Hopes brighten for LI biotech

New funds for Farmingdale State could help OSI and others build here

Last year's sky-is-falling news, that OSI Pharmaceuticals was planning to flee Long Island for Westchester, has given way to some reason for optimism. Astellas Pharma, the Japanese firm that bought OSI, is now deciding on its future here, and two of the possible outcomes are hopeful.

In addition to the likelihood that Astellas will keep 90 OSI employees at the Broad Hollow Bioscience Park at Farmingdale State College, despite the loss of headquarters staff in Melville, Astellas may even decide to expand here.

The park and the state's Empire State Development agency are working to attract another biotech tenant. Sen. Claudia Fur- chillia (D-Merrick) has come up with $9 million to expand the park. He and Assemblyman Robert Sweeney (D-Lindenhurst), will be working on legislation to give the park more flexibility to meet tenants' needs, without having to run to the legislature. All that could affect Astellas' decisions and help build the major cluster of biotech firms that OSI believed Long Island lacks.

There were good signs for biotech at a two-day Life Sciences Summit this week, run by Stony Brook University's Center for Biotechnology. What started as a regional summit is now national, moving to international. This year, it drew hundreds of scientists, biotech executives and investors.

And here's another reason for hope. There's a new, closer relationship between the leaders of the State University of New York and Empire State Development. The SUNY chancellor will sit on the ESD board, and the two agencies together will be better able to clear obstacles — inside SUNY or in state government — to the ambitions jobs agendas that the strategic plans of both organizations lay out.

After the OSI scare, the island must remain ever vigilant, but for now, at least, the sky seems not to be falling.
THE SCOOP
JAMES BERNSTEIN

Huntington plans incubator

Business incubators are normally associated with large universities like Stony Brook or ideas like Brookhaven National. But in what Huntington officials are describing as a first-of-its-kind on Long Island, the town is starting an incubator in struggling Huntington Station to help people start or grow small businesses.

Doug Aladie, director of Huntington's economic development agency, said the town received about $490,000 in state, federal, town and private funding for the incubator, which is to begin operating in early 2022 at former football great Emmerson Boozer's old club at 1230 New York Ave. Aladie said the incubator will be able to accommodate six to eight small businesses, which will get help with planning, marketing strategies and starting websites. They will also be offered conference room space.

The businesses are to be selected over the next few months by a committee headed by Huntington Town Supervisor Frank Petrone, who developed the idea for the town's incubator.

Companies housed in the incubator will pay a fee, which is still undetermined, Aladie said.

Aladie added that the town incubator will be different from others. "It's going to be an incubator without walls," he said. "We're going to have two tiers of memberships. If somebody is interested in being a tenant, that's fine. But they can be a member of the incubator without needing space."

The members will get instruction in filing reports with the government or other business-related issues.

The Small Business Development Center at Farmingdale State College began a free, six-week training program yesterday to help prepare would-be entrepreneurs for the incubator, said LaRette Wesson, the center's director. The sessions, at 809 New York Ave., are funded by a $50,000 grant from Citigroup.

A Suffolk official said that nearly a decade ago county officials talked about a program to develop incubators in economically stressed areas but that the one planned for Huntington Station is the only one to get off the ground.

From left, Marc Henry Cheng, Dianne Parker, Deborah DeRamus and Liz Mayers attend a six-week program for small businesses offered by Farmingdale State College.
LI COLLEGES CHANGE COURSE

Curriculum shifts

By Dave Marcus

defenseindustrynews.com

Adelphi University President Robert Ferrari used to get a dental checkup a few weeks ago when he found himself being grilled. His dentist's son wanted to study, of all things, art in college. "But what could someone do with an art degree," the dentist lamented to Scott.

Across the nation amid an economic anxiety, parents, students and colleges are asking the same question: How do you take a liberal arts education and leverage it into a paycheck after commencement?

As a result, Long Island's four-year colleges - from large ones like Stony Brook with 25,000 students to smaller Molloy College with 4,000 - have been shaking up curricula, adding job-friendly courses and majors - all meant to ensure that graduates don't end up jobless and living in the family basement surrounded by their books and diplomas in philosophy or Ancient Greek.

"We are determined to provide a relevant education to all students," said Stony Brook University provost Eric Kaler, "and we're making sure that we offer programs that are seen as leading more directly to jobs."

Several years ago as the economy began to stumble, he said, the school saw increasing student interest in nonliberal arts studies and began expanding courses in engineering, health sciences and the environmental sciences - fields seen as promising for jobs.

State labor department officials say sectors that figure to see job growth include healthcare, high tech, and business and professional services.

In the past five years, the number of first-year students at Stony Brook enrolled in computer engineering soared 87 percent and mechanical engineering 60 percent. The number of first-year students in physics and applied physics - good preparation for the emerging fields of wireless technology and advanced energy, as well as postdoctoral research and commercial research and development - jumped by 117 percent.

Kaler says the university's strategy is to play to its strengths in the hard sciences and health science. For example, he said, it has developed bachelor's degree programs in coastal environmental studies and sustainability studies - growing areas in an ecology-minded era that expect to draw more attention and career opportunities in the wake of the Gulf oil spill.

He said Albany budget cuts have stalled several other job-linked programs. After getting state approval for a civil engineering major, which is in demand from students and potential employers, the plan was abandoned this year amid $30 million in cuts.

Even as the number of students earning degrees in French, German and Hispanic literature remained flat in the past five years, and the number earning degrees in English fell 10 percent, Kaler stresses Stony Brook is not abandoning its liberal arts roots, only making in some old-fashioned pragmatism.

"It's important to maintain the balance between a short-term career and a long-term, productive life of work and learning," he said.

Molloy is offering this school year a minor in sustainability, so students can graduate with environmental credentials.

To make its students more attractive in the job market, Molloy added Arabic three years ago to meet a demand from employers in the law enforcement and business industries; enrollment increased by nearly 70 percent in the first two years.

"The school feels that its new business dean, Ed Weis, comes from Wall Street, not academia, and students majoring in business increased nearly three times faster than the number majoring in humanities," said College on A4.
toward real world

Survey says...

55% vs. 45%

The percentage of students who say getting a college education is about a job and an income compared with the percentage who say education and learning, according to the 2010 Princeton Review.

Job woes won't stop dream

Aneta Bose, 20
Stony Brook University, senior
Major: Anthropology

A FIVE-WEEK study-abroad program in a Madagascar rain forest was all it took for Aneta Bose to abandon the idea of a traditional career track.

Disregarding her parents' advice to study medicine or engineering, Bose decided to major in anthropology with the hope of becoming a primate conservationist, protecting some of the world's most threatened species and their habitats.

"It was the first time I felt challenged and at the same time inspired enough to devote my life to something," said Bose, a 20-year-old senior at Stony Brook University.

Now eight months away from graduation, Bose is worried about her job prospects and the expense of more schooling. Her career choice is a tough one to break into.

And, she has seen the realities of the job market: Her older sister, a recent college grad with a psychology degree, is working part time in retail while applying to graduate school.

Bose, who grew up in public housing in the Bronx, also has the added pressure of having been born to Indian immigrant parents, whom she says she is expected to care for in their older years.

"My mother doesn't really know what anthropology is," she said. "When I first told them I wanted to work with animals they thought I was going to become a vet."

Bose's parents, however, said they want to make sure their daughter can provide for herself and her family in the future.

"I've always told my children, 'Don't stop studying. Make your future first and make money. Get a good job and then you can do whatever you want.'" said her mother, Shilla Bose, 52.

Her daughter, however, is ready to do what it takes for the career of her dreams. Internships, part-time jobs and more school are all possible. She'll work hard, she said, for herself and for her parents.

"I think in the end, my parents are proud that their three children were able to even go to college," Bose said. "These are opportunities they never had. They know deep down we're here to do what we want to do, and we'll be able to take care of ourselves."
Who Cares About Long Island?

Kioli stands for "Keep it On Long Island."

It is an idea whose time has come and kioli.org is where the movement resides.

Kioli was formed by a handful of business leaders, known as Founding Members, who were tired of watching our wealth evaporate and our children leave the Island. They are leaders with vision and the courage to follow it; people who don't always dream big; they dream better. A better suburb, a better future, a better Long Island.

Kioli Founding Members care about Long Island.

Dr. Hubert Keen, Ph.D. cares about Long Island.

Kioli.org

KEEP IT ON LONG ISLAND

To learn more about the Kioli community and movement log onto kioli.org. Founding Member Inquiries can be sent to kioli@kioli.org.
New leader's task: Make LIA matter

Kevin Law can help the business group focus on rebuilding Long Island's employers and economy

In this sour economy, Long Island's largest business organization, the Long Island Association, hasn't been nearly as bold and influential as the shortage of jobs demands. That has to change.

Our economy is going through a transition from a primary reliance on defense industries to new emphasis on biotechnology and high tech. That general direction seems clear, but we're getting there in fits and starts.

One of the fits was the announcement last year that OSI Pharmaceuticals would leave Long Island for Westchester County. OSI, a rising company with a new cancer drug, got its start at Cold Spring Harbor Laboratory and the Broad Hollow Bioscience Park at Farmingdale State College. So that news came as a thunderclap. In recent months, a foreign firm bought OSI, and some of the 200 jobs will stay here. But that doesn't reduce the need for rebuilding the way we do economic development here.

The Long Island Association's new leader, Kevin Law, must play a big role in that rebuilding. It starts with a new sense of mission for the LIA: setting a clear job-creation agenda and leading our island back to prosperity.

Too many voices

There's a long list of actors who play an economic development role here: eight industrial development agencies, many business groups, and Empire State Development, a state agency. But we lack a strong, unified voice to lead the region's economic case in Albany and Washington, and to focus job-creation efforts. We're unlikely to eliminate duplication and create a single public-sector economic development agency, but that doesn't mean the private sector can't be more efficient and coordinated.

Given its roughly 5,000 members, the LIA can play that role. And it owes us more. It didn't exactly run around with its hair on fire alerting the rest of Long Island that the head of OSI, who had a significant role in the LIA, was contemplating greener pastures. But that was then. This is now.

The arrival of Law, who is leaving his role as head of the Long Island Power Authority, offers a chance for the association, already the largest business group, to reinvent itself as a much more powerful leader. Law's bridge-building talents should help.

The business community, like the public sector, is fragmented. Its many voices include the Association for a Better Long Island, Action Long Island, Long Island Advancement of Small Business and others. Some seethe that their members felt the LIA wasn't serving their needs. Others represent specific trade interests or geographic areas. Building bridges to all of them will be crucial.

Law will also have to do some work internally. In this tough economy, more than ever, LIA member companies are tightly focused on day-to-day business. He has to remind them of the need for LIA to think long-term and attract new companies that will make the whole economy hum better, and he'll need to rally the unwieldy, nearly 60-member LIA board behind his evolving agenda.

The LIA to-do list

But what should that agenda be? A key long-term goal should be to help increase collaboration and synergy among researchers at Stony Brook University, Brookhaven National Laboratory, Cold Spring Harbor Laboratory and the Feinstein Institute for Medical Research. Equally important, the LIA must work to commercialize their discoveries and make sure they create jobs here, where they were born. In other words, remember OSI.

To grow new companies on the island, we need more venture capital. That funding tends to fly over Long Island and end up on Route 128 in Boston or in California's Silicon Valley. The LIA should highlight Long Island's strengths, such as pharmaceuticals and aviation, and encourage increased exports, with help from the Export-Import Bank of the United States, Empire State Development and other agencies, as part of President Barack Obama's goal of doubling exports.

The LIA should also work to lower the costs that weigh our companies down: energy and truck transportation, to name just two. Law's LIPA background should help on energy.

To meet the long-term goals, the LIA should have a small, targeted, access to legislative agenda and work vigorously to enact it. In recent years the LIA has become increasingly known for hosting former U.S. presidents. While those events help raise funds and maintain pride, the real test of the LIA is whether an ex-president will accept a big-speaking fee, whether a governor, two county executives and legislators at every level will listen as closely to what the LIA has to say. It's time for Law to make it relevant again.
Transformation

The recession and technology are already changing LI's economy

BY PEARL M. KAINER

The recent employment report from the New York State Labor Department was a wake-up call for Long Islanders. The good news was that Long Island's private sector is again generating jobs. In the 12 months ending in July, private-sector employers created 8,000 jobs, significantly more than in prior months. The bad news was that many of those jobs occurred in lower-paying industries such as retail trade, tourism and miscellaneous services. Higher-wage industries like manufacturing, construction, information technology, finance, insurance and real estate have yet to add new workers and are still shedding jobs.

But Long Island can reverse this situation and set the stage for future economic development with the right policy decisions right now.

First, we have to recognize that the recent recession was "transformational" — the economy of the future will be structurally different from the one we've known for the past three decades. Technology is destroying older, less skilled jobs at a rapid pace, and the recession accelerated this process. Moreover, we're just emerging from a prolonged period of easy credit and debt-fueled growth. Credit will be less readily available in the future, making it difficult for Long Island households to sustain the spending habits they've built over the past three decades, habits that became even more pronounced during the past 10 years. That means the consumer sector will shrink as a proportion of the overall economy.

When ever the economy undergoes a structural transformation — which occurs relatively infrequently — it takes time for new industries to emerge and for workers to develop the skills needed by these industries. But there are already several new, technology-intensive industries on the horizon, and Long Island is in a strong position to attract and retain jobs in these industries.

Long Island's premier medical facilities, educational and research institutions will allow it to compete effectively for future jobs in health care, renewable energy, information science, biotechnology and nanotechnology. Institutions like Brookhaven National Laboratory, Stony Brook University, Farmingdale State College, the Long Island Power Authority and National Grid are already working together to position the Island as a leader in the development and use of renewable energy sources. Cold Spring Harbor Laboratory is spearheading new discoveries in cancer diagnosis and treatment. Brookhaven Lab's ability to fabricate and study nanoscale materials has enormous job potential.

And some of Long Island's older industries will also begin to generate well-paying jobs. Long Island's aging infrastructure needs to be renewed, and new areas must be provided with sewers to set the stage for future economic development. This process will create large numbers of construction and related jobs.

Redevelopment of Long Island's older downtowns and construction of higher-density, mixed-use developments in areas that can best support them will also be a source of new, high-paying jobs. These developments will allow Long Island to diversify its residential mix and incorporate housing that is affordable to all elements of the population — and that's essential if Long Island is to retain young, skilled workers. The development of such higher-density nodes will also make it possible to preserve current lower-density land use patterns throughout most of Long Island — patterns that most Long Islanders seem to prefer.

Considerable NIMBYism still exists when it comes to such developments. School districts often oppose higher-density residential developments in the mistaken belief that they generate too many school-aged children, who then become a financial burden to the district. But numerous studies, including those specific to Long Island, have debunked this myth. A recent study for the Long Island Housing Partnership showed that higher-density developments on Long Island — including rental housing — actually produced fewer school-aged children than traditional single-family homes. What's more, most such developments were tax positive. They paid more in property taxes than they generated in additional school costs.

Remaining competitive in the new economy will also require a massive training and retraining effort by Long Island's educational institutions. What distinguishes the new economy from the old is that most of the new jobs will require at least some college education. To work on a typical manufacturing floor today, an employee must have an associate degree or higher.

Embracing distance learning, in which experts in particular fields lecture students through the Internet, may be one means of providing quality instruction for current students. Distance learning can enrich the educational process from the earliest grades through postsecondary education. It's also a means of stretching limited educational resources. Individualized learning through Web-based courses can allow current job-holders to retool their skills. And on-site courses offered at local businesses can keep employee skills current and allow Long Island employers to remain competitive in a rapidly changing economy.

Long Islanders can take the steps today to attract the high-paying jobs of tomorrow, but they cannot do it alone. They also need help from government. To get that help, they must speak with one voice. Cooperation and collaboration among public and private agencies and organizations, such as the Long Island Association, can help to promote economic development and job creation, obtain more equitable tax structures, and ensure Long Island's fair share of assistance from Albany and Washington.

The transformation won't happen overnight, but with planning and cooperation, there can be a brighter economic future for Long Island.

Pearl M. Kainer is chief economist at the Long Island Association, Long Island's largest business and civic association.
Teach An Old Dog New Tricks

TAKING A COLLEGE COURSE IS A GREAT WAY TO EXPAND YOUR HORIZONS

BY CHRISTINE SMITH

Going back to school for a class or two is a great way to learn a new skill or tune up an old one. Whether you’ve always wanted to take up the dance floor or spruce up your house, there’s a Long Island college that can teach you how to do it.

Language is the key to communication, so why not learn a new one? Enroll in SUNY Farmingdale’s Introductory Italian class and learn to speak, read, write, and understand basic Italian.

- Improve your writing skills with a basic composition or writing class like the creative writing class offered by the English Department at Molloy College.
- If you’re not computer savvy, don’t worry—you can be! Molloy College also offers an Introduction to the Personal Computer class, as well as introductory classes for Word, PowerPoint and other Microsoft programs.
- If you like writing our notes and addressing envelopes, why not learn how to write in calligraphy? The Art Department at Long Island University’s C.W. Post campus offers calligraphy classes to improve your penmanship.
- If you’ve always been a fan of the infamous pottery scene in Ghost, consider enrolling in Suffolk County Community College’s Introductory Ceramics class, which introduces students to the pottery wheel and the art of clay and pottery making. If you love to plants, enrich your gardening experience with hand-made pots!

- If you consider yourself a shutterbug, try enhancing and expanding your photography skills. The State University of New York at Old Westbury offers an Introduction to Photography class, which will educate you on the ins and outs of taking pictures and give you an introduction to the basics of the dark room.
- Jeff Lewis could fix up a house in his sleep, but deconstructing isn’t as easy as it looks. Learn more about interior design with Nassau Community College’s interior design program. Their Interior Design Studio class is introductory level and will give you the skills you need to decorate your own home.
- Dancing is not just for weddings! Get your groove on in a dance class at your local college or university. Dancing is not only fun, it’s also good for you. It’s great exercise, especially for those who don’t like the standard gym class. C.W. Post offers tap, ballet and jazz instruction.
- Acting is a great class to pick up for those who embrace their dramatic side. Nassau Community College has intro to acting classes that will have you rehearsing lines and performing monologues before you know it.
- Love to sing in the car, but scared to roll down the windows? Pick up a class that can teach you how to carry those basic tunes and melodies, like the ones at Molloy College.
**WTC beam evokes strong memories**

It will be part of Rocky Point 9/11 memorial

**BY JENNIFER BARRIOS**

A U.S. Army truck pulled into the driveway of the Rocky Point Fire Department's Shoreham station yesterday, carrying cargo that tore at the hearts of the firefighters, veterans and families who have been assembling there, day after day.

Fighting 69ft's tractor-trailer was a 30-foot steel I-beam from the World Trade Center, the rusted metal scarred by the hand of terrorism.

Fourteen-year-old John Stauffer got goose bumps when he saw it. Lynn Logan, who was giving birth to her son in the towers fell, burst into tears. Mike and Pat Williams, whose 24-year-old son, Kevin, died that day in Tower Two where he worked in an investment firm, watched and remembered.

"I can almost envision that piece of steel still in the towers when he passed on," Mike Williams said. "It just doesn't get any easier to see."

Rocky Point received the beam from the Port Authority for a planned 9/11 memorial on Route 25A next to the firehouse.

Twelve National Guard soldiers from a 69th Regiment company based in Freeport accompanied the nearly 3,000 pounds of steel from Kennedy Airport, where pieces are stored, to Shoreham in a convoy of armored Humvees, a Heavy Expanded Mobility Tactical Truck and the tractor-trailer.

"It's a tremendous honor to be called up for this particular mission and to have such a sacred relic," said the detachment's commander, Lt. Delli-Planti of Bay Shore. "It's a part of American history."

His company had been one of the first at the scene on 9/11 and lost two off-duty soldiers there. It went on to serve in Afghanistan and Iraq, where it lost 19 more.

Two soldiers unfolded an American flag and laid it atop the beam in a casket. The audience then approached to stand for pictures beside the steel before going inside the firehouse for cake, cookies and remarks by Rep. Tim Bishop (D-Southampton), Assemblyman Marc Arent (D-Wading River), and state Sen. Kenneth LaValle (R-Port Jefferson).

Tom Logan, an ex-chief and chairman of the fire department's 9/11 committee, said he hopes to raise about $50,000 for the memorial project. The fire district is donating land for the project at Route 25A and Tesla Street. So far, orga-
emotions

izers have about $6,000 in hand.

"It was overwhelming, it really was," Logan said of yesterday's event. He added that a former member of the department died on 9/11.

"We were all here, and we all did relief efforts for 9/11 when it happened," he said, "so it's coming back full circle."

Logan's wife, Lynn Logan, who was in labor with the couple's son as the towers fell, couldn't stop her tears yesterday.

"Even nine years later, it's very emotional," she said. "It's tough."

John Stratfer, a ninth-grader at Shoreham-Wading River High School and cousin of Logan's son, said he was struck by several thoughts as he gazed at the wreckage.

"When I saw it pull up, the first thing that came to my mind was everyone who was there that day," he said. "Then I looked down at my cousin, and this joy came to me. Out of this tragedy came new life."
Business Dean Receives NAWBO Award

Lorraine Greenwald Named Woman of Excellence

Farmingdale State College announced that Lorraine Greenwald, PhD, the dean of the School of Business, has been selected as a National Association of Women Business Owners (NAWBO) winner for Woman of Excellence in Education Award. With County Executive Edward Mangano as a keynote speaker, the 24th Annual NAWBO Long Island Gala, "Breaking the Glass Ceiling, A Salute to the New Decade of LI Women in Business," was held at Westbury Manor this summer.

The NAWBO annual awards ceremony honored the accomplishments and contributions of exemplary women who have led the way in the women’s business community and is building a legacy for the next generation of entrepreneurs.

As dean of the Farmingdale’s School of Business, Dr. Greenwald helps students benefit from coursework that integrates industry technology as well as provides hands-on experience for career preparation. She also serves as an associate professor of computer systems.

Provost and Vice President for Academic Affairs Dr. Lucia Cepriano said, “Dr. Greenwald brings outstanding business experience to the college from her years in corporate America. She is most deserving of this NAWBO award and appropriately joins a list of accomplished women.”

Founded in 1975, NAWBO is the unified voice of America’s more than 10 million women-owned businesses representing the fastest growing segment of the economy.

NAWBO is the only dues-based organization representing the interests of all women entrepreneurs across all industries; and boasts over 7,000 members and 80 chapters across the country. With far-reaching clout and impact, NAWBO is a one-stop resource to propelling women business owners into greater economic, social and political spheres of power worldwide.

Farmingdale State College’s School of Business enrolls more than 1,900 students and prepares them for a wide choice of careers. The School of Business is diverse, offering bachelor degrees in Business Management, Computer Systems, Visual Communications: Art and Graphic Design, and Horticultural Management as well as associate degrees in Ornamental Horticulture and Landscape Development. New degree programs in Sport Management and Global Business Management will be available soon.
For the second straight year, Farmingdale State College has been named among the best colleges in the North in the US News & World Report 2011 rankings of America's Best Colleges. In addition to being ranked 39th in the category of Best Baccalaureate Colleges in the North Region, Farmingdale was also cited for its freshman retention rate and the diversity of its student body.

Farmingdale increased its freshman-retention rate to 76 percent - up two percent - to rank 17th among baccalaureate colleges in the North, an increase from last year's ranking of 23rd. In addition, Farmingdale was ranked 17th in racial diversity in the region with a 0.35 "diversity index," as calculated by US News. In the methodology used by the publication, the closer an institution is to 1.0, the more racially diverse the campus is. Farmingdale is the leader in the diversity category among all colleges, both public and private, in the Long Island region.

Retention rates for freshman are typically considered a key indicator of student satisfaction. Farmingdale State has improved both its racial diversity and its retention rates under President W. Hubert Keen, who has headed the campus since January 2007.

"We are extremely proud of the progress that Farmingdale State College has made," President Keen said. "Our students tell us that they feel welcome on the campus, no matter what their ethnic background. By returning for their sophomore year in high numbers, they also tell us they are pleased with the quality education they are receiving."

The list represents a comprehensive look at 1,400 accredited four-year schools against a set of 15 indicators of excellence, as the magazine notes. Factors used in ranking the schools include: peer assessment, graduation and retention rates, faculty resources, student selectivity, financial resources, alumni giving and graduation rate performance.

The citations by US News are additional examples of the upward trajectory Farmingdale is enjoying. The College's full-time enrollment increased 62 percent from 2000-2009 to about 7,000, making it the largest college of technology in SUNY. Applications rose 72 percent from 2000-2009, academic programs have been expanded to include Applied Psychology and Applied Economics, and the College will soon break ground on a new Campus Center and a building for the School of Business with $55 million in funding obtained by State Senator Charles J. Fuschillo, Jr. and Assemblyman Bob Sweeney.

Farmingdale has been named the second-safest campus in the nation, based on a statistical analysis conducted by the online publication The Daily Beast, and the College ranks in the top 100 public colleges nationally in terms of the earning power of its graduations, according to payscale.com.
FSC Art Exhibit Honors Legendary Lockhorns Comicstrip

Hoest, Reiner to Give Artist Lectures at FSC Campus

Farmingdale State College's Department of Visual Communications: Art and Graphic Design pays tribute to the long-running comic strip The Lockhorns. Fans can see original artwork and panels in Memorial Gallery in Sinclair Hall, at the exhibit on display now through November 5, Monday through Friday, from 9 a.m. to 4 p.m. Admission is free for all.

Bunny Hoest, world famous cartoonist and widow of Lockhorns' creator Bill Hoest, kicked off the exhibit at the artist's reception on Tuesday, Sept. 14 at Gleason Hall.

Each day, millions of comics fans can't help but see a little bit of themselves or someone they know in Leroy and Loretta Lockhorn. The award-winning Lockhorns panel spoofs marital bliss, poking fun at both partners' foibles while amusing worldwide audiences. Their snappy repartee and witty banter has made them a classic and perennial favorite.

The bickering couple's daily bouts began in 1968, as the Lockhorns of Levittown with the comic collaborations of prolific cartoonist Bill Hoest and his wife, Bunny. Hoest also produced Laugh Parade and Howard Hage for Parade Magazine, and the newspaper comics Agatha Cramm and What A Guy!

Since the passing of her husband in 1988, Bunny Hoest, known as the "cartoon lady," has made sure that the laughs live on with the help of her assistant, artist John Reiner, who was awarded 1995's "Best Gag Cartoonist" by the National Cartoonists Society for his work in Parade Magazine.

Bunny Hoest enjoys a far-reaching audience with nearly 200 million weekly readers. Patrons can hear Bunny Hoest's lecture on Thursday, Oct. 21 at 11 a.m. at Gleason Hall. Collaborative artist John Reiner will give a lecture on Thursday, Oct. 14, at 11 a.m. at Ward Hall, both on the campus of Farmingdale State College.

FSC students Terri Ritzi, Otochie Modebo, Dominick Fil-Aime, Thomas Monaghan, Chelsea Hathaway, Rebecca Tobin, Mark Shiman (front right) and Bunny Hoest (front middle), world famous cartoonist.

Photo by FSC Professor of Journalism Wendy Ladd

(See more photos on page 15)
FSC Art Exhibit (continued from page 1)

FSC students Terri Rizzu and Groomie Medobe with Cartoonist Bunny Hoest (middle.)
Photo by FSC Professor Wendy Ladd

Planning Advisory Board Meeting Scheduled for October 7
The Town of Oyster Bay Planning Advisory Board has scheduled a meeting for Thursday, Oct. 7, according to Town Councilman Joe Mascariello.
The meeting will be held in the town board hearing room at Town Hall East, located at 54 Audrey Avenue in Oyster Bay, beginning at 7 p.m.
The planning advisory board is empowered to review applications for projects in certain designated areas of the town...RMF-6, RMF-10, RO and OB...as well as site plans for major projects in other commercial and residential areas within the town.
The board reviews specific site plans and recommends approval or disapproval of the proposed plans to the town board.
For further information, contact the Department of Planning & Development at 624-6200.

Cartoonist Bunny Hoest and Artist John Reiser.
Photo by FSC Professor of Visual Communications Bill Steedle

Bunny Hoest shows Farmingdale State College students Ousohie Medobe and Dominick Ellis-Aime the intricacies of cartooning.
Photo by FSC Professor of Visual Communications Bill Steedle
Love, 'Lockhorns' Style

By Danny Schraefel

"Ready?"

With one word, the late Bill Hoest captured the livelihood of his iconic strip, "The Lockhorns." Leroy Lockhorn, dressed to the nines in his tuxedo, is ready for a night on the town while his wife, still in a bathrobe and curlers, is far from "ready," and hubby just doesn't have a clue.

That sort of caustic verbal sparring has made "The Lockhorns" a hit on the funny pages for more than 40 years, and that humor is on display at Farmingdale State University's Student Union Hall through Nov. 5. Called "The Heart of Cartooning," the exhibit showcases 50 of Bill's best four-panel Sunday strips from 1975 to 1984 - "200 laughs minimum," his widow, Lloyd Neck resident Bunny Hoest said. Bunny continued the strip with cartoonist and Bill's longtime assistant John Reiner after her husband died in 1988.

While "The Lockhorns" strip has been a part of many ensemble shows, this is the first time the strip has supported a one-man production, Bunny said.

"They're just brilliant," she said of her late husband's strips. "The gags - they're still current and as appropriate as they were in 1982... This was the top of Bill's game."

Bunny held court at the Sept. 16 gallery opening, greeting old friends, introducing friends to each other and singing along to the jazz music as she twirled a long strand of pearls to the beat.

The lead characters - Leroy and Lorette Lockhorn - are composites of real people the Hoests encountered in their travels, and Helen Leinhart, who inspired the character of Lorette's next-door neighbor, was on hand at the festivities.

Originally "The Lockhorns of Levittown," the name was shortened when it went into national syndication to offer wider-reaching appeal. Universality is what Bill excelled in to make the strip timeless. Even as the Levittown reference went by the wayside, the Huntington references remained, and major Huntington village landmarks like Canterbury Alex still pop up in the strip from time to time.

Combined with expert artwork, Bill focused on "work, marriage - things that are universal," Bunny said, noting that continues that tradition by avoiding current affairs that could shocken a strip and instead focusing on the common, wide-reaching gripes of everyday married living - Leroy's oving eye, golf fanatics and griping; Lorette's lengthy driving, ornery cooking and shopping tendencies.

"To every man and any time," she said.

A lecture as part of Farmingdale State College's Artists and Lecturers Program is scheduled for 12 p.m. on Oct. 21 in Gleason Hall, Room 205.

Helen Leinhart - Lorette Lockhorn's next-door neighbor - and Bunny Hoest take in the festivities at Farmingdale State College as "The Heart of Cartooning" exhibit of "The Lockhorns" opens Sept. 14.

A Bill Hoest strip handed out at the opening reception captures the marital tête-à-tête that has made "The Lockhorns" a hit for more than four decades.
Inside Long Island business

Rewards programs for making the grade

11:17 AM By Patricia Kitchen

College students struggling with a challenging class have several options. Among them is to follow this advice from Bruce Torff, director of the Doctoral Program in Learning and Teaching at Hofstra University in Hempstead. Put out your best effort, Torff says, and feel good about yourself that you did, no matter the outcome.

Certainly a more playful approach is used at Cedarhurst-based Ultrinsic.com, profiled in today’s Newsday. That’s a site where students create financial incentives — some say make bets — on the grades they’ll get. The website’s founders say some students need a little spark like that to get them over the hump (though area officials say they’re concerned about the possible violation of gambling laws).

Kenneth Noriega, 21, an aviation major at Farmingdale State College, said that if Ultrinsic.com were available at his school, he would “check it out and use it.” He thinks the idea of “real money” as a motivator in some cases to hit the books is extremely intriguing.

But Nicole Dose, 23, sees things differently. Dose, a graduate student in the education program at Dowling College in Oakdale, said that she appreciates the value of incentives, but worries about the site handing over cold, hard cash to students who make the grade.

She has an alternative: Pay students with credits for tuition, books, even meal plans.

But back to Torff’s views, based on research and years of teaching. Students can feel overwhelmed by the seeming enormity of studying for certain exams, he says, and that’s a major source of demotivation. He suggests:

— "Make it less about success and more about effort." That means instead of focusing on acing the exam, set a more attainable goal of committing to study, say, from 7 to 10 p.m.

— Before plunging in, scan the chapters in question, noting the section headings. That
helps you see a series of smaller, more manageable tasks, he said, and increases confidence.

— Finally, there is a place for rewards, he said, such as allowing yourself to go for a run after studying. But he warns that looking for money or gadgets as an incentive to study can help turn you into a "reward junkie."

(Students Kenneth Noriega, above left, who attends Farmingdale State College, and Nicole Dose, who goes to Dowling College)
Farmingdale, SBU to get $3.4M grant
by John Caliegari
Published: September 23rd, 2010

In the future, homes and offices may no longer need to build with electrical outlets if research by Stony Brook University and Farmingdale State College pans out.

The two Long Island schools are set to receive $3.4 million worth of federal funding for research into the wireless electricity field. The schools will work to engineer next generation advanced battery materials that allow power to be beamed wirelessly, much the same as WiFi provides connectivity to the Internet without the need for a hard wire connection.

The grant funding was announced Wednesday in a joint release from the offices of senators Charles Schumer and Kirsten Gillibrand. The bill allocating funds passed the Appropriations Committee and will now head to the floor for a full vote before the Senate. The bill will then proceed to the House-Senate Conference Committee, before final passage in both chambers, at which time it will be sent to the president to become law.

Research on this new technology will take place in the new Advanced Energy Center at Stony Brook University, and it is anticipated that between 20 and 25 jobs will be created at Stony Brook and Farmingdale as a result of this project.

LIPA approves Route 110 smart meters

by Claude Solnick
Published: September 23, 2010
Tags: electricity, Farmingdale State College, Long Island, Long Island Power Authority, Ronkonkoma, smart meters, Stony Brook University, United States Department of Energy

The Long Island Power Authority board today approved a $25 million pilot project including $12.5 million in federal funds to install "smart meters" and some other cutting edge technology along Route 110.

The authority at its board meeting approved spending $5.5 million on the project that includes special meters that will let consumers and the authority monitor electricity use in real time.

LIPA last November announced it had qualified for a $5.2 million in American Recovery and Reinvestment Act grant for the project.

The Research Foundation of the State of New York will kick in $7.2 million along with a $7.3 million federal grant.

But LIPA only today approved the project, letting it proceed and allowing the authority to obtain the federal money to supplement its and the foundation’s investment.

The program would transform Route 110 into the “Long Island Smart Energy Corridor,” showcasing new energy technology and letting customers know how much energy they’re using at any given moment.

Stony Brook University and Farmingdale State College would work with LIPA on the pilot program approved by the United States Department of Energy.

“It’s the main street of Long Island, but it has a mixture of different types of uses,” LIPA spokeswoman Vanessa Baird-Streeeter said of the reason for selecting Route 110. “We have industrial, straight commercial business and residential. We thought it was a good microcosm of Long Island.”

As part of the project, LIPA will install 500 smart meters at homes and businesses along Route 110 and see whether customers able to monitor electric use will manage it differently, shifting use away from peak periods.

LIPA already is testing a few smart meters in Bethpage, but this will allow it to go beyond that small test of the technology.

Senator Charles E. Schumer earlier said in an area already facing high electric bills, “this new Smart Grid Corridor will lay the foundation for energy savings in the heart of Long Island’s business community.”

But even if smart meters prove to be the future for utilities as well as consumers, they are generating problems in some regions, where they are being implemented on a large scale.

A lawsuit has been filed on behalf of 1,300 Pacific Gas & Electric customers, claiming the utility overcharged them due to faulty smart meter readings. The California Public Utilities Commission in a study found the meters functioned properly. The report concluded that rates rose due to heat.

The San Jose Mercury News also received complaints that meters, being rolled out to millions of PG&E customers, interfered with some wireless devices including motion detectors, garage door openers and cordless phones.

“That’s why we’re using the Smart Energy Corridor as a demonstration,” Baird-Streeeter said of concerns raised by ratepayers. “If we did mass implementation, we have seen throughout the country it hasn’t necessarily been a positive experience for those participating.”

In addition to installing technology, LIPA plans to use the money to study how customers respond to alternative pricing plans designed to shift use to off-peak times.

Funds also would be used to improve computer security for the grid, block cyber attacks, better forecast demand and train workers in smart grid and alternative energy.

The money also would be used to develop three "smart" substations, creating a two-way communication system to let LIPA as well as customers monitor use.
Legislator Gregory holds first “Do you Know your Rights” seminar at Farmingdale State College

Suffolk County Legislator DuWayne Gregory (15th LD) recently sponsored a free seminar to community residents at Farmingdale State College entitled Do you Know your Rights? The seminar featured a panel of representatives from various agencies such as The Suffolk County Department of Social Services, Division of Human Rights, Nassau/Suffolk Law Services, CDC of Long Island, Mutual of Omaha Insurance Company, Long Island Housing Services, SILO (Suffolk County Independent Living Organization) and EPIC. The topic of discussion focused on ways residents can educate themselves on the various programs available to them.

“In these uncertain economic times, we need to provide the community with a sense of hope that there are agencies that can assist them and that they should never feel like no one is listening. “I am looking forward to working with these organizations in the future so that we can provide additional seminars in the upcoming months,” said Legislator Gregory.
LI eyeing impact of extending tax cuts

ADVOCACY

Long Island Association economist Pearl Kamler has been asked by her new boss, LIA president Kevin Law, to take a look at the Bush tax cuts and the impact on the Island if they are extended or not. Her report is due by the LIA’s Oct. 11 board meeting, and once it’s in, Law said, the Island’s largest business and civic group will take a yea or nay vote on whether it thinks the cuts should be extended by the end of this year.

“I think the LIA should be speaking out on tax policy in Washington and Albany,” said Law, who took over as LIA president Sept. 7. He replaced Matt Crosson, who resigned after 16 years in the post.

“Taxes are what drives Long Island,” Law said. “We shouldn’t be shy about it.”

Kamler said she would take no position before the report is completed: “I have to take a look at the numbers.”

Critics say those tax cuts tend to favor the rich, but supporters say it would be bad policy to eliminate any of the cuts in a struggling economy.

Last week two new people were elected to the LIA board: Patricia McMahon, who heads Northrop Grumman Corp. operations on Long Island, and Ellen S. Rudin, who directs CB Richard Ellis’ Long Island and New York City outer boroughs operations.