

THIS WEEK

TOP NURSING HOMES: Patterson Geriatric Center leads the ranking based on number of beds. Page 4B.

SENIOR HOUSING: Life care communities guarantee those who can afford it a comprehensive package of residential and health services. Page 1B.

LEASING LEADER: GE Capital Fleet Services tops the list of auto leasing firms. Page 19A. Avis is number one in auto rentals. Page 18A.



ON THE MOVE: Jeanine Bondi-Steinman, president of Tempo Services, is rarely at rest. *Executive Focus*, page 5A.

SELF-DEVELOPMENT: The burden of keeping up with new skills has to shift from the university and company training to self training. Page 43A.

1998
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Section C

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Tech firms on national head hunt

By JAMIE MARTORANA
Business News Staff Writer

Long Island business and economic development leaders are teaming up for a nationwide campaign to recruit hard to find high-tech workers, a shortage viewed by many experts as the biggest threat to the Island's continued economic prosperity.

The recruiting effort, to be publicly unveiled June 24, is being spearheaded by the New York Council of the American

Electronics Association, the Long Island Association and the Long Island Software and Technology Network. It is being fully funded by the region's high tech companies.

The first phase is a planned \$100,000 marketing effort targeting Boston and the surrounding New England region through the use of print and radio advertising.

The ads, being created by Hauppauge-based KZS/Austin Advertising, will focus on alerting prospective job candidates about

the numerous high tech opportunities available on Long Island.

While the shortage of workers is nothing new — estimates show that there are currently more than 1,000 high-tech openings on Long Island and fewer than 200 qualified workers to fill them — until now the problem has generated much talk but very little action.

"It's great to see industry working

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North Shore-LIJ inks agreement with Episcopal, Peconic Health

By CAROL GOLDBERG
Business News Staff Writer

North Shore-Long Island Jewish Health System has signed letters of intent with Episcopal Health Services in Uniondale and Peconic Health Corp in Aquebogue in another giant-step regional expansion.

The health care provider, formed last fall by the merger of North Shore and Long Island Jewish, already is one of the largest on the East Coast, with 24,000 employees and more than 4,300 licensed beds.

"Networks form, and then they join together in strategic alliances in response to market forces," Jeffrey Kraut, North Shore-LIJ senior vice president for planning, said about the Episcopal and Peconic Health agreements. "If you look at a Nassau-Suffolk

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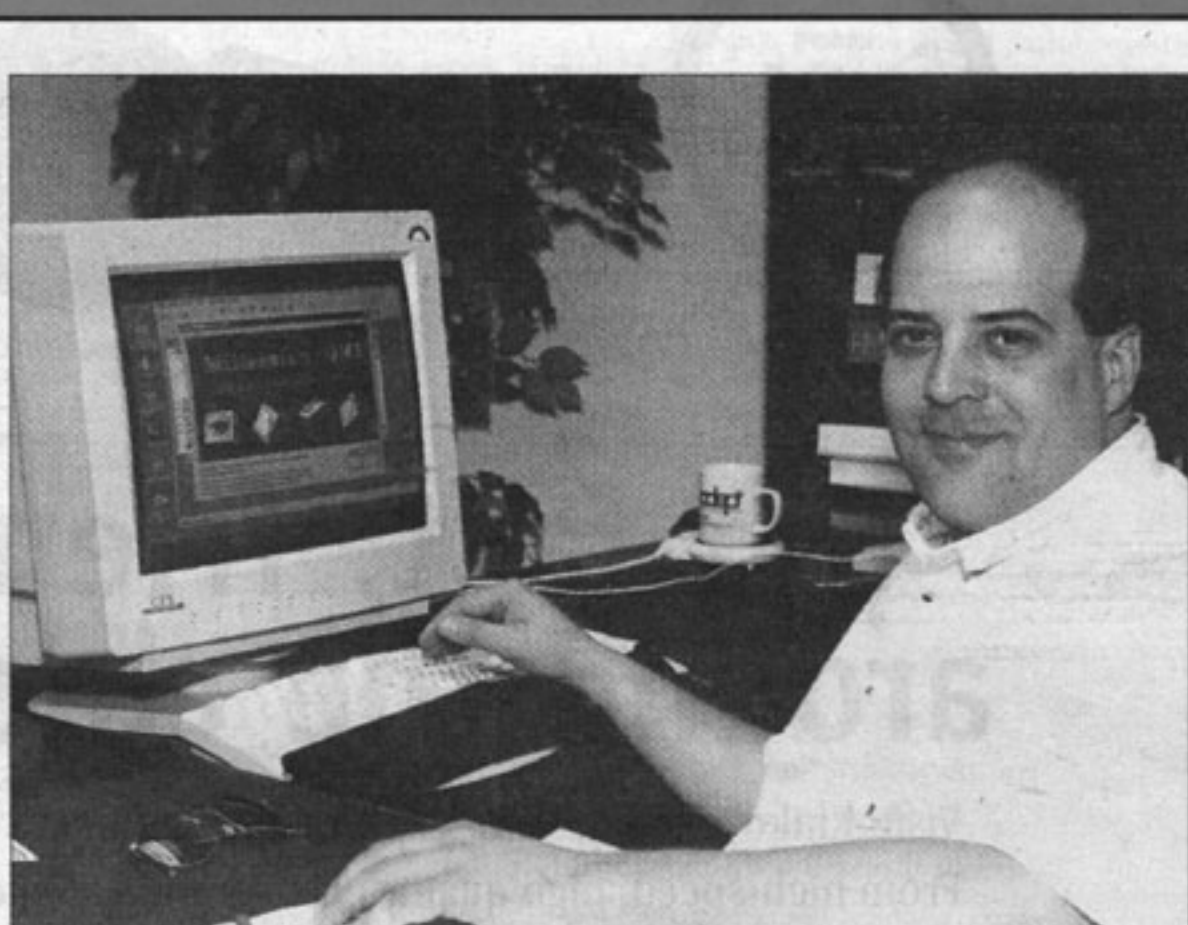


Photo by TJ Fengar

UNDERSTANDING THE MARKET: Michael Gencarelli, now president of ARvee Systems, learned to analyze before reacting as a young Mt. Vernon machinist.

Morton's launches international push

By ROSE-ROBIN PEDONE
Business News Staff Writer

Giving in to years of requests from foreign patrons, Morton's Restaurant Group has launched an international expansion of its high-end Chicago steakhouse concept.

The initial overseas location opened last month in Singapore's Oriental Hotel, while a second is set for a September ribbon cutting in the Grand Bay Hotel in Toronto's Yorkville section.

Officials with the New Hyde Park company are also contemplating additional

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Life on the bottom rung

Another chunk of Long Island's future heads out into the first-time job market this summer, some armed with MBAs and Tom Peters, some with little more than a strong back or a willing spirit.

They won't be great jobs in many instances — the high-tech sector aside, there are papers that need pitching and burgers needing flip — but they mark an important beginning, that fledgling entry into the "real" world of commerce, where the pay may not be princely, but the customer is always king.

For those willing to learn, the lessons will come fast. Some will stay with them forever.

In the spirit of this summer rite of passage, we went to the very top of the Island's corporate ladder. After all, who better to remember life on the first step?

Jim McCann, 1-800-FLOWERS

"My first non-family job was working at a men and boy's clothing store in Richmond Hill Queens," remembers McCann, president of the national flower delivery service. "I worked as a salesperson. The first thing I learned was that shyness and eating don't go hand in hand when you're working on commission."

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LIFE

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If I didn't figure out a way to overcome my shyness I was going to starve in the sales business. The second lesson I learned was the best way for me to try to establish a quick rapport with people was with humor. It helps people relax.

"I worked for a guy from the old school of managing people," McCann adds, and work "wasn't a place to have a good time."

As a result, McCann says he tries to create an environment where it's casual and comfortable at his own company.

"People know their ideas are sought after and welcome," he says. "People don't go to work to do a bad job. Atmosphere creates that."

Michael Gencarelli, ARvee Systems

Gencarelli, president of his own Bohemia-based firm, started out as an apprentice machinist in Mt. Vernon for an old company that had aging equipment and equally outdated management style.

His co-workers, however, were long-time skilled craftsmen who taught him much more than running a lathe.

"They didn't just teach me how to work on machines; they taught me how to work, in general. They'd say, 'Know everything about what you are going to do before you do it,' he says.

"As a machinist, if you are working on a component that costs \$80,000, before you touch it, you learn to plan out your actions before you execute them. I learned analysis — you have to analyze the situation before you react. If you are entering a new marketplace, know everything about it first."

Charles Mancini, The Park Ridge Organization

"My first job — it was a summer job when I was 13 — was sweeping out houses. I had to go into houses that were under construction and clean out the debris," remembers Mancini, owner and vice president of the building company.

"I certainly learned how to handle a broom," he adds. "And I learned a lot of other things you won't want to print."

Roslyn Goldmacher, Long Island Development Corp.

In a burst of true entrepreneurship, junior-high aged Goldmacher decided to copy the fun flower arrangements she'd seen in New York City, then peddle them to friends and family.

"I went to the store and bought the materials and made miniature fun flower arrangements," Plainview-based Goldmacher says.

While the work didn't make her rich — not enough, in fact, to file a tax return — it opened up the world of sales and marketing and how to be disciplined.

Also, "If you didn't finish the flowers quickly enough, the material would dry out," she adds. "You also had to be careful with the finished flower. If it touched anything, it would be ruined, so it also taught me pa-

tiency."

John Buran, Fleet Bank

Buran, executive vice president for retail banking at Fleet Bank in Melville started his climb to the top at White Tower, the now defunct hamburger chain.

"I started when I was 15," he says "I worked on Saturdays and Sundays during the school year, then full-time during the summer for about two years."

"I learned the basics of treating customers right," Buran adds. "We worked on tips. If you could treat customers well and make them feel welcome, as well as serve them quickly, there was a payback."

"Some of the customer service lessons I learned there have applications in every job I have had."

Matthew Crosson, Long Island Association

Crosson got his start as a 24-year-old assistant district attorney in Manhattan, a job that offered skills he uses daily at the LIA: "The ability to think on my feet, ability to speak in public and make decisions."

"In those days some young assistant DA would stand in the arraignment part of criminal court," Crosson says. "People would come in who were arrested the day before and you had to make a judgment on the spot as to whether or not the case was serious enough to indict someone."

He noted that in those days, "You handled an enormous workload under the worst conditions, but that's good training."

His advice to graduates: "I think most business people would agree that the ability to communicate well and clearly is the most important business skill."

Michael Hollander, Long Island Convention and Visitor's Bureau

Hollander says he learned humility at his first job, washing dishes at Gil Clark's restaurant in Bay Shore.

In his future jobs, which included serving as general manager of the Long Island Marriott, Hollander liked to return to the wash racks to help out and burn nervous energy.

"It was also probably the one place that needed help," he adds. "When you see the general manager washing dishes, he's no longer the guy just sitting in his office. It helps."

Robert W Greene, Hofstra University

"My first job was destroying watches at Tiffany's," says Greene, a two-time Pulitzer winner at *Newsday* and now head of Hofstra's journalism program.

Tiffany's didn't hire me to do that, but that's what the bottom line was. I was suppose to note what repairs were needed and send them up to the watchmaker to be fixed. I was always curious, so I'd open up the watch and play with the parts.

He adds: "They never knew I was the one who broke them."

Compiled by staff writers Rose-Robin Pedone, Carol Goldberg and Jamie Martorana.



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