

The Opinionated New Yorker

A Publication by AMS Market Research, Inc. for The New York Central Chamber of Commerce

March is here. I guess that means winter will end soon. It has been so warm this year that I am still waiting for it to start. I hope everyone has had an opportunity to enjoy some of the good things in life. I know I have. I took three of my grandchildren to the Kennedy Space Center in Florida. It was not only fascinating, additionally, it brought back both times of sadness and times of great pride in being an American. My hats off to those folks, living and dead, who have faced great challenges and reached for the stars. They have changed our lives forever, and as a country we should all be grateful. Many of the things we take for granted today were developed because of the space program. If you have a chance to visit the space center, I highly recommend it. Bring a child; it makes it better.

Now it's time to get back to my usual frustrated, infuriated, incensed, pleasantly outspoken commentary on the political happenings of the day. Where best to look...USA TODAY.

“Obama Urges Israel Not to Strike Iran”

It seems he wants to negotiate with Iran. I guess he does not understand that Iran does not want to negotiate with him. They have spent the past three years lying and wasting everyone's time so that they could buy the time they need to build a nuclear bomb. What does Obama think will change? In the recently held Iranian elections, all of the hard-liners (anti-American) were elected. What does that tell you? I think it is time to speak in the language they understand. Either we keep these despots away from nuclear materials or we can expect to see it used against us or our allies. Wake up Washington!

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“Putin Claims Win in Election”

Surprise, surprise. Who would have expected anything else? There are demonstrations in the streets, allegations of vote rigging and unprecedented protests. There are numerous reports of “carousel voting,” in which busloads of voters are driven around to cast votes multiple times. This is nothing new in Russian elections. Let us be grateful for what we have. At least we know we can change our elected officials in a fundamentally honest election process. That is not to say our system is perfect, but it works, and is worth protecting.

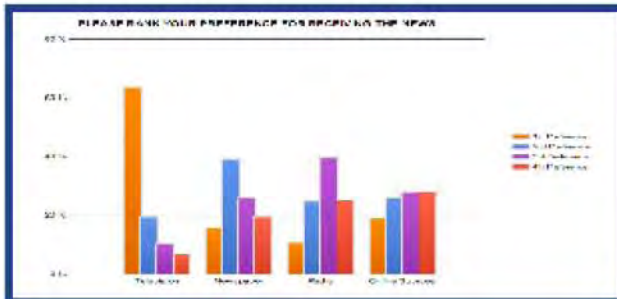
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THE EMPIRE PANEL & MEDIA PREFERENCES



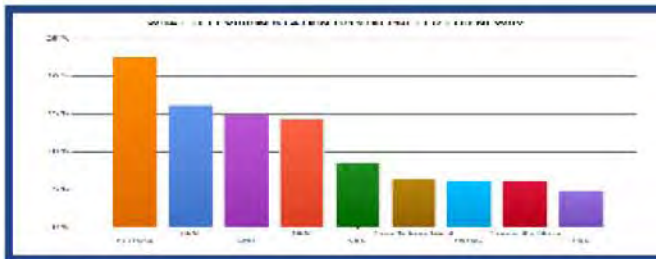
AMS MARKET RESEARCH, INC. conducted a survey that questioned New Yorkers about their preferences in all types of media including television, radio, print and online. Here are some selected results.



Respondents prefer to receive their news from traditional sources:

1. Television
2. Newspapers
3. Radio
4. Online

Handheld/Mobile devices are rapidly gaining in popularity.



The preferred choice, Fox News leads the way, followed by the other major news networks.

News 12 Long Island was a strong choice for Nassau & Suffolk residents.

WHAT WEBSITE DO YOU PREFER FOR YOUR NEWS?

Answer Options	Response Percent
Yahoo.com	16.5%
AOL.com	14.4%
NewYorkTimes.com	10.1%
CNN.com	9.9%
GoogleNews.com	9.5%
MSNBC.com	9.1%
FoxNews.com	6.9%
HuffingtonPost.com	5.2%
WashingtonPost.com	0.5%

AMS Market Research, Inc. has developed specialized methods to help its clients gauge public opinion through all aspects of Market Research; online surveys, product and concept tests, tracking, segmentation, etc. The Empire Panel represents a cross-section of New York consumers. Our consumer behavior insights keep decision-makers informed so they can prepare for change and stay ahead of the competition.



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New York State Government Report

The **Pension Reform** enacted by the state will save local governments and taxpayers \$80 billion over next 30 years. This is one of the most expensive mandates for local governments. The Tier VI plan affects those hired after 4/1/12. Existing employees get to keep their benefits.

A proposed **Constitutional Amendment Reforming the Redistricting Process** will end gerrymandering by holding an independent commission responsible for redistricting. To pass, the proposal must pass both houses twice and be approved by NYS voters. If passed, it will reform the process starting with the year 2020.

Both Houses and the Governor are working to **Amend the State Constitution to allow Casino Gambling**.

The federal government is offering a **Household Appliance Rebate Program** for high Efficiency Energy Star Refrigerators (\$350) and Clothing Washers (\$250) purchased after March 19 at www.NYSApplianceRebates.com.

The State is selling unneeded vehicles and state equipment on **E-Bay** at the **NYSStore**.

Bills

S 3657 gives a website for the public to observe performance of a government program. Governor has website like this for teacher evaluation process at nystudentsfirst.com. **S6063A** repeals notification provisions of The Wage Theft Prevention Act.

A1970 prohibits more than one price increase per 24 hours at the pump.

A8340 gives citizens the right to sue when they fall victim to price gauging during an emergency for equipment such as generators and batteries

Make Your Voice Heard!

Contact your government! For the President, go to www.whitehouse.gov. To reach members of Congress, go to www.senate.gov/general/contact_information/senators_cfm.cfm for your 2 Senators and www.house.gov/representatives/ for your Representative. You can find information about your NYS representatives and how to contact their offices at www.assembly.state.ny.us/mem/ for the State Assembly, www.nysenate.gov/senators for the State Senate and www.governor.ny.gov/SAGE for the Governor.

Canceled Debt is Seen as Income

The I.R.S. is at it again. You would think that people who are devastated with unemployment, homes underwater, massive credit card debts and inability to borrow would get assistance from the government to try to keep them above water. Well, your friendly tax collector has determined that forgiven debt is income and the tax bill is due. They are going back as far as twenty years to collect this money and I assume with interest and penalties as well. I wonder how many people have their tax records saved for twenty years...not many. I wonder how the unemployed who are at the edge of the economic abyss will cope with this. Not only can't they find work, They can't pay their bills. They can't borrow on the value of their home as many have a negative equity. They probably will tax them on the interest the credit card company charged as well. Just think, if you owe \$20,000. The credit card company added 24% interest (compounded monthly) for three years, then charged it off as a bad debit. That comes to about \$36,000 in bank write off. The tax bill at 30% is \$12,000. Am I the only one who questions this as the equivalent of the school yard bully kicking the little guy when he's already down?—Len Slutsky, Editor

TIME IS MONEY

By Tom Richards

The person who coined the phrase "time is money," must have been a sales rep paid on commission. In the selling profession, the old cliché rings true, if you are not talking to a prospect or customer, you're unemployed! How effectively do you manage your time? Do you spend your time as you would any other precious, non-renewable asset, or are you the type of salesperson who is stressed-out, constantly jumping through hoops and consistently running late for client meetings?

We measure time far better than we manage it. In today's high-tech world, physicists have become extremely proficient at measuring time. The atomic clock, based on strontium atoms trapped in a laser grid, is so precise that it has an inaccuracy of less than one second in 200 million years.

While we can all agree on how to measure time, we each tend to approach time management from our own personal perspective. Look at all of the ways we view the use of time... we waste it, we save it, we spend it, we invest it, we borrow it, we steal it, we juggle it, we squander it, and we seem to always be looking for more of it. We have time wasters and time bandits and sometimes, in those rare moments when we find we have too much time on our hands, we even kill it. Time flies when we're having fun, but tends to drag for those who are doing time. For some people time stands still, while others see time slipping away, like sand through an hourglass.

I am convinced that the improper use of time is the number one contributor to high turnover in the selling profession. I wish I had a nickel for every smart, talented and motivated salesperson who failed because he or she simply did not effectively manage their time properly.

Time Management Tips

- 1) Plan your schedule the night before and hit the ground running. Whether it's an appointment calendar or a software program, the critical first step to properly managing your time is to organize and schedule your day. Set and prioritize meaningful tasks to be accomplished. Be careful not to confuse activity with productivity. For example, don't just block off a couple of hours to make calls, set measurable activity goals to be accomplished. When you're not in control of your schedule, you invite stress to fill the void.
- 2) Identify your time bandits. Once you've scheduled your day, the next step in managing your time is to recognize and modify old behavioral patterns causing the improper use of your time. Avoid procrastination in all of its attractive forms. Having a planned schedule helps you say no to time wasters such as web surfing, personal phone calls, long lunches and chatty co-workers. Effective salespeople focus on task achievement rather than tension relieving diversions.
- 3) Delegate, delegate, delegate. Ineffective salespeople "play office" and hide behind paperwork. Make a smart business decision and delegate all non-sales related tasks to an administrative assistant in order to free yourself up for client appointments and prospecting phone calls.

Now, even if you don't make your living by selling, don't you think that you could benefit by putting some of these recommendations into action? You can reduce your stress level and give yourself a pay raise by integrating these simple, yet highly effective time management tips into your daily business routine. Remember, there is no time like the present!

"The improper use of time is the number one contributor to high turnover in the selling profession."

Developing A Technology Plan

By Don Moody

A technology plan is the single most important tool you can use to maximize the effective use of technology in your organization. It will help you minimize technology problems, use staff time efficiently, and avoid wasting money on useless equipment which, in turn, makes your life miserable. Most small businesses fail to see the usefulness of a formal technology plan. They tend to be reactive rather than proactive, generally have no staff to interpret it, and give little importance to IT until something breaks. There are solutions for a smaller company, even if they do not understand the technology that they need to operate their business.

The first step toward developing a more formal technology plan should be an asset inventory. Ask yourself what equipment and personnel do I have: computers, printers, copiers, fax, phones, the spreadsheet expert in the office, how are you connect to the internet, etc. Also, include how long you have had the equipment. Next, go down the list and ask yourself if you can still do business if any item on your list is broken or missing for two days a week. If the answer is no, then you need to develop a plan to overcome this potential hazard.

The single most important part of any technology plan is disaster recovery. I cannot stress enough, no matter what kind of technology plan you use, do regular backups and test them. Finding out that it will take two days to fix your printer is certainly frustrating, but losing years of customer billing history or accounting information can be devastating. Your backup plan should contain information regarding what data you need to backup, who is responsible for the backup, where the backed up data is stored and what steps to take if a restore is needed. Additionally, the plan must be tested to ensure proper functioning; Your plan is useless if you cannot retrieve the data and restore it.

Looking toward the future, what do you need to grow your business? The answer to these questions will be more difficult to answer. Do you need a web site? If you have a web site, is it reaching your intended audience? Can I upgrade my computer or do I need to replace it? Do we need additional equipment for additional employees? Do I need more memory storage and how much is sufficient?

Finally write it down. This will allow you to revisit your technology plan. If you do not need to update or modify your current technology arrangement then you must remember to take it out and look at it again every couple of months. On the other hand, if you have reached the conclusion that you need to update, or even implement a new technology to your business, you have a different problem—KNOWING WHAT TO DO.

Knowing what to do can be surprisingly difficult even if it does not seem so. For example, you decide to update your computer systems and you call in three different vendors to provide you with a solution. What do you do when the solutions are all different, or the hardware/software is not consistent across the multiple proposals? Do you have the most up-to-date knowledge to compare the proposals so you are, as they say, "comparing apples to apples" and not apples to bananas? Unless you are capable of doing the upgrade yourself, you are driving down the technology highway in the dark and you may not see the curve coming up the road.

We have created a solution, "The IT Independent Review Process." During this process, we will ask you about your current technology environment, ask what you would like to achieve, and then review the proposals that you receive. We will be able to provide you with an in-depth analysis from our experienced IT staff. The analysis will be 100% independent since we do not sell equipment or implement new systems. Part of the analysis will include a list of questions that you should ask the vendors. We will be your friend in the business by providing you with customized advice to help you avoid a mistake which could result in your company having to embark on another upgrade 6 months down the road.

We have been given government clearance to assess government vendors as well as private vendors. E-mail us at don@nycentralcc.com or call us at 631-424-2400 x157 for further information.

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THE NEW YORK 60

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THE FOLLOWING IS A COMPOSITE LISTING OF SIXTY OF
NEW YORK'S MORE POPULAR PUBLICLY TRADED COMPANIES

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Symbol	Name	Price	P/E	EPS	Yield %	52-Wk Range	
ACET	Aceto Corporation	\$ 9.05	15.94	\$ 0.57	2.2	4.51	9.15
AIG	American International Group	\$ 28.17	2.98	\$ 9.44	0	19.18	37.69
AIZ	Assurant, Inc.	\$ 41.78	7.48	\$ 5.58	1.7	30.65	44.54
AOL	AOL Inc.	\$ 17.55	146	\$ 0.12	-	10.06	22.47
ARW	Arrow Electronics	\$ 40.91	7.91	\$ 5.17	0	25.71	47.5
ARX	Aeroflex Holding Corp	\$ 11.00	-	\$ (0.27)	-	7.19	20.36
AVP	Avon Products, Inc.	\$ 18.34	15.55	\$ 1.18	5	16.09	31.6
AXP	American Express Company	\$ 52.74	12.79	\$ 4.12	1.4	41.3	54.45
BID	Sotheby's	\$ 37.98	15.42	\$ 2.46	0.8	25	55.67
BLK	BlackRock, Inc.	\$ 194.97	15.76	\$ 12.37	3	137	207.42
BMY	Bristol-Myers Squibb	\$ 33.01	15.28	\$ 2.16	4.1	24.97	35.44
CA	CA Inc.	\$ 27.25	14.76	\$ 1.85	3.7	18.61	27.42
CIT	CIT Group Inc	\$ 39.99	307.54	\$ 0.13	-	27.68	44.88
CL	Colgate-Palmolive Company	\$ 94.40	19.14	\$ 4.94	2.5	76.39	94.89
CMTL	Comtech Telecommunications	\$ 32.77	19.82	\$ 1.65	3.3	23.51	35.65
CVC	Cablevision Systems Corp	\$ 14.66	14.12	\$ 1.03	4.2	11.57	36.86
ED	Consolidated Edison, Inc.	\$ 59.17	16.58	\$ 3.57	4.1	48.85	62.74
ETFC	E*TRADE Financial Corp	\$ 9.60	17.78	\$ 0.54	-	7.42	16.83
FL	Footlocker Inc.	\$ 29.95	16.64	\$ 1.80	2.4	16.66	30.39
FRX	Forest Laboratories, Inc	\$ 33.22	8.36	\$ 3.97	-	28.47	40.52
GLW	Corning Incorporated	\$ 13.43	7.58	\$ 1.77	2.3	11.51	22.05
GS	Goldman Sachs Group	\$ 117.12	25.96	\$ 4.51	1.2	84.27	164.4
HES	Hess Corporation	\$ 62.41	12.46	\$ 5.01	0.6	46.66	87.19
HOT	Starwood Hotels & Resorts	\$ 54.65	21.83	\$ 2.50	0.9	35.78	61.7

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Symbol	Name	Price	P/E	EPS	Yield %	52-Wk Range	
HSIC	Henry Schein, Inc.	\$ 73.54	18.51	\$ 3.97	-	58.5	75.98
IBM	International Business Machines	\$ 200.99	15.39	\$ 13.06	1.5	151.71	201.57
IEP	Icahn Enterprises L.P.	\$ 42.65	6.58	\$ 6.49	0.9	35	46.97
IFF	Internationa Flavors & Fragrance	\$ 56.11	17.21	\$ 3.26	2.2	51.2	66.29
IPG	Interpublic Group of Companies	\$ 11.82	11.89	\$ 1.00	2	6.73	12.91
ITT	ITT Corporation	\$ 22.75	-	\$ (1.40)	1.6	16.67	122.08
JAH	Jarden Corporation	\$ 38.78	16.78	\$ 2.31	0.9	25.6	40
JPM	JP Morgan Chase & Co.	\$ 40.62	9.05	\$ 4.48	2.4	27.85	47.8
KIM	Kimco Realty Corporation	\$ 18.38	68.4	\$ 0.27	4.2	13.55	20.31
L	Loews Corporation	\$ 38.57	14.65	\$ 2.63	0.6	32.9	44.46
MHP	McGraw-Hill Companies	\$ 46.83	15.59	\$ 3.00	2.2	34.95	47.85
MMC	Marsh & McLennan Companies	\$ 32.15	17.98	\$ 1.79	2.7	25.29	32.72
MS	Morgan Stanley	\$ 18.22	14.8	\$ 1.23	1.1	11.58	28.24
MSG	The Madison Square Garden	\$ 32.74	33.86	\$ 0.97	-	21.12	33.49
NATH	Nathan's Famous, Inc.	\$ 20.77	19.25	\$ 1.08	-	16.95	21.94
NFG	National Fuel Gas	\$ 51.12	16.41	\$ 3.12	2.8	44.51	75.98
NYT	New York Times Company	\$ 6.52	-	\$ (0.27)	0	5.5	9.91
OMC	Omnicom Group Inc.	\$ 48.55	14.58	\$ 3.33	2.5	35.27	49.78
PAYX	Paychex, Inc.	\$ 31.54	21.17	\$ 1.49	4.1	25.12	33.71
PEP	Pepsico, Inc.	\$ 63.98	15.86	\$ 4.03	3.3	58.5	71.89
PFE	Pfizer, Inc.	\$ 21.54	16.95	\$ 1.27	4.1	16.63	22.17
PLL	Pall Corporation	\$ 59.25	21.72	\$ 2.73	1.4	39.81	64.55
PM	Philip Morris International Inc	\$ 84.67	17.43	\$ 4.85	3.6	60.45	85.56
PVH	PVH Corp.	\$ 87.31	22.53	\$ 3.87	0.2	51.15	87.65
REV	Revlon, Inc.	\$ 15.91	15.6	\$ 1.02	-	11.18	19.33
RL	Ralph Lauren Corp	\$ 177.71	25.96	\$ 6.85	0.5	105.11	178.93
SIX	Six Flags Entertainment	\$ 46.51	-	\$ (0.41)	5.2	24.72	49.04
SKS	Saks Incorporated	\$ 11.52	25.61	\$ 0.45	0	7.67	12.7
STZ	Constellation Brands, Inc.	\$ 22.55	7.65	\$ 2.95	-	16.42	23.19
TIF	Tiffany & Co.	\$ 69.32	20.24	\$ 3.42	1.7	54.58	84.49
TWC	Time Warner Cable Inc	\$ 80.15	16.11	\$ 4.97	2.8	57.15	80.86
TWX	Time Warner Inc.	\$ 36.22	13.33	\$ 2.71	2.8	27.62	39.24
UAM	Universal American Corporation	\$ 10.70	-	\$ (0.53)	0	8.79	23.55
VIA	Viacom Inc.	\$ 53.61	17.95	\$ 2.99	1.8	44.1	60.9
VOXX	VOXX International Corporation	\$ 13.14	9.41	\$ 1.40	-	4.69	14.56
WBMD	WebMD Health Corp	\$ 25.19	20.11	\$ 1.26	-	24.51	58.55

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