

Tourism and Downtowns



Jaci Clement – Fair Media Council, Moderator

Jaci Clement earned her first byline in a daily newspaper when she was in the fourth grade. She's been working for and with media ever since.

Today, Clement is executive director of the Fair Media Council, a New York metro area not-for-profit media watch organization that educates and advocates for quality local news coverage as vital to maintaining the community's quality of life. In this role, she speaks frequently to business, community, and student organizations throughout America about media issues, in addition to writing extensively on the topic.

Having worked on both the editorial and business side of the newspaper industry for Times Mirror Co. and Minneapolis-based Dolan Media, her media expertise is well-recognized. In 2007, she was an invited participant in a project to shape the newsroom of the future sponsored by the Media Giraffe Project, a research initiative housed within the University of Massachusetts, Amherst, journalism program. Her interest and beliefs in Net Neutrality and the need for a strong national broadband program led her to participate in the Broadband Technology Opportunities Program, to support the Obama Administration's U.S. initiative to create a comprehensive broadband infrastructure. Her association with PENCIL enabled her to work with fourth and fifth-grade teachers at PS 24 in Queens to introduce their students to concepts of news literacy as necessary to the development of critical thinking skills as the key to creating world-class citizens.

She holds the title of executive communicator, the highest rank of distinction bestowed by the Association of Women in Communications. In 2005, Clement received the Distinguished Service Award from the Advancement for Commerce, Industry and Technology (ACIT). The Long Island Association has presented her with its Media Advocate of the Year Award, and she is a regular contributor to Long Island Business News. She is a sought-after commentator on news media and social media issues, and is a contributor to the book, "Everything You Always Wanted to Know About Social Media."

Clement's professional affiliations have included membership in the Association of Women in Communication and International Radio and Television Society Foundation, Inc. She is a member of the University of Illinois, Champaign-Urbana's Media Ethics Magazine advisory board and is an honorary member of the League of Women Voters of the City of New York's Annual Luncheon. She was a regular guest on PBS affiliate WLIW's 21 Forum and an adjunct professor of journalism at Hofstra University. She is currently a board member of The Early Years' Institute and a director of Bethpage Federal Credit Union, a Long Island-based financial institution with more than \$5 billion in assets.



Artie Berke – Northport Village Merchants' Association

Artie Berke is the owner of Nina's Pizzeria in Northport Village and a founding member of the Village Merchants' Association, but there's more beneath the surface of this dough-flipping man.

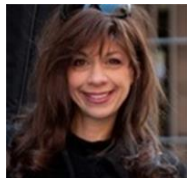
Berke was an officer of the NYPD for 12 years, until the Sept. 11, 2001 attacks occurred. Two of his friends were killed, leaving five children behind. The concept of mortality swept over Berke, changing the cop's thinking. Dispatched to patrol Ground Zero afterwards, he spent \$100 from his own wallet to buy a better gas mask.

He gave up the police life completely in 2002. Berke and his wife sold their Huntington home and bought an old deli in Northport. They opened Nina's Pizzeria downstairs and moved in upstairs. Nina's is now a thriving business, one of many successful restaurants in the village.

The former cop has also had a hand in other local restaurants, including a hot dog joint and a Mexican fast food chain. Opening in early 2013, Cilantro has been so successful a Huntington store is set to open very soon.

Berke is also known for his marketing prowess. While his background may be in law enforcement and food, this restaurateur is constantly promoting both his businesses and his neighbors. He's helped get Northport's Main Street in News 12 commercials and advises fellow merchants on Facebook techniques.

His business aptitude and passion for the community helped launch the Northport Village Merchant's Association in 2012, giving local merchants another avenue to promote their cause.



Karen Harding – THEM Media

Karen Harding is a communications strategist who has created marketing content for McDonald's Worldwide, Maybelline, Ubisoft and other national brands. Harding has produced and directed more than 40 corporate messaging videos and business documentaries featuring Smart Growth and Cause Marketing for the Long Island region.



Lois Howes – Freeport Chamber of Commerce

A travel agent for 28 years, Lois Howes was president of Libby Travel for 10 years before merging into Superior Travel. She specializes in trips to France, Europe, South Africa, Turkey and Central America.

Along the way, Howes has served on the Board of the Long Island Chapter of American Society of Travel Agents for 12 years, working her way to the title of president for five years. She termed out at the local level, but served on the National Board, before coming off this past September.

Howes is also the first vice president of the Freeport Chamber of Commerce and serves as the Freeport representative to the Nassau Council of Chambers of Commerce. She's also on the Executive Board of the Long Island Arts Council at Freeport and serving as interim director.

Since Superstorm Sandy, she helped found Friends of Freeport before becoming first vice president. A member of Friends of Long Island, Friends of Freeport is a volunteer organization dedicated to bringing everyone home to and improving the Village of Freeport.



Jim Kelly – Long Islander Newspapers

Jim Kelly brings diverse credentials to the Smart Growth Summit. As CEO of Huntington-based JVKellyGroup, he guides major corporations – many Fortune 500 companies with global operations – in expense management solutions. In his recently acquired role as Publisher of the Long Islander News, which publishes community weeklies – The Long Islander, The Record/Northport Journal and Half Hollow Hills Newspaper – in the Town of Huntington, small-to-medium sized businesses benefit from his marketing and business development skills. Kelly has multiple award and honors and is a frequent lecturer for many international forums on expense and risk management. In tandem with the Long Islander News, Kelly started Market Salad, a marketing company focused on local business.

Currently co-chairman of the Huntington Township Chamber of Commerce, Kelly is credited with achieving fiscal stability of the organization during his tenure as chairman (2005-2009). He is currently commodore-elect of the Huntington Yacht Club and serves on the board of the Huntington Arts Council as well.



Gail Lamberta – St. Joseph’s College

Gail Lamberta, Ph.D. has spent a majority of her life focusing on improving the health and wellness of communities throughout New York.

Lamberta began her career in recreation at the local YMCA in Huntington, where she specialized in fitness and health enhancement programs. She furthered her career at the Greater New York YMCA of Eastern Queens, where she managed the entire facility, complete with health and fitness programs, aquatics, martial arts, racquetball and tennis as the director of sports and fitness. Lamberta later became metropolitan director of programs and services with the YMCA of Long Island corporate office, where she oversaw all of the YMCA branches on Long Island and developed new programs to enhance the wellness schedule already offered. Further continuing her work with the YMCA, Lamberta served as the executive director and ran two growing locations, in Brookhaven and Smithtown, as well as their off-site childcare facilities.

While still at the YMCA, Lamberta took an assistant professor position in the Recreation Department at St. Joseph’s College in Patchogue. In 2000, she left the YMCA to become the full-time chairperson for her department, a position she still holds. As chairperson, Lamberta teaches a full schedule of courses, oversees the entire recreation faculty and student recreation club, and fosters relationships with outside organizations.

She has also been part of the National Program on Non-Collegiate Sponsored Instruction supported by the New York Department of Education Accrediting Agency since 1999, visiting potential internship sites to determine accreditation and whether educational programs warrant college credit.

Lamberta graduated from St. Joseph’s College, has a master’s degree in Exercise Physiology from Adelphi University and a Ph.D. in Health Services from Walden University.