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HIA-LI

2011 ANNUAL BUSINESS TRADE SHOW & CONFERENCE

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In Partnership with



HIA-LI 23rd Annual Long Island Business Trade Show & Conference

**CONNECT, COLLABORATE, INFORM
GET BUSINESS**

Thursday, May 26, 9am - 4pm

Suffolk County Community College Sports & Exhibition Complex, Brentwood Campus

Conference Programming

7:30 am - 10 am - Executive Breakfast with Ellis Henican, columnist for Newsday, a political analyst at the Fox News Channel and the host of a nationally syndicated weekend show on the Talk Radio Network. (Auxiliary Gym - fee)

10:15 am - 11:15 am - Complimentary Business Seminars

11:30 am - 1 pm - Executive Luncheon - Town Hall Meeting with Suffolk County Executive Steve Levy & Nassau County Executive Ed Mangano (Auxiliary Gym - fee)

1:15 pm - 2:15 pm - Complimentary Business Seminars

2 pm - 3:30 pm - Executive Program - The Business of Clean Technology (Auxiliary Gym - fee)

2:30 pm - 3:30 pm - Complimentary Business Seminars

Please see below for the list of Complimentary Educational Seminars and click the seminar to register. Seating is limited for these seminars - register early to guarantee your seat.

2011 Trade Show Seminars

10:15 am – 11:15 am

“Regional Development Projects for the Emerging Market: New Towns, Downtowns and Transit Oriented Development”

Lecture Hall

Presented by: Richard M. Bivone, Chairman - Long Island Business Council; Larry Gargano, Developer and Owner of Greenview Properties; Yves Michel, Commissioner – Suffolk County Department of Economic Development & Workforce Housing; Maria Rigopoulos, Development Associate - Mill Creek Residential Trust, LLC; David Wolkoff – Heartland Industrial Properties

- Learn where construction projects are currently being developed on Long Island
- Hear updates on the small and large scale projects that will be underway in the near future
- Find out where Long Island housing has been approved

Moderator: Eric Alexander, Executive Director - Vision Long Island

"Manufacturing on LI --" What's New in Manufacturing Technology on Long Island?"

Room 113

Presented by: Bill Wahlig, Executive Director - Long Island Forum for Technology, Bob Zounek, Deputy Executive Director - Long Island Forum for Technology and Tom Burke, Business Development Director - Johnson Controls

- See what new initiatives are being commissioned for Long Island firms in the technology areas of homeland security and advanced composites
- Hear how Biomimetic innovations are helping companies save energy, reduce waste, and create successful products by using the natural world for inspiration
- Learn the latest advances in energy reduction systems/building efficiency, that can reduce energy cost, through guaranteed energy savings while self funding your building upgrades without interrupting the flow of operations, budget or delivery of product.

Moderator: Frank Otto, President - Long Island Forum for Technology**"Take Your Business to the Cloud"**

Room 115

Presented by: John DeMartino, National Business Development Mgr, US LARs - Microsoft Corporation, Fred Harris - Deloitte & Touche and Vincent Re - CA Technologies**Learn how cloud services are cost effective secure & always.****"Strategic Business Issues - What Keeps Business Owner's Awake at Night & What To Do About It"**

Room 122

Presented by: Jackie Gernaey, President - The Alternative Board, Suffolk County

- Do the people you hire never seem to deliver what you expect?
- Do you feel you are the only one in the business losing sleep?
- Are you so busy doing everything you don't have time to do what you do best?
- Can you trust that projects or tasks delegated will be accomplished?
- Learn ways you can multiply the brains within your organization and sleep at night!

Moderator: Todd Ringler, Owner - Global Business Valuation, Inc**"New Strategies for Attracting & Retaining Key Talent"**

Room 124

Presented by: Ellen Cooperperson, President – Corporate Performance Consultants, Inc. and Charles L. Sodikoff, Ph.D., Senior Consultant - Corporate Performance Consultants, Inc.

- The Current State of Talent Acquisition and Retention
- Attracting and Retaining: Two Issues, Similar Solutions
- What is your Employee Value Proposition
- How to Earn Employee Engagement - It's Not Only About Money
- OK, Let's Talk About Financial Compensation, too.

1:15 pm – 2:15 pm**"Leadership, the Economy & Sustainability"**

Lecture Hall

Presented by: Greg Aramanda, VP Business Development - CPI Aerospace, Peter Handal, CEO - Dale Carnegie & Associates, Kevin O'Connor, CEO - Bridgehampton National Bank and Anne Shybunko-Moore, President – GSE Dynamics

- Leadership strategy and plan – what's changed in this economy
- Industry/Community Leadership
- Leadership Adaptation (Gender, Politics etc.)
- Communication and How it Impacts Operational Decisions

Moderator: Joe Campolo, Managing Partner – Campolo, Middleton & McCormick, LLP**"Everything You Ever Wanted to Know About Financing, Budgeting and Financial Statements and Were Afraid To Ask!"**

Room 113

Presented by: Manny Cafiero, CFO - Scales Air Compressor Corporation, Marc P. Palker, Director - CFO Consulting Partners LLC, Neil Seiden, Managing Director - Asset Enhancement Solutions, LLC

- Budgeting as a management tool
- Financing of unique opportunities to propel growth
- Non-traditional financing available in today's turbulent times
- Supplement existing bank financing
- Monitoring Your Business - Questions you need to ask; Developing Critical Success Factors; Monitoring with Key Performance Indicators; Balancing Profit with Customer Service

Moderator: Arthur Sanders, Retired Officer Israeloff, Trattner and Co- CPA's and President Elect- Institute of

Management Accountants**"Doubles in Dubai, Home Runs in Hong Kong & Beyond: How Uncle Sam Goes to Bat for U.S. Business Overseas"**

Room 122

Presented by: Bryan Erwin, Director- Advocacy Center of Washington D.C.

- Win business with foreign government customers
- Level the playing field for your proposal
- Coordinate strategies to engage foreign governments
- Ensure that your product or service has best chance to compete abroad

Moderator: Steve Knode, Commercial Officer – Long Island U.S. Export Assistance Center U.S. Department of Commerce**"Time is Not on Your Side, How to Implement Cost Effective Best Practice Marketing & Sales Tactics & BUILD YOUR BUSINESS"**

Room 124

Presented by: Adrian Miller, President – Adrian Miller Sales Training and Geri Mazur, President – Mazur Consulting

- Learn best practices and actionable tips, tricks and techniques for you to use to raise the bar in your firm's marketing, branding and sales activities.

Moderator: Mary Scott – Make Believe TV**2:30 pm – 3:30 pm****LI Iced Tea-"Give LI Companies the 1st Shot at LI Contracts"**

Lecture Hall

Presented by: Ed Eisenstein, CIO - Nassau County, Mitch Pally, Board Member - MTA and David Calone, Board Member - LIPA

- Learn key reasons why so many contracts by LI and Government agencies are awarded to companies off LI
- How can we keep jobs and business here on Long Island
- How can we improve the process that LI companies are aware when RFP's are issued

Moderator: Peter Goldsmith, Chairman – LISTNet**"Meet the Media Roundtable"**

Room 113

Presented by: Robert DeMarzo, Senior Vice President- Everything Channel, Andrea Jones, Long Island Business News - Editor, Jamie Herzlich, Business Writer-Writer for Newsday, Henry Powderly, Regional Editor - Patch, Robert DeMarzo, Editorial Research – Everything Channel, Drew Scott, Anchor and Senior Correspondent – News 12, Phil Corsentino, Journalist – FiOS1 News (invited)

- What makes a good story pitch
- How to pitch your story for maximum interest
- Why some stories don't get coverage
- Who to pitch your story to get coverage

Moderator: Arthur Germain, President & Chief Brandteller – Communication Strategy Group**Economic Development - "Resources to Help Your Business Succeed!"**

Room 115

Presented by: Barbara Whiting, Business Development Specialist - US SBA, Tim Harris, Economic Development Specialist - LIPA, Loretta Crawford, Business Marketing Program Analyst - ESDC, Lisa Broughton, Bio/High Technology Development Specialist - Suffolk County Economic Development and Workforce Housing, Tony Presti, Coordinator of Small Business Sustainability Initiative - SBDC in Farmingdale and Ann Heal, Business Services Representative - New York State

- How to do business with the government
- Free business services to help your business succeed
- How can your business save money
- No cost employee training
- How do I start or grow my business

Moderator: John Mallano, Lender Relations Specialist - US Small Business Administration**"Are You Prospecting or Selling? You Can't Win if You're Not in the Game"**

Room 122

Presented by: Rich Isaac, President – Sandler Training of Hauppauge

- Learn key differences between "Prospecting" and "Selling"

- Discover why these distinct aspects of sales requires different talents
- Develop a basic prospecting plan that will lead to new business

“Hiring Risks and Retaining Employees in the 21st Century”

Room 124

Presented by: Mary Simmons, HR Consultant-Portnoy, Messinger, Pearl & Associates, Robert Micera, SPHR Director Human Resources - Margolin, Winer & Evens LLP and Jack Signorelli, Managing Partner - Soundview Advice

- Creating an employer of choice work environment
- Learn about the road map to current employment laws

Moderator: Rita DiStefano, Director of Human Resource Consulting - Portnoy, Messinger, Pearl & Associates

3:00-4:00 pm

“Where are New York State’s “Green” Jobs & What Skills are Required?”

Auxiliary Gym

Opening Remarks: Mark J. Grossman, State Labor Commissioner’s Long Island Representative Keynote Speaker: Pat Malone, Executive Director - Advanced Energy Training Institute of Stony Brook University Presented by: Kevin Hannel, Program Research Specialist III - NYS Department of Labor, Lesley Hirsch, Director - New York City Labor Market Information Service of CUNY, Michele Kilburn, Research Support Specialist - Energy & Environmental Technology Applications Center at SUNY Albany College of Nanoscale Science and Engineering

- Discuss findings on the 1st major NYS Research Study on green supply and demand
- What kinds of green jobs are being created now
- What skills and experience are going to be in demand
- What are the sources for green education and training

Moderator: David Winchester, President – CleanTech Rocks

Click [here](#) to register for any of the above seminars



Please Click Here for information regarding the HIA-LI and Long Island Cares Annual Food Drive

The HIA-LI Member to Member Cooperative is designed to help members do business with each other. Please Click Here for more information.



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