



ISLIP TALKS Business

Local Business Spotlight

WHILE READING *BUILDING LONG ISLAND*, YOU MAY ASK yourself, “How do businesses become successful?” Then, you may ask yourself the next logical question, “How do businesses stay successful?” And, in economic times like the one we’re experiencing now, you may again ask, “How do businesses stay successful?”

As a business leader, you’re looking to not just make it through the next quarter, but to position your company for long-term success. Faced with an economy in recession, volatile energy costs, and the credit crunch, the decisions you make now have to get your business over these hurdles and on to future success. It takes a cool head, a steady hand, and an open mind to new ideas to avoid the maddening pressures of today’s business environment. The following are profiles of businesses that have stayed sane and have insight to share about maintaining and growing business in a down economy.

The businesses highlighted in this edition of *Islip Talks Business* are not the only success stories in Islip Town. However, they do illustrate the stratum of businesses that are needed to create a healthy retail, industrial, and manufacturing sector—the ultimate recipe for economic success.

Hailo

As the dollar weakened in 2006, Hailo, a European importer of industrial ladders and lifts used in the wind turbine industry, saw an opening to grow its business in the United States by opening up a manufacturing facility. The company now has its North and South American sales and manufac-

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Hailo CEO Oliver Hirschfelder on top of a wind turbine after helping to install parts within the tower.

SUPERVISOR’S MESSAGE

Building Business in a Down Economy

By Phil Nolan

Islip Town Supervisor

In one of the most challenging economic environments seen in a lifetime, businesses need to find every advantage to stay on top. Some forward-thinking businesses already have one leg up: they’ve made their homes in Islip Town for a variety of reasons, including its proximity to MacArthur Airport, a talented workforce, and the benefits they receive from Islip’s Office of Economic Development.

While in a down economy, choosing a healthy business location can be a very important choice, but other internal decisions your business makes about frugality and client relations can be critical, too. Some businesses may say that keeping a close eye on what customers want is the key to success; others may argue that cutting costs is key; but for most, finding equilibrium among customer care, cost cutting, and innovation is the best bet.

Islip Town is the home to everything from a McDonald’s fast food restaurant that just turned 50 years old to numerous Zagat-acclaimed restaurants. We house national brand-name stores that bring a smile to your face, as well as independently owned designer clothing and shoe boutiques that bring that same familiar smile. We have Long Island’s only commercial airport. Also, we have manufacturing facilities that ship to locations around the world. If you ask me, Islip Town knows the recipe for successful businesses and you will find four businesses that can show you why in the coming pages.

In this issue of *Islip Talks Business*, you will see profiles of four companies located in Islip Town that continue to weather the storm by making smart, and often innovative, business decisions.

We in Islip Town are proud to be the home base for such a diverse group of businesses. We will continue to do what we can to assist companies in achieving success in 2009.

turing headquarters in the Town of Islip, with 15 employees.

Hailo moved to the town to take advantage of a tax credit and its proximity to New York's ports. "We import from Hungary and Germany and export to Jakarta, Korea, and China," says Stacy Rowles, Hailo's operations manager. The company is hoping that the growing interest in renewable energy domestically will increase its business in the coming months.

In the coming year, Hailo hopes to establish themselves as a leader of innovative design, with their trademark as a badge showing their presence around the world. "Hailo repeatedly establishes new standards in quality and design proving our red dot a strong trademark. Hailo is represented in more than 60 countries worldwide and has several different manufacturing facilities all around the world, including Germany, France, China and U.S.A.," according to the company's website.

On the web: www.hailo.us

Bank of America

Employing more than 200,000 employees worldwide, Bank of America is one of the world's largest financial institutions. Through the acquisition of predecessor banks, Bank of America has created a presence throughout the Town of Islip. The financial services industry, of course, is at the epicenter of the current economic storm and is undergoing a transformation. "These are the most difficult times for financial institutions that I have experienced in my 39 years in banking," said Bank of America's Chairman and CEO Kenneth D. Lewis. "However, our diversity and scale give us strength to deal with the current issues that few competitors can match."

Bank of America believes that the institutions that will thrive in the current economic climate are those with a broad customer base, innovative products, diverse earning from a variety of

For information on how your company can expand to Islip, please contact Bill Mannix at the Town of Islip's Economic Development Office at 631-224-5512.



businesses, and strong liquidity and capital business. Their recommendation: "Stay focused on the customer. Understand their needs and provide products and services that meet those needs."

On the company's website are suggestions and forums for creating and maintaining a successful small business. The forums allow small businesses, consulting groups and others to exchange ideas in an organized setting.

On the web: www.bankofamerica.com

Consumer Product Services

Consumer Product Services moved to the Town of Islip recently with hopes of expanding its customer base. CPS provides reverse supply chain, reverse logistics, returned product, management, remanufacturing, and recycling services to manufacturers and retailers.

"We decided to move to the Town of Islip in August of 2008 because of an opportunity to work with Islip Town officials to attract global manufacturers and retailers to have their returned products remanufactured and recycled right here in Islip," says Darren Krantz, president and CEO.

The economic downturn is affecting CPS by degrading the first-tier market pricing for consumer products, which in turn directly affects the pricing of remanufactured products. In addition, as with most businesses, CPS's transportation costs have



risen. This impacted its margins, as well as the viability of performing certain services. To counter these factors, CPS is reevaluating the service pricing offered to clients and, in some cases, increasing service costs. "I would recommend that businesses cut all unnecessary costs, solidify all contracts with clients, and remove all unprofitable business," says Krantz. "I would also suggest increasing your customer roster in order to eliminate dependency on an individual or one or two big clients."

On the web: www.cpsus.com

Wenner Bread Products

Since moving from Queens to Bayport in the 1970s, Wenner Bread Products has continued to grow and expand its business throughout the Town of Islip, and today it supplies restaurants and supermarket bakeries across the country with frozen dough and baked bread and rolls. The recent national economic problems are having a mixed impact on Wenner Bread, says Nancy Coppola, director of sales and marketing, with rising costs of ingredients and utilities, but a stable demand for bread products. "We see our customers looking for opportunities to cut costs to help their own profitability as well as draw new customers through creative menu promotions or store offerings," says Coppola. To meet this demand, Wenner Bread's product development team has been working hard to find new opportunities and solutions to customers' needs.

You may ask yourself, how does a bread company remain so successful? Simply put, by providing a quality product that they find pride in. "Nearly every region of the world has a form of bread they



The Wenner family. Top row: Danny Wenner, Larry Wenner, John Wenner, Bill Wenner. Bottom row: Mary Jane and President and CEO Richard.

Tools for You in Islip

LOW-COST FINANCING

Tax-Exempt Industrial Revenue Bond Financing

N.Y.S. Job Development Authority

Federal SBA 504 Loans

TAX ABATEMENTS, EXEMPTIONS, CREDITS

Industrial Development Agency

N.Y.S. Empire Zones Program

GRANTS

N.Y.S. Industrial Effectiveness Program

N.Y.S. Environmental Investment Program

TECHNICAL ASSISTANCE

N.Y.S. Global Export Marketing Services

N.Y.S. Manufacturing Assistance Program

ENERGY CONSERVATION

National Grid Energy Efficiency Program

LIPA Energy Efficiency Program

LIPA Commercial Construction Program

National Grid Cinderella Program

consider their own, like the French baguette, German ryes, sweet yeast rolls from the Carolinas, or the sourdough that made San Francisco famous. We share the love of bread around the world, from the smallest hamlet to the largest metropolis. The breads that grace our tables are a reflection of our heritage," according to the company's website.

In the face of rising utility and supply costs, Coppola recommends that combined with maintaining a sharp eye toward reducing waste and gaining efficiencies in your processes, you should "look for cre-

ative ways to partner with your customers to create a winning situation for both of you."

On the web: www.wennerbread.com

