

LI People ON THE MOVE

HEALTH CARE



Dr. Alexander Epelbaum of Dix Hills, a urologist at Advanced Urology Centers of New York in Smithtown, has been appointed president of the medical staff at **St. Catherine of Siena Medical Center** in Smithtown.

ASSOCIATIONS



Dr. Frank Coletta of Valley Stream, a pulmonologist at Long Island Pulmonary and Sleep Medicine Associates in Rockville Centre and medical staff president at **South Nassau Communities Hospital** in Oceanside, has been appointed co-chair of the hospital's **President's Club** for philanthropy.

ACCOUNTING

Slater, Kavitt & Schultz in Melville has two new hires and a promotion.



Joshua Keahon, a resident of Mastic Beach, was promoted from staff accountant to senior staff accountant.



Aidan Kirk of Hauppauge, hired as a staff accountant, is a recent graduate of Hofstra University in Hempstead.



Stephanie Rozza of Kings Park, hired as a staff accountant, is a recent graduate of LIU Post in Brookville and is working on a master's at St. Joseph's College in Patchogue.

— DIANE DANIELS

Send submissions and color headshots to peopleonthemove@newsday.com



DISCOVER LONG ISLAND

Discover Long Island's ads spotlight things to do "in our own backyard," like sledding for the kids and winery visits for the grown-ups.

Promoting staycations

■ **Tourism group** launches winter holiday ad campaign

■ **Focus on LI attractions** and 'an affordable edge'

BY **DAYS CALAVIA-ROBERTSON**
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If you're planning a holiday getaway, Kristen Jarnagin, CEO of Discover Long Island, a marketing organization that promotes tourism on the Island, wants you to think local.

The organization, which obtains most of its funding from a hotel and motel "bed tax" collected by Nassau and Suffolk counties, has launched a \$75,000 " 'Tis the Season to

Discover Long Island" media campaign to promote winter staycations.

Jarnagin said the aim of the campaign, which includes TV commercials, radio spots and sponsored posts on social media, is to motivate Long Islanders to "experience what we have in our own backyard" and do so at a time of year with fewer crowds and "an affordable edge."

A 30-second television ad, which shows a couple enjoying a dinner date at a North Fork restaurant, a group of friends toasting at a winery, and a mother and son sledding through the snow, will air on the News 12 networks, CBS and travel-dedicated platform Travel Spike.

"It will also air on prime-time slots in the surrounding markets of Baltimore, Boston, Chicago, Philadelphia and Washington, D.C.," said Jamie Claudio, Discover Long Island's vice president of marketing and sales.

Local companies and non-profits including the Long Island Children's Museum in Garden City, the Duncan Inn in Riverhead and Bedell Cellars, a family-owned winery in Cutchogue, are featured in the ad.

Molly Deegan of Bedell Cellars said the ad helps highlight her business in the winter months.

"It's a great time to visit the winery and benefit from a more personalized and educa-

tional tasting experience without the distraction of the summer and fall crowds," she said.

According to Discover Long Island's Claudio, radio spots will also run on Long Island and New Jersey stations, and a 15-second version of the ad will appear on Newsday.com.

In addition, Discover Long Island is sponsoring free Wi-Fi at Kennedy Airport for the month of December.

People connecting to the Wi-Fi "will first have to watch our video," Claudio said. "Afterward, they can choose to visit our website or any other that they'd like. But we're expecting to reach about 80,000 holiday travelers."

The campaign will run through February 2018.

Warning of backlash against women

The Associated Press

Sheryl Sandberg warned of a potential backlash against women and urged companies to put into place clear policies on how allegations of sexual harassment are handled.

In a lengthy Facebook post during the weekend, the chief operating officer at Facebook wrote that organizations under pressure to beef up policies for handling allegations of sexual misconduct may be tempted to limit their exposure by limiting opportunities for women.

"I have already heard the rumblings of a backlash: 'This is why you shouldn't hire

women,'" Sanders wrote, referring to the rising chorus of women — and some men — alleging sexual misconduct in the workplace. "Actually, this is why you should."

That movement, following the high-profile sexual misconduct scandals of powerful men including Harvey Weinstein, Kevin Spacey and Matt Lauer, is empowering victims to speak up — but Sandberg said it isn't enough.

"Too many workplaces lack clear policies about how to handle accusations of sexual harassment," she wrote. She recommends every workplace start with clear principles and adopt

policies to support them. That includes creating training sessions on proper behavior, taking all claims seriously, establishing an investigation process and taking swift, decisive action against wrongdoing.

"We have to be vigilant to make sure this happens," Sandberg wrote.

Sandberg said that she has experienced harassment while doing her job, although never from anyone she's worked for. She noted, however, that in each instance the harasser had more power than she did.

"That's not a coincidence," the 48-year-old wrote. "It's why they felt free to cross that line."



Facebook COO Sheryl Sandberg urges policies on harassment.