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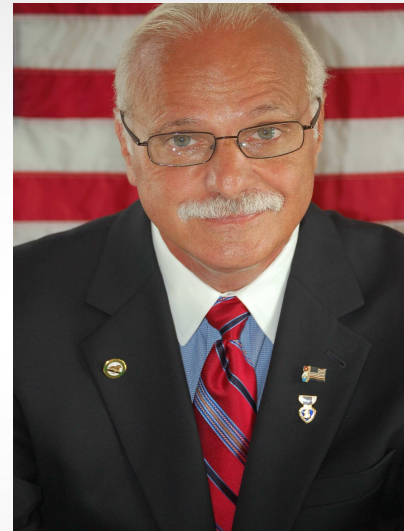
Point your Browser to <http://www.LongIslandNEWS.info>
Each Week in October as we Feature Internet Videos:



N.C. Clerk Maureen O'Connell
September 27th – Election Day



Joy Watson for N.C. District Attorney
October 4th – ELECTION DAY



Joe Belesi for N.C. Legislator
October 4th – ELECTION DAY



David's Jewelry October 11th – 17th



Town of Oyster Bay Campaign
Coverage through ELECTION DAY



Goal Set Video IV Sponsored by
Friends of Ed Mangano for NC Executive
& Capogna Orthodontics Oct. 18th–24th

From the Editor's Desk:

In October, we come to accept the autumnal air almost as part of the family, with the gracious guest appearance of Indian Summers every once in a while. It is a change that we have come to welcome and revel in. The element of change is an interesting one, as—paradoxically—it is a constant. Everything is in an invariable state of change. Not only in the modification of our weather, but also in our political climate as Election Day approaches.

With October, we see the coming of Town and County elections for our supervisor, councilmen and women, clerk, legislators, judges and district attorney. These notable figures are all striving for the fine line between valuable permanence and effective change. With every new term, the women and men we elect bring about reform for our community, in one vein or another. The concept of change is, as we all know, a favorite of our President Barack Obama. Improvement is something all of us should strive for, modifications both personal and professional. Tear a page from the book of the leaders we follow and embrace what remains while transforming what will be.

I look upon Robert R. Barrett's presidential address to the Massapequa Chamber of Commerce members with much light and appreciation. In the October State of the Chamber Address, Mr. Barrett places much emphasis on the importance of terminology. Outlining the significance of words, he describes the power of effective communication and writes nearly verbatim a sequence I favor:

"These words have weight. Be not afraid."

That is to say words are solid, heavy, and carry much meaning. It is imperative that we learn the potency of language and understand that it is a tool nearly as ancient and ingenious as fire. We must not be fearful to speak and write what is true. Those who are proficient with language automatically "have a leg up" on opposition, real or perceived, as it shows a mark of intelligence and mastery. Officials in particular must use their mastery of rhetoric in order to present themselves as strong individuals with leadership qualities. If rhetoric and diction were not so important, then why—still—do we see remnants of old Greek thinkers with their *ethos*, *pathos*, and *logos*, the three aspects to powerful speech?

So it is with these concepts in mind that we call you this month to be aware of just how intelligent and adroit our distinguished statesmen and stateswomen are. The power of their words and how they use them mean just about everything.

-Carah A. Naseem, Assistant Editor, OCTOBER, 2009



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JOIN US at Up-Coming Events (details on the web)
8th FALL **Harvest** Fundraiser at Eastlake School from 3-5 pm
9th 2009 General Election deadline for **voter registration** by mail 571-VOTE (8683)
12th "Pilates for Pink" **Breast Cancer** Fundraiser at MIYJCC 10-11am \$15 822.3535
14th L.I. Women in Power Suffolk Division Kickoff 640.8618
15th L.I. **Women in Power** Networking Workshop at Feldis Florist 640.8618
16th **GOAL Set IV** Video Shoot, 5023 Merrick Rd 799.NEWS (6397)
Sponsored by Friends of Ed Mangano for County Executive & Capogna Orthodontics

- 17th **Martial Arts Institute** **Bully Defense** FREE Seminar, 593 Broadway Registration Suggested 7 pm 795.4102
- 17th Annual Knights of Columbus **Soccer** Challenge John J. Burns Park 1-5
- 17th **Italian Night** at the Memorare Club "Eat, Drink & Dance Italian!" 7pm-midnight \$45 382.5633
- 19th **American Legion** General Membership Meeting 8 pm 795.1504
- 19th Chamber of Commerce Business **EXPO** at Westfield Sunrise Mall 5-8 pm Sponsors/Vendors Wanted 541.1443
- 22nd Chamber Luncheon with N.C. District Attorney **Kathleen Rice** at Nautilus Diner 12 noon 799.5880
- 22nd **Casino Night** Fundraiser with Silent Auction to benefit the Testaverde Fund 6-10 729.1061
- November 5th GALA - H. William Pearson Honored by **Flushing House** at Westbury Manor 347-532-3025
- Nov. 14th David's **Jewelry** GRAND Opening next to Friendly's 4786 Sunrise Highway in Massapequa Park 799.2400
- Nov. 14th Larry Thomas, the **Soup Nazi from Seinfeld**, at LIPF 4780 Sunrise Hwy, Mass Park 798.8400

Guaranteed Event **inclusion** in NOVEMBER Print Edition **Deadline: 10/20/09 799.6397**

Who's Who & When

By Andrew Malmgren



Launching the October line-up of power videos airing on LongIslandNEWS.info from September 27th through Election Day is **Nassau County Clerk Maureen O'Connell**. We went up close and personal with Ms. O'Connell so that you get a better understanding of how well-rounded and qualified Ms. O'Connell is. Her nursing background, law degree and myriad qualifications position Ms. O'Connell as a "sure thing" in her re-election as County Clerk.

During Ms. O'Connell's nursing tenure, she established a program for the home care of North Shore University Hospital cancer patients. She received her *juris doctorate* from St. John's Law School, also earning an American Jurisprudence Award in Insurance Law. Prior to being elected Nassau County Clerk, Ms. O'Connell served in the New York State Legislature, representing the 17th District. With Ms. O'Connell at the helm, the Nassau County Clerk's Office has modernized and become more efficient as she spearheaded an electronic filing program which increases efficiency and security. Well-rounded and extremely qualified, Maureen O'Connell is the frontrunner candidate who will likely remain Nassau County Clerk.

Next up on the video line-up, running from October 4th through Election Day is **Joe Belesi**, the "strong new leader who will fight to keep families together!" As a veteran, Mr. Belesi was a Purple Heart recipient and as a Nassau County police sergeant, is now retired after more than three decades of service.

Not only does Mr. Belesi speak on camera about his background in law enforcement and the military, he discusses living on Long Island with his wife Donna for nearly four decades and fathering three children. In Mr. Belesi's leisure time, he is the proud grandfather to seven grandchildren. Once elected, Mr. Belesi will focus on reducing the deficit, balancing the budget and cutting political patronage. His military and police experience groom Mr. Belesi well and leave him poised to be a great choice for **Nassau County Legislator**.

Sharing the spotlight from October 4th through Election Day is **Joy Watson, District Attorney of Nassau County candidate**. Ms. Watson talks on camera about her background in law as: Principal Law Clerk to Justice Karen V. Murphy of the N.C. Supreme Court. Before

clerking with Judge Murphy, Ms. Watson served as an Assistant District Attorney for nearly twenty years with D.A. Dennis Dillon. Ms. Watson received her *juris doctorate* from Pepperdine University School of Law and later her teaching fellowship. After having served as the Vice-President of the N.C. Women's Bar Association, Ms. Watson is currently an adjunct professor at Molloy College. Well-prepared to be voted in and serve as District Attorney, Ms. Watson will bring her "tough approach to crime and a fair attitude toward justice."

Following Ms. Watson on the video lineup, from October 11th through to the 17th, is Alex, Boris and Tracy from **David's Jewelry** on Sunrise Highway. David's Jewelry is your one-stop jewelry shop for \$1.99 watch batteries to \$30k engagement rings -- and everything in between! From subtle and sentimental jewels to "bling beyond belief," you will find bangles, necklaces, ankle bracelets, rings, and assorted adornments for every budget. The selection is superb and salespeople are extremely knowledgeable. Let David's Jewelry help to create a memory. Be sure to shop early for this holiday season and take advantage of the coupon on the back page of this Print Edition. Join us at David's grand opening on November 14th at 4786 Sunrise Highway in Massapequa Park -- next to Friendly's. Or call David's at **799.2400**.

From now until Election Day, view photojournalist coverage of the **Town of Oyster Bay campaign** trail with up-to-the-minute footage and stills of community events on the "Political" page.

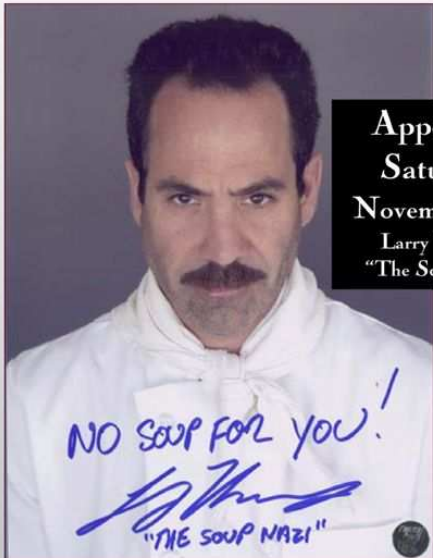
Finally, from October 18th through the 24th, view the **Goal Set Video IV**, sponsored by Friends of **Ed Mangano for Nassau County Executive** and **Capogna Orthodontics**. Join us at the video shoot on Friday, October 16th from 5-6 p.m. and discuss your goal on camera. Dare to dream and be courageous enough to commit your goal to our camera. Abraham Lincoln once said "A goal properly set is halfway reached." Space is limited, so contact the NEWSroom at 799.NEWS to reserve your spot.

NOVEMBER line-up of videos introduced on the cover of the November 2009 Print Edition **deadline** is Friday, October 23, 2009 at noon **799.NEWS (6397) \$**



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Come & Meet The Soup Nazi
 From Seinfeld



Appearing
 Saturday
 November 14th
 Larry Thomas
 "The Soup Nazi"

LONG ISLAND PICTURE FRAME
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 MASSAPEQUA PARK
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Items that will be available
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- 8x10 Photograph - \$35.00
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- Soup Ladle - \$35.00
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David's Jewelry

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 (516) 799.2400

MassapequaNEWS.com

BE on The Goal Setting VIDEO IV

Friday, October 16, 2009 5-6 pm
 5023 Merrick Road . Massapequa
 516.799.NEWS (6397)



Fill in & Bring With You:

(1) My name is:

(2) I describe myself as:

(3) My goal is:

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