEG is concentrating on ways to reduce the load without build- ing expensive new power plants. He discussed increased application of solar energy, as well as the rising use of LED lighting, which is far more efficient than incandescent bulbs. As more of these ef- ficiencies are adopted, electric load de- mand will decrease. He also discussed the wide array of tax savings policies from both the federal and state govern- ments.

The meeting came to an end at 10 a.m., with many attendees staying on to net- work and talk to the presenters.

Join us on June 11th at HIA-LI’s Exec- utive Breakfast: Generating Revenue With Social Enterprise Partnerships - 8 AM TO 10 AM at the Hamlet Golf & Country Club, 1 Clubhouse Dr, Com- mack, NY 11725. Social Enterprise is a growing partnership trend between For-Profit and Non-profit business- es. Learn how this partnership can help generate revenue, attract/retain talent and create a competitive differ- ential within your company. Fea- tured Speakers: Jim McCann, CEO of I-800-flowers and Walter Stockton, CEO of Independent Group Home Living Program. Call 631-543-5355 or visit www.hia-li.org.
HIA-LI COMMITTEE MEETINGS

**TUESDAY, JUNE 2ND - 8:30 AM**  
Healthcare Committee at the HIA-LI Office

**WEDNESDAY, JUNE 3RD - 8:30 AM**  
Technology for Business Committee at the HIA-LI Office

**FRIDAY, JUNE 5TH - 8:30 AM**  
Membership Committee at the HIA-LI Office

**THURSDAY, JUNE 11TH - 8:00 AM**  
Joint Meeting: Human Resources & Technology For Business Committees at Clearvision Optical of Hauppauge

**THURSDAY, JUNE 11TH - 9:00 AM**  
Golf Committee at the HIA-LI Office

**FRIDAY, JUNE 12TH - 8:30 AM**  
Sales & Marketing Committee at the HIA-LI Office

**WEDNESDAY, JUNE 24TH - 8:00 AM**  
Manufacturing Committee at SCCC Brentwood

**THURSDAY, JUNE 25TH - 8:30 AM**  
Business Development Committee at the HIA-LI Office

**MONDAY, JUNE 29TH - 8:30 AM**  
Environmental/Green Industries Committee at the HIA-LI Office

**FRIDAY, JUNE 26TH - 8:30 AM**  
Mentoring/Networking Committee at the HIA-LI Office

**TUESDAY, JULY 7TH - 8:30 AM**  
Healthcare Committee at the HIA-LI Office

**FRIDAY, JULY 10TH - 8:30 AM**  
Sales & Marketing Committee at the HIA-LI Office

**THURSDAY, JUNE 11TH - 8:30 AM to 10:00 AM**  
at the Business Corner, 300 Motor Pkwy - Suite B13, Hauppauge NY 11788. 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.

**THURSDAY, JUNE 11TH - 9:00 AM**  
HIA-LI’s Executive Breakfast: Generating Revenue With Social Enterprise Partnerships - 8 AM to 10 AM at the Hamlet Golf & Country Club, 1 Clubhouse Dr, Commack, NY 11725. Social Enterprise is a growing partnership trend between For-Profit and Non-profit businesses. Learn how this partnership can help generate revenue, attract/retain talent and create a competitive differential within your company. Join us on June 11th and hear how this phenomenon is paying off for two successful businesses. Featured Speakers: Jim McCann, CEO of 1-800-flowers and Walter Stockton, CEO of Independent Group Home Living Program. Pricing: Members: $54 • Non-Members: $60

**THURSDAY, JUNE 23RD - 11:30 AM TO 1:30 PM**  
HIA-LI's Young Entrepreneur Scholarship Awards Luncheon at Dowling College, 150 Idle Hour Blvd. Oakdale, NY 11769. Come learn what it takes to be a successful young executive in business today. Decision makers, CEO’s and students receiving HIA-LI Scholarship Awards will be attending. Join us in celebrating the HIA-LI 25th Anniversary of Theresa Sciarrone, HIA-LI Director of Operations. Members: $45/ Non-Members: $60

**MONDAY, JULY 20TH - 10:30 AM TO 9:30 PM**  
HIA-LI’s 36th Annual Golf Outing at Nissequogue Golf Club, 21 Golf Club Rd., Saint James, NY 11780. Joining us for an all-inclusive day of fun, golf & networking! Sponsorship opportunities available. $400 Per Golfer, $1500 Per Foursome, $200 Dinner-Only.

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THURSDAY, JUNE 11, 2015 • 8:00 AM TO 10:00 AM
Hamlet Golf & Country Club • 1 Clubhouse Dr, Commack, NY 11725

FEATURED SPEAKERS
Jim McGivney, CEO
1-800-flowers.com

Walter Stockton, CEO
IGHL

Anne Lipper, culinary artist/author

REGISTRATION BEGINS AT 8:00 AM • PAYMENT & REGISTRATION REQUIRED • PRE-REGISTER TO AVOID $5 WALK-IN FEE • NO REFUNDS

FEATURED PANELISTS

Theresa Sciarrone
HIA-LI's New Member Committee Chair

Robert R. McGiff
CEO
McGiff Halverson LLP

Betsy Jacob
CEO
Lowenberg & Co., CPAs, PC

Matthew Doody
CEO
Sage Solutions

Gregg Pajak
President & Founder
WizdomOne Group of Companies

Robert Doughty
CEO
Riddle and Doughty

John Dano
CEO
Sage Solutions

Did you Know? HIA-LI has over 16 Active Committees that HIA-LI members are able to attend at no cost. For more information, visit www.hia-li.org or call 631-543-5355

LEARN HOW THE HIA-LI CAN HELP GROW YOUR BUSINESS.

The HIA-LI is the recognized voice for business on Long Island and a powerful force and economic engine for regional development. Our member companies represent tens of thousands of LI business professionals including the Hauppauge Industrial Park with over 55,000 employees.

Join us for our New Member Breakfast and learn about how the HIA-LI can grow your business. You’ll have the opportunity to meet HIA-LI’s President, Board Members, and Committee Chairs, all while networking with other business professionals in diverse industries. Feel free to bring your company literature and business cards to share with others.

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REGISTER ONLINE AT WWW.HIA-LI.ORG

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HIA-LI Committee Corner: Mentoring & Networking

The Mentoring / Networking Committee’s mission is to encourage and facilitate effective, productive and valuable relationships by mentoring and connecting new and existing HIA-LI members. The Committee provides new members with an on-boarding experience and enhances existing members’ membership experience by providing them with the information, tools and skills they need to be successful HIA-LI members.

Over a three-month period, members receive key information on utilizing the benefits of HIA-LI membership, training on networking effectively and the opportunity to participate in multiple networking opportunities with other members.

The Committee’s activities include our Elevator Pitch Boot Camp, where we learn how to construct and deliver an effective and meaningful introduction; Networking 101, basic networking skills and techniques as well as discussions on topics that may assist in our networking efforts such as emotional intelligence, body language, social curiosity and social networking.

Whether you’re a new member, or a long-time member of the HIA-LI, we invite you to participate and share your experiences and skills with the rest of the group.

The Committee meets on the 4th Friday of each month at the HIA-LI offices. The new member on-boarding process begins after the New Member Breakfast, which takes place on a quarterly basis.

Co-Chairs:
Michael Capaldo, Michael Capaldo Employee Benefits
Ann Morrison, American Heart Association

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Generating Revenue with Social Enterprise Partnerships

THURSDAY, JUNE 11, 2015 • 8:00 AM TO 10:00 AM
Hamlet Golf & Country Club • 1 Clubhouse Dr, Commack, NY 11725

FEATURED SPEAKERS
Jim McGivney, CEO
1-800-flowers.com

Walter Stockton, CEO
IGHL

Anne Lipper, culinary artist/author

REGISTRATION BEGINS AT 8:00 AM • PAYMENT & REGISTRATION REQUIRED • PRE-REGISTER TO AVOID $5 WALK-IN FEE • NO REFUNDS

KEYNOTE REMARKS:
Theresa Sciarrone
HIA-LI's New Member Committee Chair

EVENT SPONSORS:

HIA-LI's Young Entrepreneur Scholarship Awards Luncheon
Luncheon Decision makers; CEOs and students receiving HIA-LI's scholarship awards will be attending.

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2015

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By Edie Reinhardt
RDT Content Marketing

HIA-LI’s 27th Annual Business Trade Show & Conference got off to a great start with its Executive Breakfast keynote address by Kelly Riggs on “Winning Business in Any Economy: 4 mistakes you can’t afford to make.” Riggs, thought leader and founder of the Business LockerRoom, focused on what businesses need to do (and not do) in order to succeed.

Do you play to win? “Business is a competition,” explains Riggs. You have a winner and a loser. Because of this, he uses sports as his analogy to get businesses to think about how they are playing the game. Too often companies just show up to play the game. They aren’t strategic. They hire reactively and think in terms of job tasks instead of planning and building company culture and values. Other companies play to win at all costs, breaking rules and behaving in unethical, immoral or illegal ways. Then there are companies that play not to lose. They don’t take risks or invest. Riggs believes companies should play to win and that means doing these 4 things:

Be intentional.
Have a strategic plan, metrics and goals. What would you think of a coach who goes into a game without a plan to win? The value of a plan is to give direction and to let everyone within the company know where you’re going. You need goals because as Riggs points out “no one runs the best race if they don’t know where the finish line is.” Unfortunately only a small percentage of companies have a real strategic plan. They typically complain that they don’t have the time to create one. However, “leadership is about knowing how to invest your time.”

Be different.
Does your pitch sound just like your competitors? Everyone says they have a quality product/service, care about their customers, and have tons of experience. So how are you really different? When you don’t differentiate, then you’re vulnerable to competing on price. What you provide becomes a commodity and you end up cutting your prices to get the business. To stand out, focus on customer experience as your differentiator, not your product or service.

And look to quantify that value.

Learn to sell.
Unfortunately sales training is virtually non-existent, says Riggs. It isn’t taught in school or at many companies. However, “selling is a set of skills that qualified people can teach.” Despite the growing importance of social media in the buying cycle, salespeople are still a significant part of making sales. In complex sales in particular, they are involved right from the beginning. That’s because there continues to be a need for a one on one relationship to build likeability and trust.

Take care of the bus.
As Jim Collins said you have to get the right people on the bus. Pay attention to your company culture. The best business plan won’t help if people are not motivated, trained, and engaged. Employees who feel emotionally connected to their job, believe in the company, trust leaders and feel valued are better in their job, more productive and loyal. Culture is a systemic issue and ignoring problems only causes more problems.

Riggs’ message resonates with the HIA-LI community, says HIA-LI President Terri Alessi-Micelli. “His straight-forward points on staying focused, being intentional and examining your organization are helpful to all businesses. And his keynote struck the right chord to get the audience excited to start off the show.”

With more than 4000 attendees and 375 exhibitors, HIA-LI’s annual event is the largest business to business trade show on Long Island.
For 27 years, The HIA-LI Annual Business Trade Show & Conference has been one of Long Island’s major business events. This year’s show was held at the Suffolk County Community College, Brentwood Campus, on May 21, 2015. Over 4,000 attended, with over 400 exhibitors.

The Executive Luncheon was attended by approximately 200 people. The headline for the luncheon, Long Island Economic Revitalization Projects – Building the Local Economy, was just that, a review of important development projects on Long Island by some of the region’s most prominent developers.

Terri Alessi-Miceli, President of the HIA-LI, opened the luncheon, which was moderated by Mitch Pally, CEO of the Long Island Builder’s Institute. The speakers included Steve Bellone, Suffolk County Executive, Joanne Minieri, Suffolk County Economic Development Commissioner, John Flanagan, State Senator, Don Monti, CEO of Renaissance Downtowns, Bob Coughlan, Principal at Tritec Real Estate Company, and George Arides, Executive Vice President of the Albanese Organization, Inc.

Multi-Family-Housing – No longer a Negative Phrase

If the luncheon had a common theme that ran through the two hour session, it was that multi-family-housing, once the equivalent of a four letter word, is no longer feared, nor should it be. Long Islanders once dreaded the “Queensification” (to quote Bob Coughlan of Tritec) of Nassau and Suffolk counties, a replacing of the familiar landscape of single-family homes with multi-family rental units. Over-density and traffic snarls were once the bugaboos of planners and residents alike.

But as Mitch Pally said, almost all development on Long Island is now redevelopment. The vast swaths of open space for new development are no longer there. Formerly dormant sites are now being redeveloped into productive areas, and tax-paying businesses.

“Long Island is changing, as is the rest of the country. As Mitch Pally said, “we’re moving from dreams to reality.”

By Russell Moran
Moran Communications

Safety Administration.

Mitch Pally discussed the major Long Island projects: Hauppauge, Patchogue, Wyandanch, Ronkonkoma, Deer Park, and Mineola. Every one of these projects are near Long Island Railroad stations. The Wyandanch Rising Project, noted George Arides of the Albanese Organization, is on the main line of the LIRR, and is also close to four major roadways: the LIE, the Southern State, and Routes 231 and 110.

George Arides discussed what he sees as the key parts of good development, now and in the future:

Investment by the public sector on infrastructure to support higher density and use.

Broad land use and design guidelines to encourage higher density, with adjacent retail and recreational services.

Developments adjacent to or near public transportation to facilitate centers of economic activity, while lessening dependence on automobiles.

Smart Growth principals including energy efficient design and “walkable” communities.

On an upbeat note for single-family homeowners, Mitch Pally said that today’s young apartment dwellers are tomorrow’s buyers of single-family homes.
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Are you getting your share?

Leviton, D’Addario, LNK International and Canon did.

It’s very simple. If you haven’t spoken with the Suffolk IDA about your business’ expansion or plans to relocate, you could be missing out on thousands, even millions of dollars. And missing out on the many assets Suffolk County has to offer, including a pro-business county government, educated workforce and high quality of life. The Suffolk IDA has programs and services, including substantial financial incentives that make it possible to cost-effectively grow your company right here in Suffolk County. If you’re thinking of expanding or relocating all or part of your business operations, we need to talk.

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- Mortgage tax exemptions
- Sales tax exemptions
- Approvals in 30-60 days
- Partnering with local and state agencies and utilities offering additional financial assistance

IDA incentives are available for:

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- Purchase of existing location or relocation to a new facility
- Owned or leased space
- Campus approach to multiple locations

Let’s start a conversation.
Learn more about the Suffolk IDA and what we can offer your company.

Call us at 631.853.4802 or email us at info@suffolkida.org.
An Interview with Ernie Hoffmann
President of W & H Stampings

About Ernie Hoffmann
Ernie Hoffmann's family emigrated to the U.S. from his native Berlin, Germany when he was an infant. He remembers, as a boy, watching the limousines that would come to pick up his father in the morning to take him to work. His father, you see, was a talented upholsterer, and the limousines belonged to his celebrity clientele, the likes of George Raft and Leo Derocher, who valued his expertise and fine craftsmanship. Ernie is the middle of three children, not unusual, you would think. However, he and his older sister were both born within the same week in February, and both in a Leap Year. If that's not remarkable enough, we should add that his younger sister shares this birthday novelty. She was also born within that same February week, and, that's right, in Leap Year, eight years later. The Hoffmann family lived in various parts of New York City, where Ernie attended elementary school until 1939.

I became involved with the HIA-LI when it first began,” he said. “I thought it was a good idea because we were in a huge industrial park and coming together would afford us certain amount of clout in solving problems." Has it met his expectations? “Absolutely,” he responded. “The HIA-LI gets things done.”

Tell us how you started.
W & H Machine and Tool Co. Inc. as it was originally known came into being on September 18, 1956. When my good friend and co-worker Bob Williams and I put up $375.00 each for starters to purchase a used Drill Press and Lathe.

Our thinking was that if we could earn money for our boss, we could do it for ourselves. We assembled old nuts and bolts; bench vine, and hand tools we had in the basement and garage. Our first job working nights and weekends were tools and parts for ladies pocketbook frames, special wrench for a Buick Dealer 35mm slides and tray parts, if you can remember them, fixtures used for making Grumman parts for a shop just down the block.

We started in a small store on Grand Street off Jamaica Avenue, Brooklyn, then moved to a two car garage on Wykoff Avenue, Brooklyn/Queens, then across the street to a modified three car garage. Thereafter, to a 5,000 square foot building in Floral park.

What was a turning point for your company?
In 1968, we moved to Hauppauge, Long Island in a 15,000 ft. building built to suit with a lease/buy option. To buy the building between the 5th and 10th year. Being the building price was set at the time of the lease signing, and how the economy and workload increased we could not wait to purchase the building. On the first of the 5th year. In our travels we borrowed $1,000,000 then $10,000,000 then $100,000,000 and lastly 1.2 million dollars to add 18,000 sq. feet to the original 15,000 square feet all fully air conditioned and heated for our presently 27 employees.

In that last loan we also purchased a 250,000 fine banking press which if it had to be replaced today, 25 years later you would be looking at over a million dollars.

What is your philosophy at W & H Stampings?
We have over 100 customers and go by the 20/80 rule that’s 80% of your business comes from 20% of your customers. No job has been too small. We even helped an older lady to purchase and install a storm door at no charge, but that was through Rotary, community service.

- Ernie Hoffmann, President of W & H Stampings

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We also belong to the HIA-LI and made great strides for the Hauppauge Industrial Park members. On the top of my list was the exit and entrance from our Industrial Park to the Northern State Parkway. We actually voted to tax ourselves to accomplish this traffic relieving deed. One other favored accomplishment was to create a child care center in the park.

Tell us about your company’s profile today.
W&H Stampings, Inc. had a name change because of our venture into stampings and fine edge blanking. We took noted that one of our customers in stampings said, “You know Ernie, since W&H has been building dies for us, we really have been making money.” Enough said.

Over the years and paid back loans we have over 30 Conventional Stamping pressed up to 100 tons and 7 fine blanking presses up to 250 tons. We also do Electrical Discharge Machining also known as EDM with accuracy of .0001/inch and better, works on any electrically conductive material submerged in deionized water.

Inspection Equipment: Keyonce which can inspect parts 100x faster and more accurate than any operator plus printed read outs.

One very sad note at this time is that my partner Bob Williams succumbed to Kreuzfeld/Jacob disease better known as mad cow Disease, on September 16, 1995. Fortunately, we had a buy-sell agreement in place for the business. For the real estate my partners’s wife requested a buy-out to be paid off.

What we make is parts for arming devices to protect our own artillery gun crews, from shells exploding in the cannon as you might have seen in WW1 and WW2. Parts for military fuzes and commercial household(circuit breaker) fuses; Gun parts; W.R. Case(Collectible) knife blades; Night vision parts; relay parts for commercial and military aircraft; computer parts; contact parts; laminations for starting motors for Helicopters; camera parts; some automotive etc. All in all we have made over a thousand different parts for different occasions over the 59 years in business. For one particular military fuzes we made 60,000,000 pcs of 5 different items. Our government paid Taiwan to buy from W&H for a turnkey operation for the above re-modified parts.

We belong to several trade associations which became very helpful, such as: National Machining Association; precision Metaforming Association (20 years Board Member); National Defense Industrial Association (board member still); Society of mechanical Engineers (Sr. Member); HIA-LI (Board Member Still)

For more information on Ernie Hoffmann or W & H Stampings, visit www.whstamp.com or call (631)-234-6161

June 2015 Hauppauge Reporter
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As a business owner, you probably handle most of the responsibility of running the business yourself. But what if you could utilize a team of professionals to consult and guide the management of your company? What if this team could understand your situations and needs on an ongoing basis?

No matter what type of business you own or how successful you are, everyone can benefit from the guidance and knowledge of these four key business specialists, many of whom are independent business operators just like you.

Attorney: You may want to hire an attorney who specializes in the needs of business owners and can consult with you on asset ownership, best-choice business form, succession planning, contract review, and employee-employer relationships. It’s crucial to establish a relationship with your attorney, so that you can pick up the phone when you have a question.

Accountant: Again, you may prefer someone who understands the needs of independent business people and, if possible, also knows your industry. An accountant should help you “read” your books more effectively, translate raw data, plot areas of profit and loss, and show you how to manage your tax liability. In short, your CPA could save you money. Don’t make the mistake of meeting only once a year at tax time: give your accountant the opportunity to work with you all year long.

Financial institution officer: Credit is the lifeblood of many businesses. It’s always important to maintain contact with a person who can help you access the cash flow you need when you need it, and at a favorable rate. In addition to issuing credit, many financial institutions frequently provide a wealth of other services at minimal or no charge. Regular contact with your institution will keep you abreast of new opportunities that can benefit your business.

Insurance professional: An insurance agent familiar with the challenges facing independent business owners can act as an effective problem solver. Specifically, a trained, licensed insurance professional can play several crucial roles in your business:

- Help your company meet its immediate insurance protection needs. This includes helping select and fund insurance for key executive coverage, death and disability, buy-out, pension, and other qualified plans.
- Help meet your personal insurance and financial product needs. Family decisions can be a key factor in making any business decisions. Your insurance agent can help you coordinate a cohesive insurance program that satisfies your needs and goals on personal and professional levels.
- Help coordinate the work of other professionals. Insurance agents will help you focus on the big picture and work to help you put together a team of professionals.

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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**BE PREPARED FOR SUMMER SAFETY – LEARN CPR**

By Jessica DiMeo  
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Long Island, NY – May 15, 2015 - If a family member, friend or infant in your care had a cardiac event or required first aid, could you recognize the signs of a medical emergency and respond quickly and appropriately?

This summer season, the American Heart Association encourages residents to be prepared for summer safety by learning CPR. With the swimming season and hot weather upon us, people should be prepared to act in case of a medical emergency.

Accidents, choking and drowning are leading causes of death in children. Every day, about ten people die from unintentional drowning, according to the Centers for Disease Control (CDC). Of these, two out of the ten are children aged 14 or younger. Children ages 1 to 4 have the highest drowning rates. The fatal drowning rate of African American children ages 5 to 14 is almost three times that of white children in the same age range.

Learning CPR can help save lives in cases of drowning. Pool safety like locking gates and supervising children near pools and bodies of water are key to preventing drowning. Children and beginner swimmers should take swimming lessons and never swim alone. Find a local HeartSaver CPR class at www.heart.org/CPR.

CPR is also vital when sudden cardiac arrest - a leading cause of death in America – strikes without warning. Nearly 360,000 out-of-hospital sudden cardiac arrests (SCA) occur annually in the United States.

It is rare for victims of SCA to survive unless a bystander starts CPR before emergency rescuers arrive. Unfortunately, less than one-third of out-of-hospital cardiac arrest victims receive bystander cardiopulmonary resuscitation (CPR) and less than 5% survive.

Since 2008, the American Heart Association has recommended that when you witness an adult or teen suddenly collapse to use Hands-Only CPR — CPR without breaths. Hands-Only CPR teaches basic steps: First, call 9-1-1 and then push hard and fast on the center of the chest until professional help or an AED arrives.

By using Hands-Only CPR, bystanders can still act to improve the odds of survival, whether they are trained in conventional CPR or not. The AHA encourages everyone to view a one-minute Hands-Only CPR video at www.heart.org/handsonlycpr.

Also recommended is the “Pocket First Aid & CPR” app available through the Android market and iTunes. The app includes Adult, Child, and Infant CPR, Adult, Child, and Infant Choking, AED use, medical, injury and environmental emergencies and Emergency First Aid.
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New “Quickie Election” Rule Can Have a Major Impact On Your Business

By Mark Portnoy
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On April 14, 2015, the National Labor Relations Board’s (NLRB) new “Quickie Election” rule went into effect, with the potential to have a major impact on businesses of all sizes and industries. Under the new “Quickie Election” rule, union organizing will now move at a much quicker rate after a petition is filed. The unions have been waiting for this kind of assistance to their organizing efforts for years, and it is a major new threat to businesses that want to remain union free. Unions will now prepare to aggressively move and reassert themselves into the US economy.

There are many reasons employers prefer to maintain a union-free workplace; unionization can have a profoundly negative impact on businesses.

Unions participate in important business decisions. When a union is involved in a business, they must have an opportunity to participate in any management action which will have an effect on wages, hours, and employment conditions. Not only does that slow the process down, but it involves outsiders, who may allow goals or priorities inconsistent with the goals and priorities of the company to interfere with management’s control of its business.

Elimination of “employment at will” status for employees covered by a collective bargaining agreement. Once a company becomes unionized, it gives up its right to determine who it will employ (subject to legislation and regulation prohibiting discrimination). Most union contracts require downsizing and other workplace movement to be regulated strictly by seniority, or heavily weighted toward seniority as a major factor, as opposed to rewarding best performers at management’s dictation. Additionally, the grievance and arbitration process allows a third party to have final say regarding a discharge or other disciplinary action.

Costs in terms of time and money. The processes of collective bargaining and of arbitrations use up vast amounts of resources in terms of time lost in the meetings, and productivity lost to union driven activities that interfere with work.

 Strikes. Even the threat of a strike, which exists every time the parties negotiate a new agreement, often leads to a level of wages, benefits, or work rules which negatively impact a company’s competitive position by driving costs up beyond those of its non-union competition.

Many companies want to know how they can be proactive in protecting themselves against a union. Some steps that can be taken include the following:

Provide Effective Training to Management: Train your management team and front-line supervisors. Remember, your first line of defense is professional front line supervision. Educate them on facts about unionization including how to recognize union activity, how unions organize, and election procedures. It’s also important that they are aware of what they can and cannot say and do in this situation. They should know their legal rights and responsibilities under the National Labor Relations Act (NLRA).

Maintain Positive Employee Relations: Effective two-way communication with your employees is critical so that your employees feel that they are well respected and treated fairly.

Assess the Status of Your Supervisors: You must do an analysis to make sure that your “supervisors” meet the standards required by the Labor Board, prior to the beginning of union activity. Supervisors are not eligible to vote and, under the NLRA, employers are responsible for their actions and statements.

Conduct a Vulnerability Assessment with Supervisors: Identify and address potential actual workplace issues with your supervisors to assess the areas of weakness within your organization that a union could exploit. You must also evaluate the effectiveness of your managers/supervisors during this process. During the audit you should inquire about communication methods within your organization, disciplinary systems, working conditions, employee morale, and anti-bullying policies. You should also assess the fairness of your wage structure, whether you have competitive wages and fringe, whether you believe they are fairly paid fairly, and ensure that your workplace environment fosters mutual respect.

Train a Response Team: One of the best ways for you to prepare is to train a response team in the event that union organizing begins. This team should consist of senior management, outside experts, human resources, and front line supervisors. You should have literature ready to go, including speeches, which are responsive to matters in your workplace. The response team should be provided with regular updates about employee issues and labor law developments. A clear statement of the company’s position and answers to questions must be quickly and properly communicated.

Collect Employee Data to Meet the New Labor Board Time Table: Having all your ducks in a row is critical in stopping unionization. Failure to meet Labor Board deadlines can overturn favorable election results. This includes the organization of employee data such as personal information, work locations, job classifications, primary language spoken, dates and amounts of pay increases, etc.

Review and Update Company Policies and Employee Handbook: Make sure you are compliant with “Section 7” employee rights and all recent NLRA decisions. The Labor Board is enforcing regulations in non-union environments. Make sure that your workplace policies are being enforced consistently and that all policies are in place before the union comes along.

Analyze Potential Bargaining Unit Issues: You should closely examine and structure your business to help ensure that you do not let the union limit what group of workers will participate in an election. Unions are about to become more active than ever before, and employers will now have a much more difficult time opposing unionization because of the “Quickie Election” rule. Protect your business before it’s too late.
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How much can I contribute to my IRA in 2015?

The combined amount you can contribute to your traditional and Roth IRAs remains at $5,500 for 2015, or $6,500 if you’ll be 50 or older by the end of the year. You can contribute to an IRA in addition to an employer-sponsored retirement plan like a 401(k). But if you (or your spouse) participate in an employer-sponsored plan, the amount of traditional IRA contributions you can deduct may be reduced or eliminated (phased out), depending on your modified adjusted gross income (MAGI). Your ability to make annual Roth contributions may also be phased out, depending on your MAGI. These income limits (phaseout ranges) have increased for 2015:

Income phaseout range for deductibility of traditional IRA contributions in 2015

1. Covered by an employer-sponsored plan and filing as:

   Single/Head of household
   • $61,000-$71,000

2. Not covered by an employer-sponsored retirement plan, but filing joint return with a spouse who is covered by a plan
   • $183,000-$193,000

Income phaseout range for ability to contribute to a Roth IRA in 2015

   Single/Head of household
   • $116,000-$131,000

   Married filing jointly
   • $183,000-$193,000

Will I have to pay a penalty tax if I withdraw money from my IRA for a down payment on a house?

Whether you may be subject to a penalty tax depends on a number of factors, such as your age at the time of the withdrawal, how quickly you use the funds, and whether the person acquiring the home is a first-time homebuyer.

Distributions from an IRA before you reach the age of 59½ are generally considered premature distributions (or early withdrawals) by the IRS. To discourage withdrawals taken before retirement age, these premature distributions are subject to the usual federal (and possibly state) income taxes in the year received, and the taxable portion may be subject to a 10% federal tax penalty under Internal Revenue Code Section 72(t) (and possibly a state penalty tax). This 10% tax is referred to as the “premature distribution tax.”

Fortunately, not all distributions before age 59½ are subject to this penalty. The IRS does allow some exceptions, including one for the payment of first-time homebuyer expenses.

In order for your withdrawal to qualify for this exception, the funds must be used within 120 days to pay the costs of acquiring the principal residence of a first-time home buyer. A first-time homebuyer (you or your spouse, or the child, grandchild, or ancestor of either you or your spouse) is one who neither owned nor had an ownership interest in another principal residence during the two-year period ending on the day the new home is acquired. Keep in mind that if you qualify for this exception, it is subject to a $10,000 lifetime limit.

To register for one of Jim’s Breakfast or Lunch workshops, contact him at 516-479-5871 or at james.a.barlow@ampf.com

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Adding New Workers? Check Out The New Grads.

By: Jim Bartunek
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With summer right around the corner, business leaders will soon be seeing dozens of resumes from new graduates cross their desks. Many companies have begun preparing to add these entry-level professionals to their workforce, while others have already started the hiring process. And, it appears that this year even more employers are taking advantage of everything new grads bring to the table.

Hiring Increase Predicted
According to Forbes, a study conducted in August and September of 2014 found that the hiring of new bachelor’s degree graduates is expected to increase by 16 percent. USNews similarly reported that two other studies predicted an increase in new-grad hiring, with the National Association of Colleges and Employers expecting an 8.3 percent increase. Even out of the 65 percent of organizations that told The Society for Human Resource Management they had not yet hired any 2015 college grads, almost three-quarters still foresee hiring graduates this year. “We are beginning to see entry-level hiring pick up”, explained SHRM Survey Program Director Evren Esen. “Compared to recent years, 2015 college graduates can be optimistic in their job search.”

Businesses Benefit From New Grads
Not only is this good news for the job-seeking grads, it’s also good for the companies doing the hiring. While some business leaders are wary of hiring employees fresh out of college, smart employers understand these new professionals have a lot to offer and can greatly benefit the workplace. Their youthful energy and knowledge of what’s popular among the younger generations can be instrumental in shaping effective marketing and sales campaigns. New grads are also known for their enthusiasm and hope for the future, which can translate into hard work and the willingness to tackle big projects. And, with the constant need for innovation to stay ahead of the competition, the youngest employees are sometimes a company’s greatest assets.

A Job Offer Isn’t Enough
With the rise in college graduate hiring, though, employers are also going to have to work harder to attract and keep this new talent wave. Forbes found that simply getting new or upcoming grads to accept the job offer doesn’t necessarily mean they’ve committed to you and your company. It’s now recommended that employers, “after making a new hire, devote effort to making them feel wanted before their start date.” Some ways to keep a new hire’s attention and build loyalty include maintaining communication through emails, phone calls, or social media, and providing relationship-building opportunities either in person or through social media sites. The more ties that are created between the new hire and employer, and the more often they’re reminded of why they want to work there, the less likely they are to take another job offer elsewhere.

This may sound like a lot of effort to go through in order to bring a young, inexperienced professional to your team. However, the war for talent has been going on for years, and now that hiring is picking back up, businesses can expect to have to fight a little harder for the top talent graduating from college this year. And, in light of all that new grads have to offer, it could be well worth it.
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Bad Profits = Bad Business

I purchased landscape lighting for my home a few years ago. The cost was several thousand dollars, but the quality of the product and level of service provided made up for the investment in mind. I’ve never had a problem, and when it came to service the lights last month I didn’t hesitate to call the company who did the work back.

I didn’t ask what it would cost, but wanted them to come and replace all the bulbs (some were out) and move a few of the lights to different locations. The bill was $1,000 (a bit higher than I expected), but didn’t mind and paid it because of the level of service I received. A week later, one of the new bulbs stopped working. I called the company to let them know. They apologized and said they would send someone out immediately. Wow! Great service and that’s why I paid so much.

Then I received a second bill for $195 for a service call and bulb. What? I called and asked if this was a mistake. They said they must charge a service fee because they came out to replace the bulb. I reminded them they came out because they’re replacing a bulb I already paid for the week prior that burned out. Sorry that’s our policy. What I did next may surprise you. I paid the bill!

It was a $195 lesson to understand that small amount of profit that day eliminated any possible chance of me doing business with them and more importantly, share their name with others. In fact, 83% of customers are willing to refer someone to help their neighborhoods grow.

Many companies make the mistake of focusing on the wrong things. Even worse, they assume existing customers will keep coming back. Big mistake.

The most extraordinary enterprises look for ways to build profit. In a way that’s our policy.  What I did next may surprise you. I paid the bill!

Then I received a second bill for $195 for a service call and bulb. What? I called and asked if this was a mistake. They said they must charge a service fee because they came out to replace the bulb. I reminded them they came out because they’re replacing a bulb I already paid for the week prior that burned out. Sorry that’s our policy. What I did next may surprise you. I paid the bill!

It was a $195 lesson to understand that small amount of profit that day eliminated any possible chance of me doing business with them and more importantly, share their name with others. In fact, 83% of customers are willing to refer someone based on a positive experience. (Source: Texas Tech Study – Anatomy of the Referral)

Why is this lesson so important? It’s all about profits. The purpose of any business is obviously to create profits. The simplest way to be a profitable business is to increase revenues where there’s built in profit margin. It’s really that simple.

If you have horrible business practices or wasteful spending it goes unnoticed. If you have the revenue to cover your expenditures on the flip side, a business feels pressure when they aren’t profitable.

Many companies make the mistake of waiting until they get close to red before looking for ways to build profit. In a panicked effort to increase revenue, they focus on the wrong things. Even worse, they assume existing customers will keep coming back. Big mistake.

I think about ways you can turn it into a positive profit policy, think about ways you can turn it into a positive profit policy. For instance, the salesperson at the jewelry store could have said, “It’s true. It’s the herd mentality that creates conformity.

Have you ever been charged for an extra sauce at a restaurant, doesn’t make more sense to just add a few pennies to the price? Instead companies exchange profitability for a “nickel and dime” approach that builds walls between them and their customers.

The other day I purchased a piece of jewelry from a place that’s known for their blue box. As I was checking out, the salesperson told me I could always bring the piece in to get it cleaned for a small fee. I thought to myself, “This is crazy. If I am buying an expensive piece of anything, that means I have disposable income and a willingness to spend it. They should want me to come in for a free cleaning that would bring me back into their store and lead to more business for them.” Bad profit sets a bad tone for the relationship, and it commoditizes the transaction.

We live in a world of immediate consequences to our actions and policies. One tweet, Facebook Post, or video blog could make or break any organization. The funny thing is, the information shared doesn’t even have to be true. It’s all the way the story is spun. When something goes online there’s social proof therefore it’s true. It’s the herd mentality that creates conformity.

If you get enough people to believe you treat your customers fairly, you win. Even if you have a bad profit policy, think about ways you can turn it into a positive profit policy. For instance, the salesperson at the jewelry store could have said, “We typically charge a small fee to clean jewelry because people bring in so much, but you’re a valuable customer to me. Just look me up, and I’ll get you taken care of.” If I heard that, I’d be more likely to not only come back, but also refer my friends.

Look closely everywhere you go. You’ll be surprised how much bad profit is out there. Then, focus on what you would do different to create positive experiences for your customers.

For more information on Brian Parsley, follow him on Twitter @brianparsley or visit www.brianparsley.com
By William K. Gock
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The realm of background screening investigations is replete with myths and misconceptions. A perfect example of such is the widely-held belief that checking the National Sex Offender Public Website (NSOPW) is a sufficient defense against identifying a past or repeat offender.

Operated by the U.S. Department of Justice, the NSOPW is a valuable resource for identifying registered sex offenders. It is the only U.S. government-run website that links public state, territorial, and tribal sex offender registries into one, centralized source of records. In addition, the site provides its visitors with information about sexual abuse, and how to protect themselves – or their loved ones – from victimization. However, in terms of completing a comprehensive pre-employment background check, the NSOPW portal cannot be considered as a complete listing of all offenses. This should especially be noted by entities and businesses that work with or serve vulnerable populations such as children, the elderly, and the mentally or physically incapacitated. The reasoning here is that while the NSOPW main page advertises “Registries for all 50 states, the District of Columbia, U.S. territories, and Indian Country.”, the claim is somewhat misleading.

Not all states or territories report their complete list of registered sex offenders into the national registry, and some do not even make all information available on a state or local level. Though most states and territories have adopted a 3-tiered system to rank offenders by severity of their actions (Level 1 being the least threatening, least likely to repeat their crimes, to Level 3 – violent, high-risk individuals), their differences in reporting standards can diverge greatly.

Consider these variations in data shared between our local, neighboring states of New York, New Jersey, and Connecticut:

- New York State documents all Level 1-3 offenders, but only makes Level 2 and 3 individuals available for online search. Information on Level 1 offenders can still be accessed, but must be done so manually, on a case-by-case basis.
- New Jersey also documents Level 1-3 offenders, and like New York, only makes Level 2 and 3 offenders searchable. Level 1 offender information is not available for reference – even manually – and can only be accessed by certified law enforcement officials.
- Connecticut documents and publically reports all offenders, Levels 1-3.

Not searching every available level of offense can increase an organization’s liability, especially when applicants will be working with the vulnerable populations previously mentioned. While the NSOPW does return results for all higher-level sex offenders – at a very quick turnaround – the best practice is to search all levels legally allowed by the state, along with prior states where an applicant has lived.

The reach of the NSOPW is just one of many myths associated with background screening practices. Summit has, on a number of occasions, presented a seminar titled “The Seven Myths of Background Screening” which dispels this, and similar false – but common – impressions that exist. For a copy of this presentation, or to receive more information on the best background screening solutions for your business, please contact Summit, or visit our website at www.summitsecurity.com/services/background-screening/.

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Why Employers Should Offer Voluntary Benefits

Voluntary benefits are employer sponsored programs that are marketed to the employer group by an outside vendor. The vendors usually offer discounts, special rates or features to products and services not available directly to the public. Some of the most common voluntary benefit programs are insurance products. These are becoming more and more popular in the workplace. In my humble opinion, I think it is a no-brainer for employers to offer voluntary benefits to their employees. Unfortunately, some business owners, executives and human resource managers may not be aware of the variety and quality of products available to their employees. They also may believe it is costly and could take a lot of time and resources to implement. This, however, is not the case.

When employers take the time to research great products and benefits for their employees it does not go without appreciation. Offering voluntary benefits through the work place increases employee retention and job satisfaction. In fact, according to a 2011 Unum Study, employees give an 82% job satisfaction rating when offered voluntary benefits at work and only 52% when not.

Some of the most popular benefits offered through this channel are accident insurance, critical illness, life insurance and disability insurance. Accident insurance will pay the employee a cash benefit directly for a covered claim. This is on top of any benefit from the health insurance. It is a great program to combat those high deductible health plans and it not taxed in anyway. Even if there is little or no deductible the government can’t tax the benefit because it is considered an indemnity product. So, how much are we talking about? The benefit is usually paid on a schedule, meaning an ambulance ride will trigger a benefit payment; an x-ray will trigger another payment. If an individual breaks his or her leg in a ski accident and takes an ambulance to the hospital, the policy can pay a total benefit in the range of $1,500 to $15,000 depending on the plan and the insurance company you select.

Critical illness and cancer insurance are other popular voluntary benefit programs. These policies pay the employee in the event a covered illness is diagnosed. Typically, a lump sum is paid when the insurance carrier notice from a physician. These policy benefits usually range anywhere from $20,000 to $100,000. Depending on the policy, you can receive a benefit for a heart attack one year and heart disease the next year.

Disability and life insurance are gaining more momentum through this channel of distribution as well, especially as the carrier offerings become better and more diverse. Some life products include a long term care rider, cash value and relaxed underwriting based on participation. Some employees may really appreciate this if they have a health issue that would increase the premium or disqualify them from coverage in the direct market.

These plans are usually designed by the benefits broker/insurance agent and company management team. The voluntary plans should be chosen to compliment the employer paid benefits. For benefit rich companies keeping it simple and offer products not already included. For example, if the employer offers and pays for a generous group life plan, the voluntary benefits program would probably not include the multiple life insurance options, but rather focus on the accident and critical illness. This eliminates the possibility of overwhelming the employees with too many choices. For business offering very limited benefits, it’s great to offer the full gambit of products.

The cost to the business and to the employer is really the greatest selling feature. To implement the program, the cost to the employer is zero! It is completely free to set up. Most insurance carriers require the premiums be paid through payroll deduction so an employer must make that request of their payroll company. For companies that run weekly payroll, one of the lowest cost insurance plans will run the employee $2.00-$3.00. That will be payroll deducted every week with pre-taxed dollars. The bottom line is that these are low cost plan that require very little work from an employer to implement; they make employees happy and increase employee retention which is good for everyone.
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How Steve Jobs Refused to Settle and Won Because of It

"Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven’t found it yet, keep looking. Don’t settle. As with all matters of the heart, you’ll know when you find it." - Steve Jobs (Co-Founder of Apple and former CEO of Pixar)

T
he late Steve Jobs was famous for being a jerk. People said he was mean. People said he was harsh. Today, Apple does not struggle with finding people who want to work there and during Steve Job’s career and lifetime; he never struggled to find people who wanted to work with him either. People are naturally attracted to the best of anything. Top people want to work where the best and most incredible products on the planet are being designed, produced, and sold. People who own Apple products are so impressed with the packaging, presentation, service, and the products that Apple produces that many people proudly admit to keeping the boxes their computer came in. When was the last time you kept the box to your blender or TV because it was cool? Never!

The iPhone changed the way people use their phone. Grizzly old dudes went from hating using their phone to loving using their phones. Fifty-five year old moms, who had never before been active with their social media, began posting Facebook status updates. Adults began using the iPhone because it was fun. This would not have been possible without Steve Jobs and his absolute maniacal obsession with making packaging, presentations, services, and products that people are passionate about. If the products Apple produced were anything less than amazing, no one would have wanted to work for a man with his erratic temper, foul mouth, and habit of stretching the truth to the point that even his closest colleagues began to label his way of thinking as the “reality distortion field.”

If you want top talent, customers, capital, and profits to be attracted to your business, you must demand excellence. You don’t have to curse people out or display angry behavior in the workplace, you just have to demand excellence. You don’t have to set up a system just to make sure you can show patterns, decreases in overall quality of our products/services. You only have to set up a quality control system that requires a signature from two “competent” people who have verified that the quality of everything is outstanding before going out to your customers.

Step 1 - Set up a customer service survey program that aggressively solicits feedback from your customers. Offer to give your customers something in exchange for filling out the survey or a chance to win something. Make sure your survey asks the tough questions like, “On a scale of 1 to 10 (with 10 being the highest) how happy were you with the overall quality of our products/services?”

Step 2 - Select someone on your staff to be the “Quality Guard” if you are not personally able to oversee and inspect the quality of all the packaging, presentation, services, and products your company produces.

Step 3 - Set up a system so that the customer feedback gets in front of the people designing your packaging, presentations, services, and products. This information must be presented factually and not sugarcoated with false kindness. They must know what customers sincerely think if they are going to be able to improve the overall value of your brand and the products and services your company provides.

Step 4 - Set up a quality control system that requires a signature from two “competent” people who have verified that the quality of everything is outstanding before going out to your customers.

Step 5 - Set up a system so that the customer feedback gets in front of the people designing your packaging, presentations, services, and products. This information must be presented factually and not sugarcoated with false kindness. They must know what customers sincerely think if they are going to be able to improve the overall value of your brand and the products and services your company provides.

Step 6 - Set up a system so that the customer feedback gets in front of the people designing your packaging, presentations, services, and products. This information must be presented factually and not sugarcoated with false kindness. They must know what customers sincerely think if they are going to be able to improve the overall value of your brand and the products and services your company provides.

To make this concept work for you, here are the 6 steps you need to take:

- Set up a system so that the customer feedback gets in front of the people designing your packaging, presentations, services, and products. This information must be presented factually and not sugarcoated with false kindness. They must know what customers sincerely think if they are going to be able to improve the overall value of your brand and the products and services your company provides.

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I’d like to connect with you on LinkedIn.

Think about how many times you’ve seen that message in your inbox over the last year. How did it make you feel? What did it make you do? And even if you recognized the sender, wouldn’t it have been better if he had given you a reason to connect?

The connection request is the single most important transaction we do on LinkedIn. It’s the foundation of our network, and the key that opens doors to new opportunities. Yet most of us do it wrong.

Thousands, probably tens of thousands, of times a day, LinkedIn users send generic connection requests -- messages that contain LinkedIn’s generic messaging and therefore give no “context” for the connection. And that’s a shame. The LinkedIn connection request is a perfect opportunity to remind your potential connections of who you are, what you have in common and how you can help each other. It’s a great way to make a good first impression, and it’s an easy way to stand out.

But LinkedIn doesn’t make it easy. The site is littered with “connect” buttons that automatically send a generic message. These buttons appear in search results, in groups, on the People You May Know page. They’re everywhere.

The only way you can be 100% certain that you can send a personalized connection request is to go to your target’s profile page and click the connect button there. When you do, you’ll link through to LinkedIn’s message window, and you’ll get a chance to write a personalized message.

Make it brief. You have to, because you’re limited to 300 characters. And you can’t include phone numbers or email addresses. Always address your target by name, and say something specific. Give them the context for your connection request. And if there’s any chance they might not remember you, remind them how you met.

You’ll find that the more specific you are, the easier it is for people to respond.

You’ll also find that reviewing your target’s profile before making the request can help you decide what to talk about. Look for information you didn’t know before, for new jobs or promotions, or skills that you might have missed.

Keeping these ideas in mind will help you make more effective connection requests, and will make you look like a networking pro.

Kevin S. Ryan is a social marketing consultant and frequent speaker on the business use of LinkedIn and other social marketing tools. He is principal of KSRyan Group LLC, a member of HIA-LI, and runs a LinkedIn boot camp in Hauppauge. He can be found on linkedin.com/in/kevinsryan, of course. Join him June 19 for a master class on how to create an effective profile and how to make connections that will help you succeed. Registration is open for the June session. See ksryangroup.com for more information.

Just Say “No”

By Ellen Cooperperson
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Saying the word “no” can be as liberating as the word “yes”!

It is a gift to give ourselves and denying our need to say “no” diminishes our self-respect and a source of personal power and inner peace. Here’s a sample list of things to say “no” to that can truly help us to reclaim harmony and balance in our life: Just say “no”...

- To old habits that drain our energy
- To what robs us of inner joy
- To what distracts us from our purpose
- To others when their expectations do not ring true for us
- When it expresses our commitment to take a stand for what we truly need.

When we find ourselves being in-authentically “nice” saying “yes”, when we mean “no”, it’s our opportunity to bring some deeply buried fear into the light of day. Some of the most typical fears I have seen clients have are: not being liked, rejection/abandonment, creating conflict, dealing with another’s anger, punishment, retaliation, losing opportunities for quid pro quo (which rarely materialize) and wanting to look good.

Isn’t it time to say “No” to break the hypnotic trance of people pleasing at our own expense? Here’s a variation of “No” you might prefer—“that just doesn’t work for me!”
The statute affords the public the electorate to have sufficient information in order to make informed choices with respect to both the direction and scope of governmental activities.

So, what do you want to know and just how successful is FOIL? Ask Robert J. Freeman, Director of the Committee on Open Government, responsible for overseeing and advising with regard to FOIL. “During the past year, with a staff of two, the Committee responded to nearly 4,800 telephone inquiries and more than 750 requests for guidance answered via email.”7 Since its creation in 1974, the Committee’s staff has prepared nearly 25,000 written advisory opinions in response to inquiries regarding New York’s open government laws.

Although you have the right to know, there are certain limitations. “[T]he Freedom of Information Law is based upon a presumption of access.”8 Given the statute’s broad objectives, the Court of Appeals has consistently held that “[F]OIL is to be liberally construed and its exemptions narrowly interpreted so that the public is granted maximum access to the records of government.”9

The Freedom of Information Law unequivocally makes all agency records open to the public unless they fall within one of its enumerated exemptions. All records are presumptively available and exemptions must be narrowly construed to ensure maximum access to public records. The burden of proof rests on the agency that claims an exemption from disclosure.... Mere conclusory allegations, without factual support, that the requested materials fall within an exemption are insufficient to sustain an agency’s burden of proof.10

Should the government fail to turn over documents, it must articulate the reasons why disclosure can be withheld. FOIL requires a “particularized and specific justification”11 for denying access to demanded documents rather than a “blanket” exemption.12 While the government may turn over certain documentation, it may elect to redact other portions of the documentation as following within one of the above mentioned exceptions.

Lawyers can help but FOIL is something you can do yourself. Attorneys may be motivated to take these cases because of the attorney fee provision within the statute. While an attorney can draft FOIL requests, appeals and initiate court proceedings should the government refuse to respond, an award of attorney’s fees is not authorized under FOIL for a pro se petitioner who has not actually “inured the responsibility to pay attorney’s fees.”13 Just remember that FOIL has teeth for non-compliance in this regard. Keep copies of your request and always send your requests via certified mail, return receipt requested. Should you not get a response within five business days, speak to an attorney.

1. Public Officers Law, Section 6.
2. Public Officers Law, Section 84.
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Next Month’s HIA-LI Industry Lists:
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Parker Hannifin Corp./Electronic Systems Division
April Sattler • april.sattler@Parker.com
300 Marcus Blvd., Hauppauge 11787 • www.parker.com

RAMS
Phil Caputo • cwpportjeff@gmail.com
44 Meadow Ponds Circle, Miller Place 11764

Royal Products/Div. of Curran Mfg. Corp.
F. Allan Curran • accuran@royalprod.com
200 Oser Avenue, Hauppauge 11788 • www.royalprod.com

Sensaras
Emily Poetker • emily.poetker@sensaras.com
275 Marcus Drive, Hauppauge 11788 • www.sensaras.com

SimplexGrinnell LLP
Michael Boles • mboles@simplexgrinnell.com
35 Arkay Drive, Hauppauge 11788 • www.simplexgrinnell.com

Superior Washer & Gasket Corp.
Allan Lippolis • swg@superiorwasher.com
170 Adams Avenue, Hauppauge 11788 • www.superiorwasher.com

Twinco Manufacturing Co., Inc.
John Schatz • twinco@twincomfg.com
30 Commerce Drive, Hauppauge 11788 • www.twincomfg.com

United-Guardian, Inc.
Robert S. Rubinger • evp@u-g.com
P.O. Box 10850, Hauppauge 11788 • www.u-g.com

Vicon Industries, Inc.
Maria Fauvell • MFauvell@vicon-security.com
131 Heartland Blvd., Edgewood 11717 • www.vicon-cctv.com

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The Top 10 On-The-Job Electrical Hazards Every Employer & Facility Manager Should Know

By Stephen Cadieux
President
Roland’s Electric, Inc.
Nassau/Suffolk
631-242-8080
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www.rolandeslectric.com

The past month of May was Electrical Safety Month across the nation, spearheaded 30 years ago by the ESFI (Electrical Safety Foundation International). As an electrical contracting company, we navigate hazards on the job every day because of the nature of our business - so safety training is a big part of our core culture. But did you know that the majority of occupational electrical accidents are suffered by workers across the country who are not in the electrical field, who are inexperienced in electrical methods and safety, and who tasks may have absolutely nothing to do with electrical work at all? Plug into prevention by recognizing and addressing potential hazards in your facility. Maintaining a safe working environment protects employees in any field from occupational hazards and accidents.

The most common non-fatal electrical injuries seen are burns: Electrical burns (current causes internal tissue/organ damage), thermal burns (skin contact with hot surface), and arc flash burns (nearby high temperature arc flash or explosion). Arc burns can readily happen to non-electrical workers - something as minor as dropping a tool can create a spark that can ignite an arc flash, causing fatal burns even when the victim is several feet away.

The Top 10 On-The-Job Electrical Hazards

1. Unqualified Employees Those whose duties include mechanical and electrical maintenance of tools, machines, light fixtures, and other apparatus are at risk for accidental electrocution - especially if improperly grounded, using incorrect wiring methods, components, or equipment.

2. Improper Procedure & Identification of Hazards Contact with live electrical current is the #1 cause of electrical death and injury among electrical workers. Power should be turned off and proper lockout and tagout tags when working on a deenergized circuit are a must to avoid accidental contact or restarts.

3. Failure to Observe Overhead and Buried Power Lines Overhead lines are typically not insulated – contact with tools or materials being carried, or a simple paint roller can kill and result in the most severe of injuries seen. Identify and mark all overhead and buried power line locations. BEWARE: trucks, forklifts, scissor lifts, cranes, poles, backhoes, saws, portable lights, dump trucks, cement mixers, metal scaffolding, bucket loaders, ladders, poles, shovels, aluminum siding.

4. Lack of Warning Signage Signs, tags, symbols, barriers and barricades indicating the presence of hazardous electrical energy are effective at alerting all employees of dangers – important when exposed parts, unrestricted employee access, if hazardous materials are present or in use, and when workers are non-English speaking.

5. Faulty & Improper Use of Extension and Tool Cords Broken, brittle, damaged, pinched, crushed, taped, stapled, frayed, extension cords/tool cords with exposed wires; missing, modified, overloaded, damaged pins, or with no GFCI protection can become energized, electrocute or catch fire. Discard & replace.

6. Incorrect Coverings and Mountings Exposure to live parts presents a hazard - missing panel covers and electrical junction box covers to improper mountings of electrical fixtures and devices.. All metal covers and plates must be grounded; all used and unused openings must be properly closed.

7. Lack of PPE Use proper safety equipment and procedures, which may include rubber insulating gloves, non-conductive safety glasses, masks, hoods, flame resistant clothing, proper footwear, and non-conductive hardhats. Properly insulated tools and shielding materials should be used when working with current. Perspiration or high humidity can increase worker’s chances of being electrocuted, just as if standing water.

8. Incorrect Panel Schedules Panel labels are easily forgotten and overlooked - temporary tape and paper markings fall off and fade away - but misidentified wires are a danger. Immediately update when changes are made with permanent materials.

9. Failure to Inspect & Have Operational Safety Exits, Alarms, and Cutoffs Maintain exit signage, emergency lighting, cutoff power boxes. Chained, padlocked, blocked exits are deadly. Key staff should know emergency power shutdown procedures and locations.

10. Failure to Have an Emergency Action Plan Be ready. Emergency action plans are hopefully never used, but are critical to have. Many states and industries require OSHA approved emergency planning and response plans.

If Someone is Electrocuted: Never touch a person who has been electrocuted and is still in direct contact with a live power line – cut the power and call 911. Lines must be de-energized before anyone approaches. If not high voltage and necessary, move the source away from the victim with a non-conducting object like fiberglass (avoid wood, aluminum, lumber, tires, and rope which DO conduct current at high voltages). If a victim is not in contact with a live power line, perform emergency resuscitation. Staff members trained for basic first aid and CPR should always be on site. Operators of machines/vehicles that come in contact with a high power line should stay on the machine and warn others to not approach (unless the machine is on fire). If possible reverse and break the connection, have the electric company deenergized the lines.

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June 2015 Hauppauge Reporter Page 45
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The best things in life are free. In reality, very few things come without cost. But if you play golf on Long Island, there is a way to play with the word FREE as part of the equation.

For 15 years now, Golfing Magazine, the number-one magazine covering the Long Island golf scene, has offered a Free Golf Program. Here’s how it works — when you sign up for the program you receive a certificate that entitles you to free greens fees on nine golf courses on Long Island and over 50 in the northeast.

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Golfing Magazine donates to hundreds of charity golf events. The magazine can be found at golf courses, driving ranges, golf shops, and many other locations on Long Island.
APPOINTMENTS, PROMOTIONS, AND HONORS

Jim Barlow of Ameriprise Financial Services is hosting breakfast and lunch workshops each week in June and July 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 516-479-5871 or e-mail james.a.barlow@ampf.com for a list of times and dates.

On June 17th, 2015 from 5:00 p.m. – 7:00 p.m. The First National Bank of Long Island in Deer Park is hosting a free seminar “Are You Ready for the Road to Retirement?” Join us to map out your retirement so we can help you reach your financial destination. Learn how to maximize your social security benefits from our guest speakers Joseph Donadio, Vice President, AIG and Robert Gibson, Financial Advisor, Investment Professionals Inc. Location: 60 East Industry Court, Deer Park, NY 11729. Please RSVP: Joanne Davis, Vice President, Branch Manager by June 10th at 631-243-2600.

The American Diabetes Association and the Long Island Father’s Day Council will honor Greg Demetriou, President of Lorraine Gregory Communications at the 3rd Annual Father of the Year gala fundraiser to benefit the American Diabetes Association at the Garden City Hotel on June 18th. Demetriou will be honored along with three other prominent Long Island businessmen who have demonstrated an extraordinary ability to balance their commitments to their careers and their families as they have made a positive difference in their communities. If you are interested in attending, or for more information please contact Lisa Brunengraber of the American Diabetes Association, at 631-348-0422 x3367 or email lbrunengraber@diabetes.org or visit www.diabetes.org/longislandboy.

Farrell Fritz is pleased to announce that partner John Racanelli was recently elected First Vice President of the Flushing-Willets Point-Corona Local Development Corporation. Mr. Racanelli, an Oyster Bay, NY resident, focuses his practice on commercial real estate acquisitions, development, leasing and financing, and on construction. He earned his Juris Doctor degree from New York University School of Law and his Bachelor of Arts degree from Georgetown University.

Pole Position Raceway, America’s leading chain of state-of-the-art indoor motorsports entertainment facilities – with the fastest electric karts on the East Coast – today announced that it will combine its two quarter-mile tracks at its Long Island location to create the longest indoor Super G karting track in the country. Every Monday, beginning on June 1, Pole Position Raceway’s Super G racing consists of five heart pounding laps for adults and youth racers, four laps for juniors and costs $25 and $22 per race, respectively. For more information, visit www.polempositionraceway.com or call 631-752-RACE (7223).

The Miller Business Resource Center serves as a resource for businesses, independent entrepreneurs, not-for-profit organizations, and individuals. Located within the Middle Country Public Library, the Miller Center offers access to extensive and specialized business resources as well as personalized business research and reference assistance. Registration for the program opens on June 12th and is open to the public. For more information, visit www.millerbusinesscenter.org/spotlight/.

UPCOMING EVENTS

Long Island Cares, Inc. - The Harry Chapin Food Bank received its second Fair Media Council Folio Award in a row at the FMC’s Annual Folio Awards Luncheon on April 24. The Best in Social Media - Community Service Award was given in recognition of the regional food bank’s monthly #HarryLivesOn tweeting honorary founder Harry Chapin, which is co-hosted with the Harry Chapin Food Bank of Southwest Florida.

Alan B. Pearl & Associates, P.C. congratulates Brian Shenker for being selected to the 2015 Super Lawyers’ New York Metro Rising Star list. He received this distinction for the exceptional representation he provides to management in the area of labor and employment law.

On May 13th, Justin Gallo, Safety Director-Senior Project Manager and Stephen Cadieux, President of Roland’s Electric, Inc. of Deer Park, NY received a Proclamation, passed by the Babylon Town Board’s Resolution 371 honoring their efforts to promote electrical safety, such as recent talks the company gave at Brookhaven National Laboratory and IFMA LI Chapter. Babylon Town Deputy Supervisor-Councilman, Antonio Martinez presented the Proclamation officially declaring May “Electrical Safety Month” in the Town of Babylon, joining a nationwide campaign aimed at reducing accidental electrical injuries and fatalities on the job and at home. Roland’s Electric has served Nassau & Suffolk since 1953. 631-242-8080, info@rolandeslectric.com, www.rolandeslectric.com Download free white paper “Top 10 Electrical Hazards in the Workplace” – information every employer needs to know.

Paypro Corporation is excited to announce its partnership with Liazon’s award-winning Bright Choices® Exchange to enable employers to set predictable budgets for their benefits package year over year through a defined funding strategy and to enable employees to make informed decisions when it comes to selecting and personalizing their benefits package.

On Saturday, May 16, employees of Melville-based design and consulting firm H2M architects + engineers participated in Habitat for Humanity of Suffolk’s Sponsor a Day program in Mastic Beach. A group of H2M employees worked alongside the Habitat for Humanity construction team on the home’s exterior framing and sheathing. The volunteer work was accompanied by a $2,500 donation made by the firm to Habitat for Humanity of Suffolk.
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In 2013, after 10 years of sponsoring his popular Motorcycle Ride for the March of Dimes, Dee Snider, singer, songwriter for Twisted Sister, actor and television and radio personality turned his attention to the fight against hunger on Long Island, especially in the wake of Hurricane Sandy. Feeling he wanted his efforts focused more closely to home, he reached out to Paule Pachter, CEO of Long Island Cares, Inc.-The Harry Chapin Food Bank. Pachter, for his part was thrilled to get the call.

“We were very excited to meet with Dee Snider and his team to explore a partnership. He immediately related to our mission and to the work that a fellow musician like Harry Chapin put into developing the regional food bank. He visited Long Island Cares numerous times and met with our staff and Board members to witness our work first hand.”

Says Snider, “The March of Dimes remains a wonderful organization and I continue to support their work to help infants and children with special needs, but, having seen what Long Island Cares does to help people in need locally, and how they made a difference in the lives of Long Islanders devastated by Hurricane Sandy, I really wanted to be a part of their work.”

Dee Snider will once again lead thousands of motorcycle riders in his annual ride for charity on Sunday, September 20, 2015 at the Town of Hempstead Lido Beach Park. This will be the thirteenth year that Dee Snider has sponsored his popular ride, and the third year that the event will focus on fighting hunger on Long Island by benefitting Long Island Cares, Inc., the organization founded by the late Harry Chapin in 1980. Last year, more than 1,300 riders and guests participated in Snider’s ride, which is the largest event of its kind on Long Island.

And Snider really understands the problem. “There are more than 316,000 Long Islanders in need of emergency food and community support services because of reductions in critical programs like food stamps, unemployment and other safety net supports. I’ve seen the work of Long Island Cares first-hand and know how important their services are for families, children, and others who rely upon the assistance of charitable organizations just to get by. We’re very fortunate that Harry Chapin had the vision to establish this great organization and food bank thirty-four years ago, and it has grown to meet the changing needs of our communities with some very creative programs. I’m very proud to continue Harry Chapin’s great work and support Long Island Cares. I hope that many more people will join me on September 20th to fight hunger in our communities.”

In addition to Snider leading the pack of riders, several of his celebrity friends will be joining in to support the event. There are numerous sponsorship opportunities available for Dee Snider’s Ride to Fight Hunger on Long Island, including vendor space, entertainment, product displays, and more. According to CEO Pachter, “Dee Snider’s Ride is probably the biggest block party on Long Island. The food, live entertainment and spirit of caring that Dee has created attract so many people including families and children that all come together for a very good cause. We’re very grateful to Dee and the Town of Hempstead for all of their support, and we’re very excited to be working with everyone involved in planning this year’s event on September 20th.”

For sponsorship opportunities call Cheryl Steinhauer, Special Events Manager for Long Island Cares at (631) 582-3663 x 104. Riders should pre-register and follow the ride online at: www.DeesnidersRide.com.
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