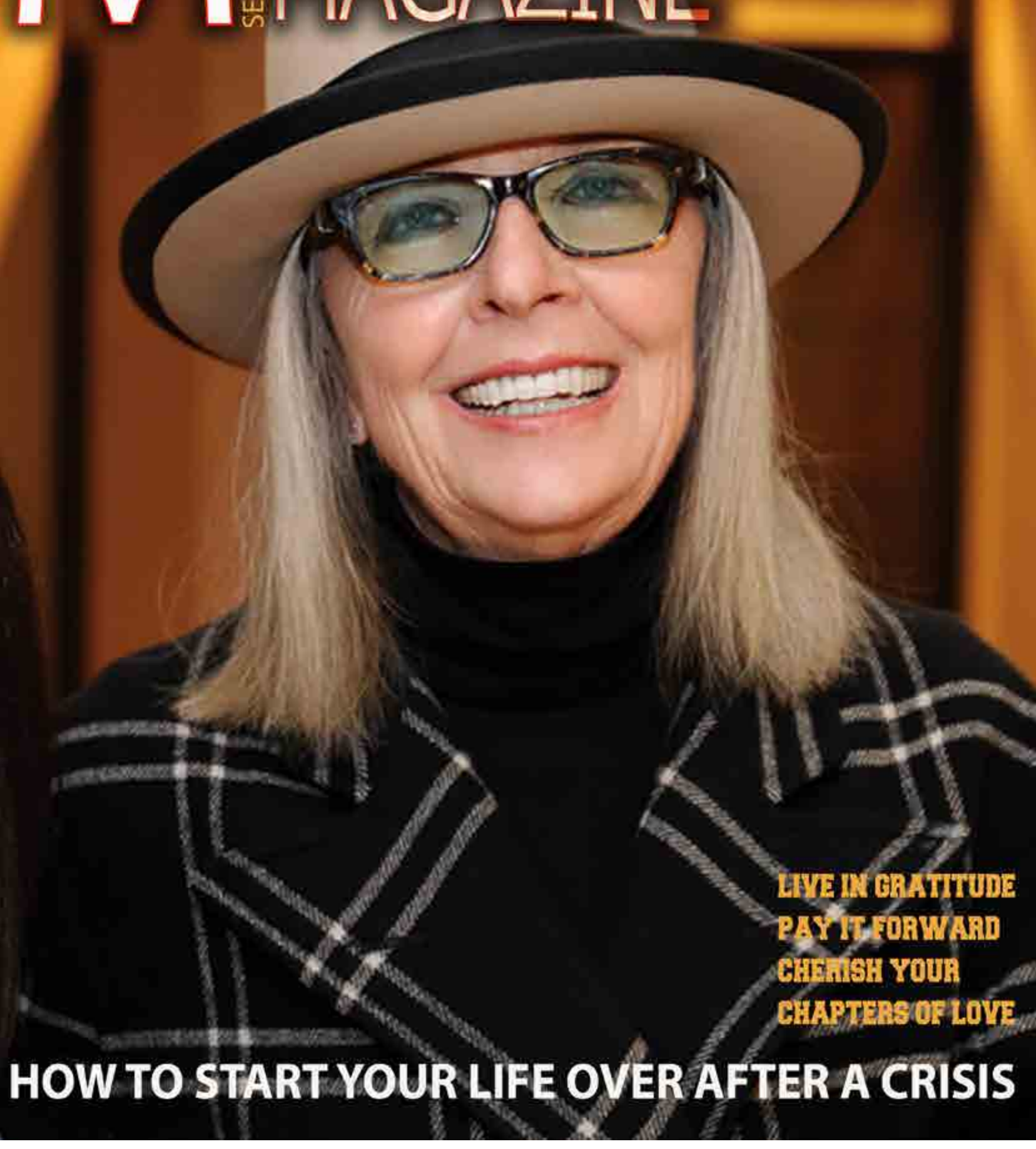


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SEPTEMBER 2020

MODEL CITIZENS MAGAZINE

NEW YORK CITY



**LIVE IN GRATITUDE
PAY IT FORWARD
CHERISH YOUR
CHAPTERS OF LOVE**

HOW TO START YOUR LIFE OVER AFTER A CRISIS

HOW TO START YOUR LIFE OVER AFTER A CRISIS



COVER MODEL DIANE KEATON

How to start your life over after a crisis is not always an easy reboot. The entire world is fighting a global pandemic, there is chaos in the streets of many major US cities, we are in the most heated and polarized political environment in a century, and everyone is just terrified of the next ball to drop. Given these circumstances including the realization that global warming seems to be accelerating sometimes much faster than anyone of us would like to admit, rebooting your career may seem like a massive undertaking, or even rebooting your life after a major loss or illness. I have probably seen more times in my life that I have had to find a way of starting over and rebooting than most. But, I am by no means alone, this pandemic is forcing tens of millions of Americans to rethink their entire life plan and reboot. This is how model citizens reboot.

FEATURED CONTENT

CHRIS CASSAR *Model Citizen*
Managing risk and surviving crisis

Model Citizen and trial attorney with a passion for justice

HOW TO START YOUR LIFE OVER AFTER A CRISIS

Model Citizen Heidi Felix of LifeVac

GETTING BACK TO NORMAL *Model Citizen*

Robert Zabbia

Model Citizen Heidi Felix of LifeVac

HEIDI FELIX

MODEL CITIZEN

Model Citizen Judge, Attorney, Philanthropist, Alan Schwartz

TRUMP VS BIDEN

2020 PRESIDENTIAL ELECTION

HERE COMES THE BRIDE

EMPOWERING COMMUNITIES - THE DIVERSITY PROJECT

RHONDA KLCH

Alex N. Wolf

Universal Basic Income for All?

COACHES WHO KEEP RISK SIDELINED

DOUG SCHANARS

HOW TO START YOUR LIFE OVER AFTER A CRISIS

JOHN JOSEPH DOWLING JR.

Eventually the quality of our society will be judged in history by the care we give to each other, not just on a local basis, but on a "country by country basis". This is the first generation of the world to be living closer to three quarters of a century to a century. Most or at least at some point in our old age we become just as dependent on our societies as we once were on our own families. Not only when we "return to the cradle" in our older age, but also during the crisis we know we are going to have to face in life. From injury to disease, even world wide pandemics.

We could throw in their global warming, tornadoes, hurricanes, floods, poverty, recessions and depressions, but at the end of the day learning that crisis are a part of life, no matter how much you plan or save, one day you can find yourself out of resources. You may even be limited in your ability to work, and have to choose what are the bare necessities you need in order to live. To put my health first and everything else on hold is not in any way easy. It seems that not only are our societies aware of this, but now this has become the most important aspect of politicians and the political system in the united states. How far are we going to go even taking advantage of others to get what we want.

Isn't that supposed to be a better quality of life for all of us? For our families! So how do we get there. Unfortunately, or perhaps fortunately what we have learned by this pandemic and EVERYTHING that has surfaced as a result, is that we are clearly dependent on each other. The Me, Myself, and I has really become (maybe since the first time since world war II) the we. The us, the entire American Society is so connected online that it has enhanced our ability to communicate with each other and learn that we have a voice, a real voice. (when we are not being censored) I believe as a result there are two distinct rules of thought.

One is the belief that, "Why should my work disproportionately be taxed to support your lack of work or even your refusal to work" and on the more compassionate side of the equation, we all know that there is risk, we should have national systems in place for them, for everyone. We know that our country and our society will be judged by the quality of life we give to each other, and the quality of life we leave to our children. Right now we are lacking in the area of health care for the middle class and how and what quality of life you are entitled to at least in the eyes of many of the lower income part of our society. In many cases even the middle class and lower upper class. Or are we truly in the era of entitlement? The debate goes on....

Aren't both of those items so important that they "Trump" everything else? That same voice in our society will point to the fact that only 3 people billionaires have more wealth than half of the entire population of the United States. They say that something is wrong with the tax system or the way in which we use those tax dollars. Some would say that there is too much being spent on the military. While others would say that the wealthy should be paying a great deal more in their share of the taxes to support this. The position that " the wealthy have a much better way of life because of the system we have in place" so why shouldn't they pay more has been around since the beginning of the recognition of classes in society. No matter how you cut it, that argument between the have's and the have-nots has been going on throughout history. So you just have to be prepared for less compassionate governments and more compassionate governments.



Model Citizens Magazine Publisher John Joseph Dowling Jr.

HOW TO START YOUR LIFE OVER AFTER A CRISIS

JOHN JOSEPH DOWLING JR. MODEL CITIZEN

I DO BELIEVE THAT OUR GOVERNMENT HAS DONE A GREAT DEAL AND HAS SHOWN ITS VALUE TO SOCIETY...

I do believe that the government has done a great deal and has shown its value even more than it every has. Even to the point where society may again realize just how important a functional government is. So how do we rate? How do you get through those crisis in between the safety net we put in place for ourselves and the extent to which our governments assist us, and the in-betweens?

Well you learn how to survive and make the most out of the least. Most have families that they can turn to, but what happens in those extraordinary circumstances like when their are pandemics?



OK so I gather I have set the stage to share that even with families, societies safety net, your own safety net, you are just on your own. It is you and you alone and you need to have that SOS plan in place. You may need to drastically reinvent yourself or even just start over working from home or even becoming self employed. Self employment or entrepreneurial existence is terrifying to most but now in an age where there is repetitively NO JOB SECURITY at all what's the difference?

The "connected world" is the best thing to happen to poverty and crisis moments to the self employed and entrepreneur. Use the library as it has a ton of resources and the library staff is always extremely helpful. Go to Starbucks and make sure you have business cards out all over your desk. Bring your laptop and put in a full "social day" of course wear a mask but when all shit hits the fan and you are getting new clients you need to use every excuse for human contact for business. If you can not get out in person, or do not feel safe, work from home. Make calls every day, texts, emails, comments on social content, real time messaging is great for immediate responses.

No matter what your preferred communication method, be active, extra active, and do not feel that you cannot ask for help. Ask for the opportunity you are seeking and share the value proposition and competitive advantage you have to offer quickly, passionately, and honestly. You would be surprised that even at times like this there are tasks and there is value you can create just by being willing and enthusiastic.

IF you are in a field or a position that simply is being replaced by automation and artificial intelligence, then it very well may mean it is time to re-evaluate. Time to reinvent your business and at times even a time to reinvent yourself.

MODEL CITIZENS MAGAZINE NEW YORK CITY

EVEN WITH A SOCIETAL SAFETY NET MOST PEOPLE ARE TOO PROUD TO USE IT

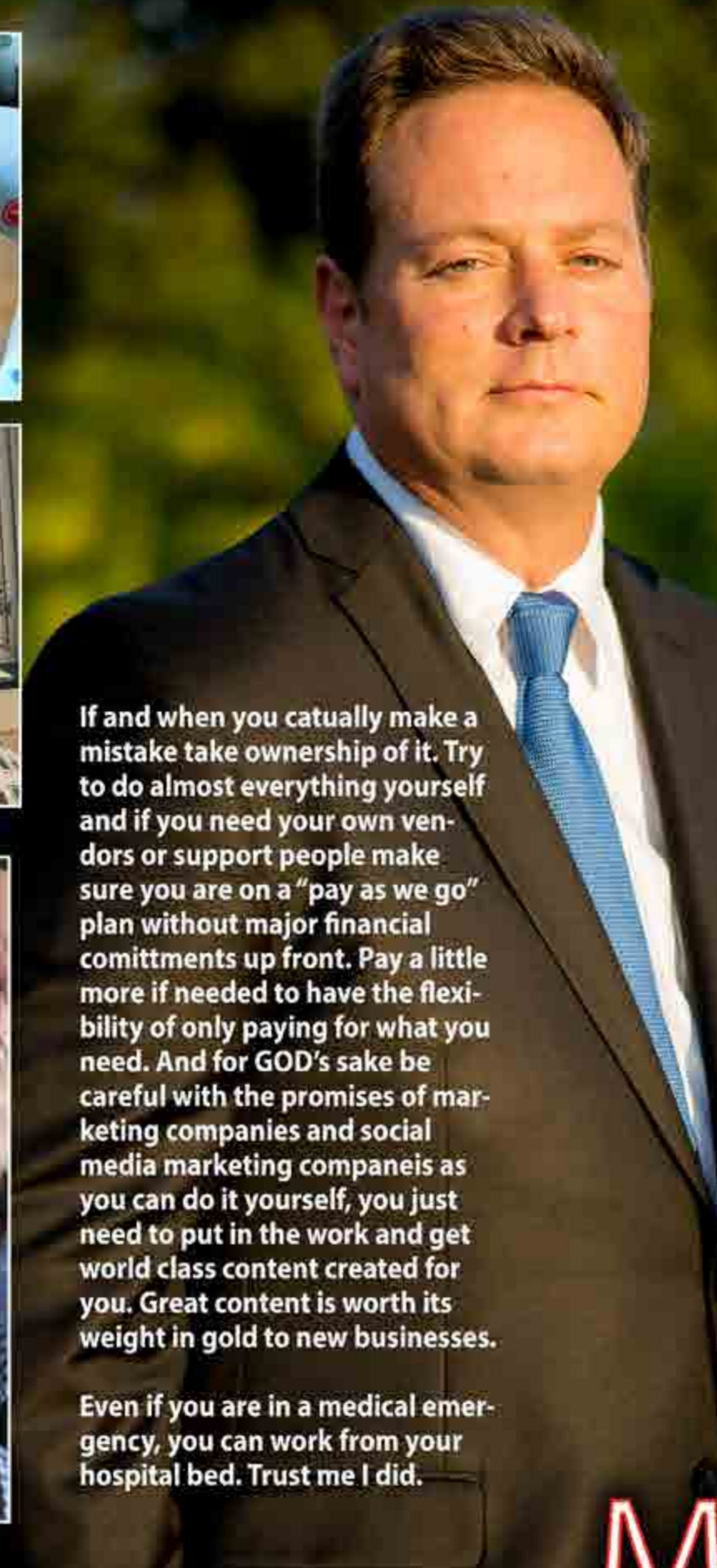
JOHN JOSEPH DOWLING JR. MODEL CITIZEN

RECOVERING- TAKES TIME. AFTER SURGERIES EVERY- ONE HEALS AT DIFFERENT SPEEDS, SOME QUICKLY AND OTHERS TAKE MORE TIME...

PLEASE do not panic and do not let fear drive your decisions and make sure to have faith in yourself. Take time to ground with nature and to walk, plan, and get feedback from those you trust the most.

Let your friends, family, and immediate trusted network know that you are thinking about making a big change and let them act as your sounding board and focus group. When you have a product or service you want to put yourself behind see if anyone in those networks will actually use that product or service, how much they would pay and what resources you need in order to launch.

Obviously most cannot start over in a capital intensive service or product so be smart as to what you are planning on doing. Makes sure you keep capital for additional emergencies or for lifes true necessities. Believe it or not many who have quit their jobs or who have been furrowed are making a living doing things as simple as dog sitting and walking. Others are using their skills in the same field to freelance and help the thirty-million plus unemployed start their own businesses or run support systems for new entrepreneurs. The idea is to hang your shingle all over the internet and be authentic and only promise what you can deliver. Make authenticity, honor, actual value, and flawless execution your passion. Be as perfect as you can and always do what you say you are going to do.



In between do not be afraid to invite yourself for dinner with your family, to give business cards to everyone you know, to use trade and barter to offset expenses, and to pay it forward. Yes, those are all modern tools in building a new business, and some as old as trade and commerce themselves.

No matter what your crisis remember to live in gratitude. There is no better "medicine" for fear, uncertainty, and anxiety, as gratitude. The more you are grateful for what you do still have or haven't lost, the better you will feel during the times of added stress and uncertainty.

Crisis are an opportunity to grow, to face adversity, to prove to yourself that you are more resilient and capable than you might have ever thought. Do not let the challenges get you down. And when it is your time to pay your bills do not re-negotiate after the fact. No one likes to do business with people or individuals who cheat others. You may think you are simply negotiating but those who negotiate from stress after the fact never get referrals, are quickly put aside by others and burn bridges over time.

If your clients cannot pay let them pay over time, let them do sales or business development to pay you, or let them trade something of value. Be Creative, be fair, be calm and make it happen!

If and when you catually make a mistake take ownership of it. Try to do almost everything yourself and if you need your own vendors or support people make sure you are on a "pay as we go" plan without major financial comittments up front. Pay a little more if needed to have the flexibility of only paying for what you need. And for GOD's sake be careful with the promises of marketing companies and social media marketing companeis as you can do it yourself, you just need to put in the work and get world class content created for you. Great content is worth its weight in gold to new businesses.

Even if you are in a medical emergency, you can work from your hospital bed. Trust me I did.

Managing risk and surviving crisis

MODEL CITIZENS
MAGAZINE
NEW YORK CITY
SEPTEMBER 2020

CHRIS CASSAR



John: I'm here with Christopher Cassar, an attorney who deals with crisis day in and day out. You've been nominated for the September issue of Model Citizens Magazine.

Chris: Thank you very much. I want to thank Model Citizens Magazine for this nomination. It is truly an honor.

John: Chris, you've been nominated because this is the crisis issue and if anyone that I have ever met or known knows firsthand how to help people in crisis, or deal with crisis situations it's you. You deal with crises on a daily basis.

Chris: Yes, it comes in all sorts of kinds of settings. I deal with people that are at their worst crises. They may be getting arrested, getting divorced, or an order of protection from a spouse or loved one. Maybe they have been in a car accident, are injured and worried that they don't have their income or medical coverage. Sometimes it's not in a legal context, or in the courtroom, but sometimes it's in terms of bad publicity in the public area. We try to bring all of our resources to help that individual get through a particular crisis.

John: I assume with COVID there are many more people in crisis mode to begin with.

Chris: Yes, they are in crisis mode. We found that divorces are increasing, a demand for orders of protections are increasing; people need those orders because of crisis, maybe they are being abused mentally or physically. With COVID, it has made things much more difficult to address.

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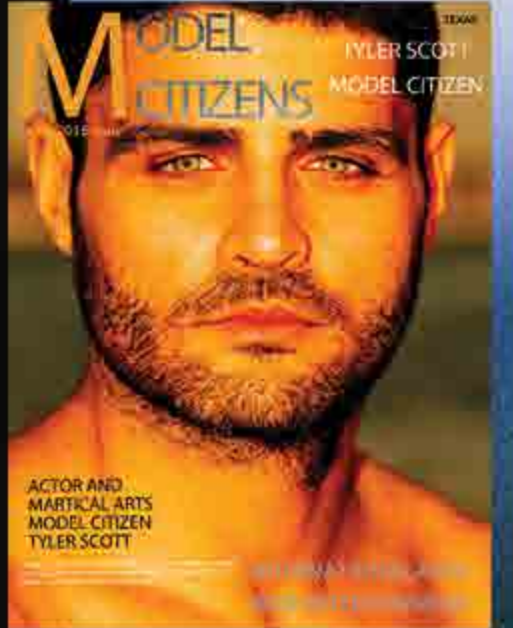
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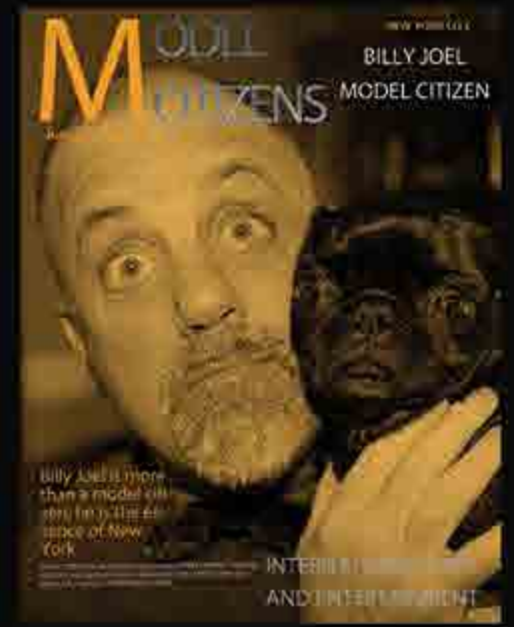
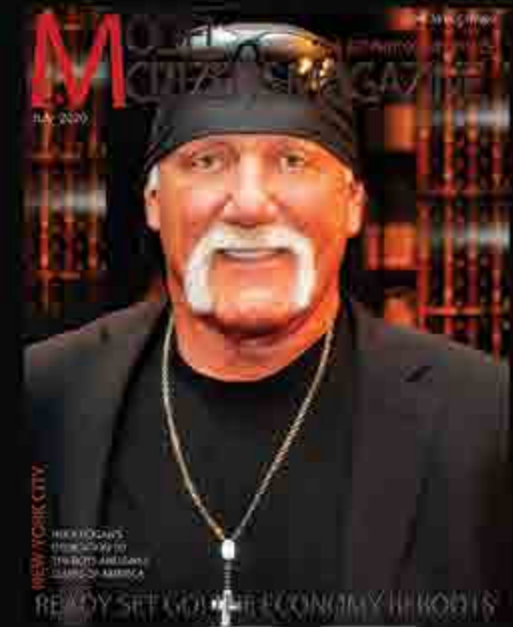
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CHRIS CASSAR

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MAGAZINE
NEW YORK CITY
SEPTEMBER 2020

Managing risk and surviving crisis

John: How are people getting their cases through the court system? Are the Courts open or closed?

Chris: The courts are open virtually. If you're arrested, you're being seen virtually on a video being arraigned. Sometimes I have to go to court, but court is open on a limited basis and when an attorney is required to appear in court, then I will go, but most of the court action is being conducted by Skype or Zoom.

John: What is your general opinion of the courts on Long Island? A lot of people believe they're corrupt and it's not fair, that there are questionable activities going on.

Chris: The courts in Suffolk County, the majority of the courts, really are filled with excellent and really hard working people. You always get one or two bad apples, and as a result people focus on that, but you have very strong and dedicated Judges on the bench that do their job, especially through this crisis. They are putting in longer hours, trying to address this crisis and they come from a different perspective. They try to address it from the bench. Also, you have cross-endorsement here in Suffolk County. When a judge is cross endorsed, the political leaders have chosen that individual and they're going to be the judge.

John: Do the judges feel some kind of obligation to back the people that put them in office?

Chris: Certainly, they wouldn't admit that, but it appears that that has happened.

John: Tell us about your specialties and some of the cases you work on? Didn't you handle the Recently, I know I've seen you on television a bunch of times, but most recently with Tutto Pazzo restaurant and the brothers. What happened with that and how did you help them?

Chris: I helped Joey Patrone, the brother that did not make the comments. He distanced himself from his brother and his brother's attitude. We felt that he needed to get out in front of this crisis so Joey did give a video statement, which was aired on Facebook and he explained his position, that he rejects all types of hatred and racism. Joey now is in the process of buying his brother out of the business, and he's going to reopen that establishment. It's going to be a big beautiful place once he's done.

Model Citizen and trial attorney with a passion for justice

COACHES WHO KEEP RISK SIDELINED

DOUG SCHANARS

Being a youth coach in today's world has its challenges. Parents have high expectations for their children and see sports as a ticket to getting into college for free or at a very favorable way. So, parents push hard on the coaches, thinking that their eight-year-old child is going to be the next Wayne Gretzky, LeBron James, Patrick Mahomes, or here on Long Island, Paul Rabil.

Long Island is known as one of the most heavily recruited areas for College Lacrosse. As the sport is growing in popularity, the competition from other parts of the country is getting stiffer. But many Long Island Parents still think we are the "Hot Bed" for Lacrosse, and think it is the ticket to Ivy League or big-time college sports. Often a great deal of pressure is placed on coaches as to why the team didn't win an important game, tournament, why their child did not start, and even why their star athlete didn't get enough playing time. Trust me, even I have asked my son's coaches these questions at times.

Doug Schanars has coached my son since he first started playing organized lacrosse. I'm a football guy, and really enjoyed Lacrosse in High School, but it wasn't my sport. Doug recruited me to coach our town youth team and we became good friends. Our boys are like brothers, and really have enjoyed their time playing many sports together and being great friends, even though they go to different schools.

Our boys both wanted to play for a travel team, and Doug thought it would be good for them to work with other coaches. We signed them up for a very competitive travel program with a great reputation, and they both made the team. The first year was a challenge, the coach wasn't doing well relating to the boys, and Doug has a tremendous reputation as a teacher, and Lacrosse coach, so they asked him to take over. Remember, the idea was to have someone else coach his son, but he agreed.

The team did not fall since he took over, but there were many bumps along the way. People threatened to get him fired for not playing their son, disagreements with parents over playing time, and even a few coaching changes over the years because of disagreements. It is sad, because friendships have ended over some of these situations. The one constant that remained, was Doug taught the boys how to be the best they could, enjoy the game, work as a team, and because of that, the team won many tournaments.

The last two years has become all about recruiting. 90% of the boys on the team want to play at the next level, whether it's Junior College, or Division 1 or 3. The last two years became less about winning or losing, and more about getting the boys in front of college coaches. In normal times, most of the boys would have found a home by now, but like everything else, COVID19 isn't normal times.

Doug along with his other coaches have worked to get the boys into safe situations to play against good local teams, with video cameras rolling, and getting in touch with college coaches for the boys. Several have already committed to great schools, and many more are in the process. We were chatting the other day about how proud he is to see the boys who stuck through all the ups and downs, worked hard to get better, are now seeing it all pay off. Many of us, including me, may not have agreed with the playing time, the short leash that he had with the boys on when they made mistakes. But in these challenging times, it is great to see all the work that people like Doug put into this whole process for the boys, simply for the satisfaction that they got into a program that they wanted to go to. For this and so many more reasons, I have nominated Doug as a model citizen for the September issue of Model Citizens Magazine.

MODEL CITIZEN DOUG SCHANARS

MODEL CITIZENS
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NEW YORK CITY



HERE COMES THE BRIDE WEDDINGS DURING COVID

Genine and Ralph Get Hitched During Covid at Robert Moses Beach Long Island NY

So I have not photographed weddings for some time as my body was just not up to the unexpected weather, long days, and physical demands a wedding puts on a person. When I found out that Genine was getting married, I knew right away that I had rebuilt my body well enough that I could do a wedding if I wanted to, and well I wanted to.

So I gave Genine and Ralph the movie star treatments starting with incredible engagement photographs on Robert Moses Beach at sunset. The light was perfect and the sunset just seemed to last forever giving us ample opportunities for fresh looks and varying color temperatures to choose from.

From the beginning of the shoot with cooler blue skies to the latter part of the sunset when the light was truly golden. Jackpot! We struck gold with that sunset and as a collaborative group creating art together we were all quite satisfied More importantly as always Genine the bride was thrilled.

HERE COMES THE BRIDE

WEDDINGS DURING COVID

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Genine and Ralph Get Hitched During Covid at Robert Moses Beach Long Island NY

When I received a telephone call about a second shoot I was a bit surprised as we got so many great shots but it was covid19 isolation so I figured why not, let's go back and create some more, and with that we did. This time again we had an amazing sunset but instead of using the sand dunes and varied habitats at the beach for backgrounds we all got wet.

Yes we went right to the shore line and the waves were great. The crashing white waves at sunset and just so much more to a beach portrait again we were super lucky. Ralph and Genine were like lovebirds lol stopping to kiss and pose as I requested. Yes I did ask for a great deal of romance in this shoot and it just came natural to Genine and Ralph as they looked for any excuse to kiss

never mind a photo op. Genine and Ralph were delighted when the second set of photographs came out amazing as well. Not that I ever doubted it but sometimes people who are in the photos cannot see what I am seeing so I get real time feedback and my subjects not quite real time. All the same by this time I know both Ralph and Genine trusted my eye and again we had a great

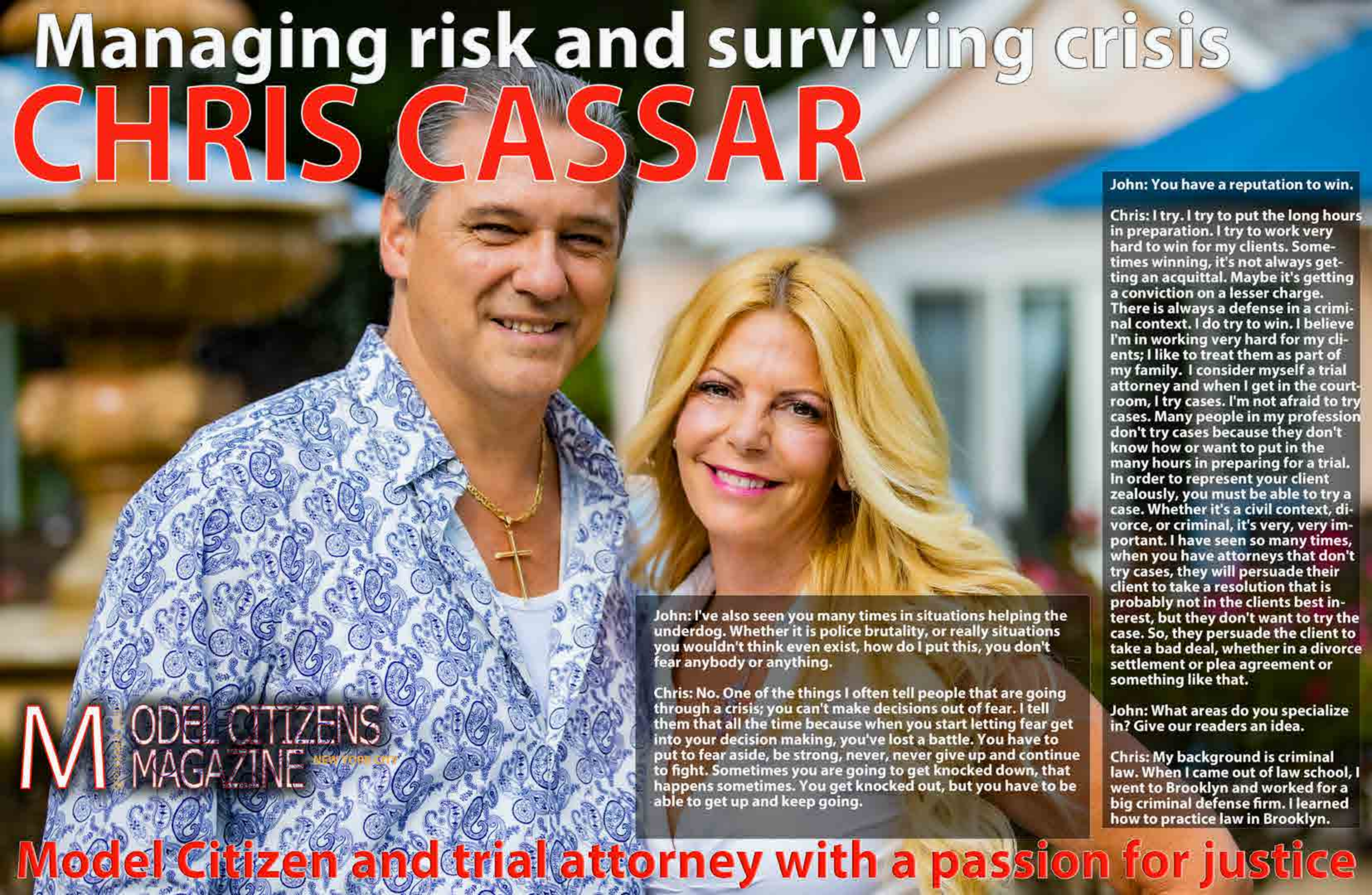
sunset shoot. Months go by and before we know it we are in full covid19 crisis and all I keep hearing from my friends in the Hospitality industry is how upset all of the brides are and how they are moving their weddings a year out. Literally an entire year was the solution by most caterers to the pandemic as they could not even try to give dates away from other clients or push those out

that did not have to be pushed out. So when I heard everything was a go at the same Robert Moses Beach as originally planned, I was thrilled but a bit nervous about my health in the 95 degree heat and the almost 100% humidity and we were expecting rain. So I did what any red blooded American photographer would do, I hired insurance in the form of

another photographer and we both shot the wedding. As it turned out he was a pleasure to shoot with so together we got a ton of great shots. But yes I did suffer a bit from the challenging weather and realized that anyone would be challenged at my age on days like that, not just a survivor. So I was happy when I made it through the grand entrance and the reception.

Managing risk and surviving crisis

CHRIS CASSAR



John: You have a reputation to win.

Chris: I try. I try to put the long hours in preparation. I try to work very hard to win for my clients. Sometimes winning, it's not always getting an acquittal. Maybe it's getting a conviction on a lesser charge. There is always a defense in a criminal context. I do try to win. I believe I'm in working very hard for my clients; I like to treat them as part of my family. I consider myself a trial attorney and when I get in the courtroom, I try cases. I'm not afraid to try cases. Many people in my profession don't try cases because they don't know how or want to put in the many hours in preparing for a trial. In order to represent your client zealously, you must be able to try a case. Whether it's a civil context, divorce, or criminal, it's very, very important. I have seen so many times, when you have attorneys that don't try cases, they will persuade their client to take a resolution that is probably not in the clients best interest, but they don't want to try the case. So, they persuade the client to take a bad deal, whether in a divorce settlement or plea agreement or something like that.

John: What areas do you specialize in? Give our readers an idea.

Chris: My background is criminal law. When I came out of law school, I went to Brooklyn and worked for a big criminal defense firm. I learned how to practice law in Brooklyn.

John: I've also seen you many times in situations helping the underdog. Whether it is police brutality, or really situations you wouldn't think even exist, how do I put this, you don't fear anybody or anything.

Chris: No. One of the things I often tell people that are going through a crisis; you can't make decisions out of fear. I tell them that all the time because when you start letting fear get into your decision making, you've lost a battle. You have to put to fear aside, be strong, never, never give up and continue to fight. Sometimes you are going to get knocked down, that happens sometimes. You get knocked out, but you have to be able to get up and keep going.

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Model Citizen and trial attorney with a passion for justice

Model Citizen Adam Schwam

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Microsoft is considering buying a bigger chunk of fast-growing social media giant TikTok.

According to a report in The Financial Times, Microsoft has discussed the possibility of buying TikTok's business in Europe and India.

Previously, Microsoft had expressed an interest in TikTok's business in the U.S., Canada, New Zealand and Australia. TikTok's U.S. business claims about 100 million users and could be valued in the range of \$20 billion to \$50 billion.

Adding the European and Indian operations to the mix would obviously boost that price tag. TikTok, a unit of Beijing-based ByteDance, does not operate in China.

President Donald Trump imposed a Sept. 15 deadline on a TikTok acquisition, threatening to shut down the platform for short-form video montages in the U.S. if a deal is not completed. He's also requested a payment to the U.S. government as part of the deal.

"It's probably easier to buy the whole thing than to buy 30% of it," Trump said Monday. "How do you buy 30%? Who's going to get the name? The name is hot. The brand is hot ... my personal opinion is you're probably better off buying the whole thing. I think buying 30% is complicated."

In a statement recently, Microsoft said it would move quickly to negotiate with ByteDance.

"During this process, Microsoft looks forward to continuing dialogue with the United States Government, including with the President," the company wrote.

The Financial Times, citing five people with knowledge of the deal, reported (subscription required) that Microsoft is interested in TikTok's entire global

business due to the complexity of separating back-end functions. A full acquisition would also allow users to seamlessly use the app between countries.

Microsoft can afford a bigger acquisition. Its market value stands at \$1.6 trillion, and its cash, short-term investments stood at \$136 billion as of June 30. The company's largest acquisition to date was the \$26.2 billion acquisition of business social media network LinkedIn in 2016.

But the deal for TikTok's U.S. business is facing new hurdles as Washington's deadline for a sale approaches, putting the app in danger of facing an effective ban.

An announcement of a deal had been expected as soon as Tuesday, CNBC previously reported, but that day came and went with no news of a transaction. On Friday, Chinese officials introduced new restrictions on technology exports that could require Chinese approval for TikTok to sell its algorithm, which

is part of the core value of the app. As of Monday, Oracle and a joint bid from Microsoft and Walmart were the top contenders for the sale, but The Wall Street Journal reported late Tuesday that China's new restrictions had complicated and extended the talks. A deal with the algorithm had been expected to fall in the \$20 billion to \$30 billion range, sources previously told CNBC. That price would likely drop if the key technology could not be included.

The new rules out of China have prompted Zhang Yiming, founder of TikTok's parent company ByteDance, to reconsider his options, Bloomberg reported Tuesday. The need for approval from officials in the U.S. and China could push the deal past the November U.S. presidential election, a source familiar with the matter told Bloomberg.

Time is Ticking on TikTok despite the threat of a lawsuit, or is it?

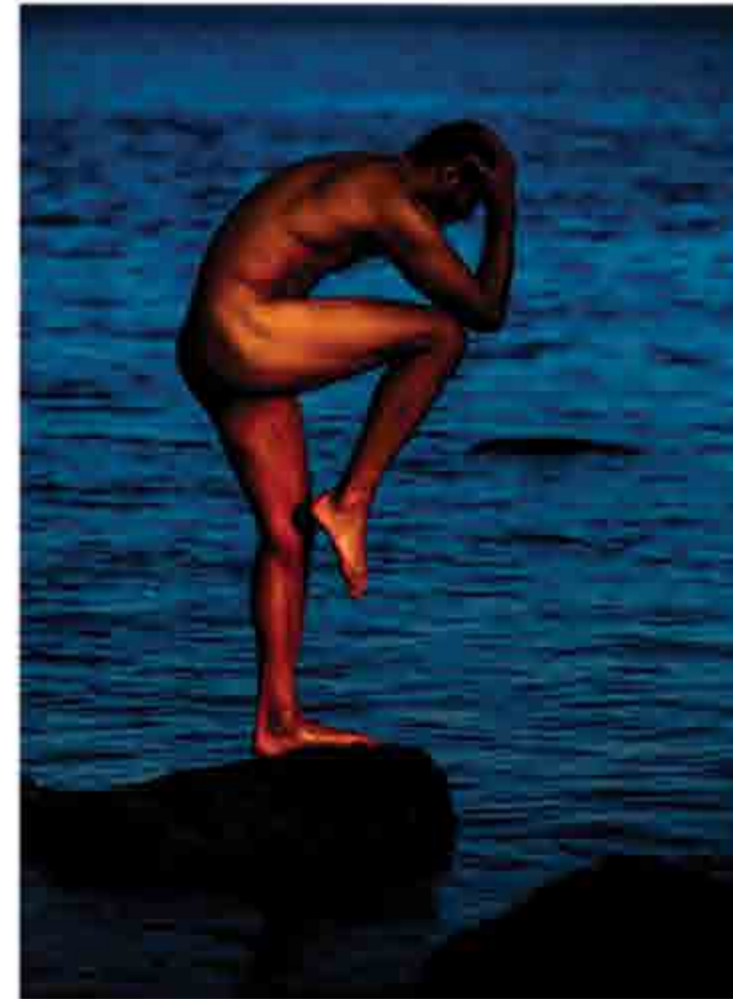
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THINKER By John Joseph Dowling Jr.

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Universal Basic Income for All? MODEL CITIZENS MAGAZINE

Simplifying the social safety net could save billions in outdated programs.

Universal basic income is having a moment. An idea that has long percolated in different parts of the world is now the source of more serious conversation in the U.S. after Andrew Yang made it a centerpiece of his campaign, calling his version the "Freedom Dividend." These days although no one on either political party is saying it, the stimulus package is basic Federal Universal Income for everyone. Long looked at as the SOCIALIST AGENDA, became main stream political reality.

The government is paying out direct payments to every citizen, regardless of their income. Proponents say the UBI could eliminate poverty, simplify the social safety net and help create an economy that better allows everyone to discover and achieve their true potential. To critics, it's a massive giveaway that's destined to cripple the economy and create a generation of shiftless dependents unable to support themselves.

So to actually have a UBI program in place and another one most likely on its way, is amazing to me. This is an enormous change — not just to the government and economy, but to the culture of the U.S. political system itself. But as automation and artificial intelligence continue to replace human workers at a faster and faster rate, more people are considering some form of direct cash payments as a way to combat a future with less need for human workers and less need for expensive outdated

BASIC INCOME

The Federal Stimulus Plan was the Equivalent of Universal Basic Income for all. But why only now? Why not for anyone in distress?

social programs that do not work. At least for now, UBI is basically "Social Security" for all." The U.S. government already has a system in place to guarantee a fixed income to senior citizens and retirees. A UBI would expand this to include every adult age 18 and up. The core idea — direct cash payments with no strings attached — has many variations. A UBI is, well, universal. But some argue for a more limited approach that only offers payments to those people who really need them. In a negative income tax variation, for instance, anyone earning under a certain amount could expect to receive money instead of paying.

At least for now this does not seem to be part of the long term plan, but many argue it should. Of course this is no inexpensive program, it is massively expensive. Especially in situations like we are in now where a pandemic has crippled individual income. People have been proposing some version of a UBI for hundreds of years. Thomas Paine was an advocate, and the idea was even popular among Republicans as recently as the early 1970s. President Nixon promoted a form of guaranteed income and won support from Donald Rumsfeld and Dick Cheney because of it.

Part of the driving force behind renewed interest in UBI stems from the current economy. Globalization has pushed manufacturing jobs overseas, and automation is continually replacing human workers. Driverless automobiles, for example, are likely to save tens of thousands of lives a year, but they're also going to put some truck drivers out of work. During this pandemic people who are at high risk quite literally have to choose between putting their lives at extreme risk and working. And now many people are starting to see what it is like to be forced out of work even though they do not want to

be out of work. Now it's not just limited to blue-collar workers. Advances in artificial intelligence and machine learning mean that some white-collar professionals, like accountants and financial advisors, do work that could be replaced by a computer program in a heart beat. Bookkeepers from around the U.S. have already started to be replaced and it is just a matter of time before accountants and tax preparers are out of work as well.

Getting back to normal



MODEL CITIZENS
MAGAZINE NEW YORK

As I write this, some college students are getting back to school while others are getting ready for another round of remote learning. Some are already being sent home because of early spikes in COVID19 from off campus parties. Parents of younger children are having teleconferences with the school districts to see how the school year will start, and what plans they have for the start of school in a few weeks.

Athletes are waiting to hear from the Governor to see if their fall season will be stolen from them the way that their spring season was. So far "low risk" sports will start to play in September, and "higher risk" sports will be able to practice. Some states already cancelled football for the fall. Every parent needs to determine for themselves what is right for them. Many have health situations in their homes that make it too high

high a risk to send their children to school to potentially bring it home. My parents live in Florida, and they want to come and visit this fall, but both are higher risk, so if Danny & Jessie go back to school, they don't want to take the chance. Many teachers too are at a higher risk, and need to be careful, and make some tough choices. The school districts are doing very difficult work weighing the importance of socialization

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Getting back to normal



Robert Zabbia

and education versus social distancing and keeping their students and faculty safe. There is so much unknown about this virus still, and every precaution needs to be taken. I applaud the districts for their attempts to take all of this into account, and let students make the choice to stay home, and have others do a hybrid schedule. The sports world has been hurt tremendously. We see the challenges of the NFL, MLB, NHL, and NBA.

Student athletes are still not allowed to visit campuses and meet with the coaches face to face until September 30th. The coaches weren't allowed to come see them play in person at the few tournaments that happened this August. Everything is being done via film and highlights. Players who would have already picked a school, have no idea of where they will end up. Some sports are easier to keep social distance rules during competition,

like my daughter's equestrian team, but the coaches still aren't allowed to come.

Getting back to work has been a challenge for many of us. Some have gotten used to the working from home, my wife prefers it and not dealing with the commute into NYC. The violence that has taken over the city has changed the way many commuters look at the long trek into work. Now it is a matter of safety more than

Getting back to normal

convenience. Many companies are looking at how productive many of their employees are and may save money on office space and shifting to remote working. My team came back once we hit stage four of the reopening. I still have a few who are working from home due to childcare issues, but working with customers and their insurance needs isn't really a great business to have a team working remotely. Working together and communication are really necessary when having to help people with something as complicated as insurance. Tropical Storm Isaias threw everyone a curveball and removed the ability to work remotely for thousands. It has made many companies second guess the shift to working remote.



Robert Zababia

Unfortunately, being a Presidential election year has made this as much about politics as it has made it about public health. The debate about lock downs and masks have become a Red versus Blue issue and science is being ignored by both sides. In NY, political decisions are giving certain groups waivers, and others are being fined and shut down. How can the MTV awards go on, but not the September 11th lights?

If it wasn't for a huge outcry, and private groups stepping up, the memorial wouldn't go on? But they still can't get together and read off the names at the World Trade Center. But celebrities from out of state can get together at Radio City and celebrate each other for silly awards that really don't mean anything?

Some say that the lockdowns were done to kill the economy, so Trump couldn't win. I have lost too many friends and family to this virus to agree with that. We knew so little about it early on, that social distancing was necessary to "flatten the curve." But now the curve is flat.

We know how to stay safe. Wear a mask in public. I'm a freedom loving Patriot, but is wearing a mask really that bad? Shutting down businesses to me is what is really taking away our freedom.

There have been mistakes made on both sides. I think a countrywide mandate for masks is going to far.

Getting back to normal

MODEL CITIZENS
MAGAZINE
NEW YORK CITY
SEPTEMBER 2020



But I also think Florida and Texas learned that opening up too quickly was also a mistake. Follow the science many will say. Science noun the intellectual and practical activity encompassing the systematic study of structures and behavior of the physical and natural world through observation and experiment. It is difficult to follow something that there is no consensus on. It is basically like saying follow the best guess of

some experts. Just like the news, history and economic theory, there is no such thing as "settled science." So please, the best guess right now is to wear a mask in public, wash your hands, use hand sanitizer, and most of all be nice to each other. The name calling for politics or yelling at people who don't wear a mask is getting out of control. We have an opportunity to come together and beat this thing. And most of all, our

children who had their spring and summer stolen from them need to get back to normal.

My daughter Jessica is a great example of what resiliency looks like. Jess is an accomplished equestrian and had to come over many obstacles through her journey. As with many sports, the competitions, and even practice were put on hold. On top of that, she had many setbacks.

Horses are magnificent animals and are just like elite athletes. They need daily workouts to stay in shape, and need attention paid to them to avoid injury. Jessica went to the barn every day to train her horses, and still is a straight A student. Like the horse, the rider needs to stay in shape to be able to jump and control the horse. Falling is a major danger, and Jess had a few run ins, even ending up in an ambulance after a bad fall. She had to overcome constant headaches and pain from tightness in her neck from one of these injuries. Yet she continued to compete.

We adopted Cody for her to compete with. Cody is a beautiful horse, and is young, so she could train him and compete at a higher level. Jessica was jumping three and a half feet with him. He started to act a little funny, and refused to jump at a show. It turns out he has a ligament injury and required surgery. So before COVID even hit, Jessica lost her Spring competition. He is on the mend, and we hope to get him back soon. But as you can see here, she got back up on another horse, this one is Papucho, and she has come in 2nd place with him in a few shows already. So no matter what you have come across, realize that there are teenagers like my Jessica, who lost their Junior year of High School, Spring, and Summer, overcome all types of obstacles, yet they still smile.

Robert Zabbbia



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JOHN JOSEPH DOWLING JR.



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OF
LOVE**

*Chasing
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Love knows no boundaries in time and space. It is eternal and everlasting, existing in unique chapters, forever embedded in your heart.

Managing risk and surviving crisis

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John: Probably the toughest area in the world.

Chris: Yes, because there were so many cases involved. I was able to get a tremendous amount of experience trying cases. I was able to get a second seating to senior attorneys on criminal trials and really developed and honed my trial skills. Then, I came out here and I brought that same Brooklyn attitude to Suffolk County to start my practice. I wasn't afraid to take on various types of cases. I work very hard.

My first case that I tried in Suffolk County was where a police officer shot my client in the leg. The officer claimed that my client bit him, on the finger. We went to trial and my client was charged with assault, a felony. He was found not guilty of that felony and guilty of a misdemeanor, a lesser offense. It was the first time I tried a case in Suffolk County and the judge and I battled. When it was time for my client to be sentenced I received got a call from the judge, my client was in jail at the time, and the judge said I want you to come in 2 days before Christmas because I'm going to sentence your client.

I thought, "oh no he's going to hurt my client, punishing him because we battled", but the judge said he didn't want my client to be in jail for the holiday, so he was going to release him. From that point on that judge was always a special person in my life. He showed his true character. I was very impressed with him.

John: Once again, I want to congratulate you on being nominated to be a Model Citizen for all you do to help people in crisis.
Chris: Thank you very much. It is an honor.



Model Citizen

CHRIS CASSAR

Model Citizen and trial attorney with a passion for justice

Managing risk and surviving crisis

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CHRIS CASSAR

Model Citizen and trial attorney with a passion for justice

Black Business Zone Founder and Model Citizen Ray Thomas



Providing Resources to Black Entrepreneurs During the covid pandemic

John: I am here with Model Citizen Ray Thomas. Ray you have been nominated for Model Citizen Magazine for the September issue for all you do for charity. It's like an endless effort. Congratulations!

Ray: Thank you so much. September is also my birthday month.

John: No kidding, happy birthday. Would you share with our readers why it is you're so active with charity? What is it that has inspired you?

Ray: Well that would be my father. He passed from leukemia, so I support various charities in his memory.

John: Mine, too, by the way. He passed from cancer at age 62.

Ray: When he passed, I was really broken hearted. I would even say I spiraled mentally. My father was a Pastor and so I had a tough time understanding why our creator asked one of his finest captains to join him so early.

John: Because he was so young?

Ray: Yes, he passed at 79, I wanted more time with him and him to have more time to spend with his grand kids. He was also my mentor so he would have been the one to explain to me why this happened and so I had to figure it out on my own. His passing is still tough for me at times, as I miss him so much.

John: Figuring out mortality has not been an easy thing for anyone throughout history.

Ray: Exactly, so to help with the healing I have been donating my time to charitable causes.

John: Beautiful.

Ray: That's how I found Pink Tie. Actually, we found each other. After a long conversation with Rich Cave, I got involved. Rich and I have since become like brothers, however, I didn't tell him or anyone for a long time that I was hurting inside from the loss of my father, but I was determined to find a way to take away the hurt I was feeling by doing something positive. Helping support my community through charity work would become my passion. I knew PinkTie would be a great fit after that one conversation.

John: What kind of Charities are you most passionate about? Because I know you do a lot for many charities.

Ray: That's one of the things I love most about Pink Tie, not only have we raised funds to support charitable causes to aid in the fight against Cancer, Autism and Tourettes, we also established awareness campaigns to educate people so they become involved.

John: And you're passionate about autism, also.

Ray: Yes, I am very passionate about autism.

John: Why is that?

Ray: Because of my niece, I am so proud of her, she is a vibrant young Autism mom doing a fine job raising her son despite his challenges.

Ray: My niece has come a long way, not only as a mother, but also as a young woman dealing with life's challenges as a single mom.

John: Obviously, it moved you.

MODEL CITIZEN RAY THOMAS

Providing Resources
to Black Entrepreneurs
During the covid
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MODEL MAGAZINE
CITIZEN'S SEPTEMBER 2020

Ray: Yes, seeing her interact with her child motivated me to get more involved with a charity called Pop Earth, short for Population Earth. I really enjoy being involved with them. On September 26th, I'm doing a 25-mile Autistic bike ride. I just got into riding recently after Gyms closed due to the Pandemic. I love that I can stay in shape while supporting a great cause. I need your support and encouragement as this will be my first charity bike ride.

John: Good luck. It's hard to do.

Ray: I know, but I am excited about doing it. Since I started training for the bike ride, I've lost the 9lbs I gained during the Pandemic. I feel a lot healthier now so I feel up to the task. If you would like to support me as I embark on this journey, you can visit my homepage and donate to the cause at <https://my.biketothesea.com>

John: You've also recently started a new movement. As a black man yourself, tell me how you feel about Black Lives Matter? Some of the negative things as well as the positive that came out of it.

Ray: I love the terminology "Black Lives Matter" because, Black lives DO matter. It is a great slogan, very meaningful. Unfortunately, that movement has gotten tarnished by the actions of a few bad actors who have their own agenda.

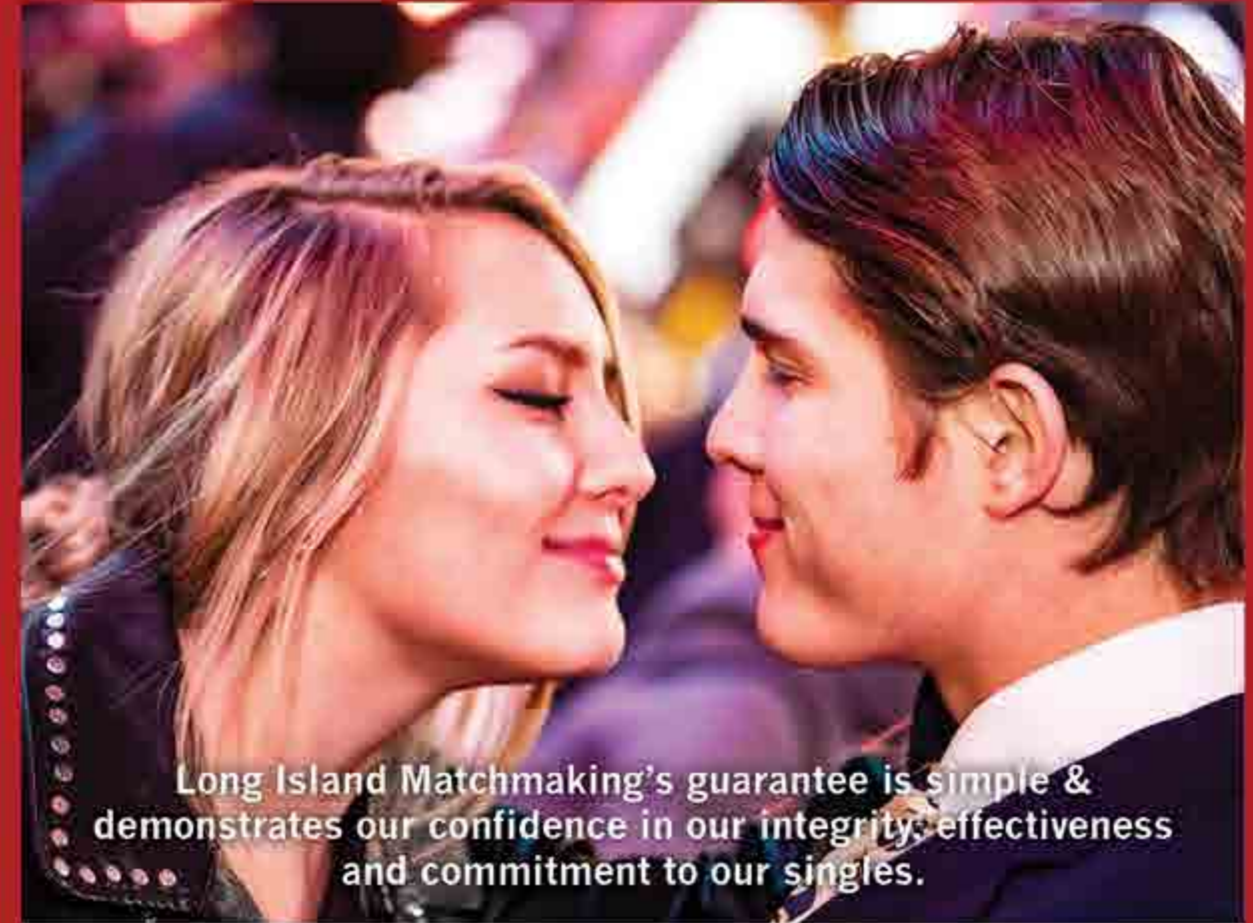
John: It morphed from protesting to anarchy.

Ray: In certain instances, yes

John: Please explain.

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Model Citizen Tony DeCaprio

MODEL CITIZENS
MAGAZINE
NEW YORK CITY
SEPTEMBER 2020

John: I have with me today Tony DeCaprio. Tony, you are being featured in the Long Island Portfolio magazine this month. Congratulations!

Tony: Thank you.

John: You've been nominated to be featured because of your legendary performances and amazing background in music. Can you share with our audience a little about your background in music?

Tony: Well I've covered a lot of territory over the years. I've been playing professionally, behind celebrities since I was fifteen, and I'm now at seventy. So, it's been a long, long strange trip, so to speak, as the Grateful Dead used to say.

John: What inspired you about music at the age of fifteen?

Tony: I was inspired before that because I was already good enough to play professionally at fifteen. I can remember imitating Elvis Presley for show-and-tell when I was a little boy, so I guess perhaps Elvis and maybe the Beatles. Then I got interested in blues. When I got serious, I was studying with a jazz guitarist and started learning Jazz from the get-go. But you have to understand in the sixties. It was a crazy, crazy decade - a kind of a renaissance in a sense. It was a double-edged sword because there was a lot of negativity going on. In the sixties we had the Vietnam War, racial riots, but parallel to that were the Beatles and the British Invasion, and Blues. Older Blues musicians began to resurge due to a guitarist named Mike Bloomfield from the Paul Butterfield Blues Band. He admired the blues and was a great blues player.

So you had a lot of things going on, and what I'm trying to say is that it all caused me to want to play everything I could. I studied with a jazz guitarist, and then I was able to study with probably one of the greatest jazz guitarists of his generation, or even any generation, Jimmy Raney.

You may never have heard of him, but Jimmy Raney was Wes Montgomery's favorite guitarist. Any jazz readers out there would understand how great this man, this player, must have been. I was very lucky because I was part of an R&B group, and the bass player lived right next door to Jimmy Raney, and he introduced me. I was about sixteen when I first met Raney.

The R&B group I was in was called The Notations. We won all kinds of awards on Long Island back then. I was only fifteen when I was in that band. The father of the rhythm guitarist Jeff Rosen, was Arthur Rosen. Arthur was fantastic. He was our manager, and he taught me professionalism at that early age. He gave me a foundation for my professional development and from there on I maintained that professional attitude throughout my life from that initial teaching, tutoring so to speak. I owe a lot to Arthur Rosen. Anyway, Arthur got us with King Broda, which was a big agency back then, and that's how we started backing up Little Anthony and the Imperials, Lenny Welch, The Shirelles, and a few other people. I can't quite remember right now. It was too long ago.

LEGENDARY JAZZ AT ITS BEST



Universal Basic Income for All?

Simplifying the social safety net could save billions in outdated programs.

As more and more reliable jobs paying decent salaries are replaced by low-wage, low-skill service work that rarely supplies a living wage, it's clear that many hard working American's will be destroyed by the new economy. The UBI would be a way to counter the failure of the economy to provide for the working class in the way it used to. Why limit the UBI to just during pandemics? Shouldn't anyone who is out of work be worthy of the same lifestyle we are giving ourselves now? Just does not seem to be fair that when everyone is suffering there is an added six-hundred

dollar weekly kicker, but for those who are out of work before and after are living on fumes, next to nothing. One of the most controversial aspects of the universal basic income is that people might get money for nothing. And, to be sure, some of the plans — including the next stimulus package — are advocating for just that. In fact, it's actually a selling point for many.

The universal nature of a UBI means a lot of people who would get checks shouldn't get them — multimillionaires or those able but unwilling

to work, for example. But eliminating the need for means testing would make the program easier to implement, perhaps saving enough money on administration costs to more than make up for payments to people who otherwise might be excluded. Imagine that if we get rid of the waste in managing outdated programs we can give everyone a security blanket.

Making the program universal would help change the conversation about it. Social programs that only benefit a certain portion of the population often stir up controversy and drive

an angry backlash. By giving the same sum to each and every adult in America, the program would benefit everyone equally.

Simply put — a lot. Even UBI's biggest proponents admit this would be enormously expensive. UBI would cost about \$3 trillion a year — putting it about on par with projections for Medicare for All plans and increasing federal spending by about 75%. Who is paying for the UBI? The American people, ultimately. The debate over how to pay for universal basic income is not unlike debates over funding other government programs.

Although the total price tag is going to be high any way you slice it, proponents suggest options for paying for the program that could reduce the tax burden on the average American.

Higher Taxes: A UBI would mean more taxes. Probably a lot more taxes. But the monthly stipend would reduce the impact. Paying another \$100 in taxes every month sounds bad, but if you're also getting \$1,000 as a result, it's a different situation.

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MARGREIT A.K.A. Margreit Maitland (pen name)

MCINNIS



John: I am here today with Model Citizen, entrepreneur, writer, teacher, coach and financial representative, Margreit Jupp McInnis. How are you today?

Margreit: I'm pretty good John. Thank you for asking.

John: I know you wear a lot of hats, and you are a bit of a workaholic, in between having fun. I also know you're very creative, but one of the areas that I really don't know much about you and our readers may want to know more about is that there is a really good brain on those shoulders, and you work in the financial field.

Margreit: Yes, so I've been in the financial industry since about 1995.

John: How did you get started as a financial representative?

Margreit: Although math was not really a strong subject for me in high school, I was in between opportunities in my early twenties, this was after the car accident I had when I was twenty. I knew some people in my family that I had been through some financial hardship and knowing that made me want to learn more about the industry. Strangely enough, the training for building my financial expertise came at the same time as my brain was recovering from the accident. I think I kind of connect my ability to learn and remember things during the training with my recovery. While I was working with Dreyfus Mutual Funds, I was about 25, and I remember that all of a sudden, I started to really understand everything I was being taught. I was able to remember and retain it all. For lack of a better term, it was as if my brain turned back on again and I guess some of the passion I feel comes from this evidence, in real time, in real life, that I was actually recovering.

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John: Wow, you really have such an amazing story. I too have had memory issues, but for different reasons. At the time I didn't know it was being caused by over prescribing painkillers. Now they know that that will cause significant short-term memory problems, which it did for me and frankly I was lucky.

Margreit: It's very hard when you can't remember anything someone tells you or retain information you just read. Short-term memory issues are really frustrating right?

John: Yes, when you have memory problems, you just feel unorganized and sometimes you do know if you're writing and you go back and read things and then think, did I write that? It looks like it's Chinese. I do get it and I'm very happy that you've recovered. Your stories are amazing. What does a financial representative do? I know you help people through financial crises and have also helped family members, because you said that's how you learned it. What kind of financial crisis do you help through?

Margreit: Well, it really could be just about anything or anyone. If you have negative five cents or 5 million to your name, it doesn't matter, there's always a strategy that can help. So for people in the low income bracket, my passion would be for education because I really truly believe that when someone educates themselves about how to save and pull themselves out of debt and they can get on the positive side of cash flow and net worth, that is really going to break the cycle of poverty. It does help people grow their net worth. I truly and passionately believe that. So, for people in the middle-class income range right down to the poverty level, those are the people that need the most help. It really starts with cash flow management, debt management and understanding that you need to pay yourself like a bill, just like you would your electric bill or your car insurance. You need to put yourself at the top of that list also and the earlier the age that you start that, and set that habit, the better off you'll be.

REBOOT UPDATE

Exclusively for Model Citizens

M SEPTEMBER 2020 **MODEL CITIZENS** MAGAZINE **NEW YORK CITY**



Model Citizens Magazine now offers high quality / archival prints up to 3 feet by 6 feet on a variety of museum quality glossy, matte, and canvas mediums for those featured in Model Citizens Magazine.

Model Citizens Magazine Re-Prints on fine art glossy, matt, and canvas archival papers.

THE YEAR OF CAREER PIVOTS

WITH TENS OF MILLIONS OUT OF WORK THIS IS THE YEAR OF THE **ENTREPRENEUR**.

Did you recently lose your job? Or maybe working from home has given you physical and mental distance from your job and you're not sure you want to go back? If you're thinking it's time to do something new, you're not alone. Millions of employees are considering an industry career change after COVID-19 settles down.

But knowing you need to make a change and actually making that change are two totally different things. Most need to be brave and have courage when looking at new changes to their careers. Almost everyone who lost their job knows the old saying "When one door closes another door opens". Now if ever is the time to explore self employment opportunities as finding a new job with an actual paycheck that supports your financial needs may be much harder to find than most think.

Millions of Americans who were laid off have not had any luck at all finding a new job and they have no choice but to start a business or freelance as a contract worker. Other's however, are embracing the opportunity to change their destiny by starting their own businesses and entering the growing ranks of the self employed.

Quarantine time forced many of us to stay indoors and gives us time for introspection," publisher of Model Citizens Magazine says. "Ask yourself, 'Am I doing a job or am I on a career path? And what do I want to do next?' Changing course can be very exciting, but it can also feel overwhelming.

Here are some important factors to consider:

"The most successful second acts involve finding a life of meaning and purpose," says Dowling

To make a career change, you need to understand your skills. You may have many strengths, but you need self-awareness to bring them forth and give your gifts to your community. What are you passionate about, and what value do you bring?

To create a more complete picture, ask colleagues, family, and friends what they consider your skills to be. Too often we don't recognize our own talents or experiences. You'll likely surprise yourself at the collection of skills you built over the years.

Once you've developed a list, find a common thread or skills that are complementary. Some of the best paths forward happen when you have a skill stack that combines your talents in a way that sets you apart.

ENTREPRENEUR

THE YEAR OF CAREER PIVOTS

WITH TENS OF MILLIONS OUT OF WORK THIS IS THE YEAR OF THE ENTREPRENEUR

MODEL CITIZENS
MAGAZINE
NEW YORK CITY
SEPTEMBER 2020



Once you go through the discovery process, look at your lists and experiences differently to determine how they're relevant today. You may need to acquire new skills. No matter what skills you bring, if the market isn't hiring them, then they're of no use. Scan the market to look at what new trends and opportunities are out there and how you can fill a need of your current contacts.

For example, an events marketing manager may no longer be able to do their job given all of the cancellations of events. They could pivot their career and look for new market opportunities. Almost every company now needs social media marketing expertise.

Or take a bigger pivot. Somebody in the customer service industry most likely has good empathy and communication skills. They can take their verbal skills and pivot to something related, such as a remote personal assistant to many new entrepreneurs.

To implement your new plan and career, you have to answer the question: Why me? This includes branding yourself, as an industry guru. If you don't tell your story in a way that allows others to see your value proposition quickly and professionally, people will just assume you have no choice, not that you are uniquely qualified to provide support and services superior to what they are getting now.

Be able to tell others your value, why you do what you do, and how you do it differently and better than others.

Every career pivot involves multiple road blocks and challenges, but the successful entrepreneurs are both flexible and creative in overcoming these objections and road blocks.

Having an economic cushion can help you slowly ramp up your new venture. A new path often delivers a smaller paycheck at first, but much greater happiness, start small and mitigate your own and your new customers risk.

Over time take on more and more clients balancing the tasks and work load with steady delivery of your services. Constantly look at your processes and procedures and come up with a work flow that is renewable so it becomes a real methodology for success.

Making it in today's new economy as a self-employed entrepreneur may be nerve-racking but so is getting laid off at any time without notice. Most employees now realize that there is no such thing as job security any more in this world of catastrophic pandemics and natural disasters. Making it in a new business as an entrepreneur means that you will always have a job that on one can take away from you even in a pandemic and there are always needs that have to be fulfilled.

Don't sell yourself short and do not allow fear to drive you back to your old job or one that will not provide you with a fair income and security. The fastest growing part of our economy is self-employed entrepreneurs for a reason, most work harder and smarter when they are responsible for delivery and the income that comes with that.

HERE COMES THE BRIDE

Genine and Ralph Get Hitched During Covid at Robert Moses Beach Long Island NY

MODEL CITIZENS
MAGAZINE
NEW YORK CITY
SEPTEMBER 2020



The grand entrance was via motor boat and the canal leading up to the restaurant as the entire guest list filled the open dock and greeted the now married couple to the reception. Great photo op as well. The reception was beautiful and the festivities with the exception of the masks on some guests and the vendors, the same as any none covid wedding.

In fact when I asked Genine about her thoughts on this story and the interview we did for it, she said that she considered her wedding exactly as she dreamed it would be. No not with the rain that was drenching everything all day, but Genine shared that the fact that everything cooled off and the sun appearing just as we arrived was a sign from God that this wedding was blessed and was always meant to put spirituality first.

I remain grateful that I have been allowed the opportunity to document this journey and Chapter of Love between Genine and Ralph and I know that we will be creating together for a very long time. Because of the amazing attitude both Ralph and Genine have no matter what adversity they face, or what the day does or does not hold for them, both Ralph and Genine are nominated as model citizens. As always, Live in Gratitude, Pay it Forward, Cherish your Chapters of Love.

MODEL CITIZENS MAGAZINE SEPTEMBER 2020 HERE COMES THE BRIDE

HEATHER FELIX

MODEL CITIZENS
MAGAZINE
NEW YORK, NY
SEPTEMBER 2020

MODEL CITIZEN

Social media is an essential tool for building your brand, making connections, and finding work. In fact, it's become so important that many top modeling agencies now require their models to be on social media. Here's how you can use Instagram to further your modeling career and your business.

Instagram is like a modern day photographic portfolio. Whether you like modeling or photography or anything else you are passionate about, social media is your modern day portfolio. You define your personal style and let your Instagram grid or photo album display it. Don't just show us your but (as so many instagram influencers do)

Anyone can accumulate likes and views by taking off most of their clothes, but to use instagram to obtain tangible results, bookings and reach to major brands you need to define who you are. It certainly does not hurt to show your but, however, unless you are endorsing lingerie your views and likes may not translate into bookings.

HOW TO USE INSTAGRAM TO BECOME A MODEL

EMPOWERING COMMUNITIES - THE DIVERSITY PROJECT

RHONDA KLCH

Redesign to stay relevant! Sometimes it takes a horrific tragedy, like COVID -19 in order to really uncover the true meaning of re-design or re-branding in your business. If you are a small business like myself, using the new found "time" in your day to reflect on the current business relationships you have, review your business plan, check the balances on your bank account and determine where you can make the biggest impact is a priority.

For those that know me, my foundation and my mission - they know I love heading to events, ones I produce or where I am a guest and seeing people I know, some friends and some new acquaintance. I truly enjoy hearing about how people are doing in their business and how they create work-life balances, hoping they are thriving and then leave at the end of the night, fulfilled - a night of good networking and relationship building is good for everyone. Until now....

I tried the zoom meetings, on-line happy hours, podcasts and surfing LinkedIn for some content but none of that was helping to re-design my business that once thrived in a world of face to face contact. In my business world, I would meet clients, stand on stage and lecture about finances, run around facilitating relationships and grow my contact list. It was not until COVID that I was able to take a step back and reflect on my world of crazy and create a new plan to manage it. Leaders are born in times of diversity and my first starting point was to see what my mentors were doing. Second step was to create my own accountability plan and then start my deep-dive.

So, it took me until about mid April 2020 to get over my networking withdrawal. Yes, I said it - the pain, loneliness and stress of feeling displaced and knowing I needed to re-evaluate my business model.

It took me a little bit to actually separate who are my friends, my business friends or business associates. Once I was able to make the determination, I took some time to place them in categories. A,B,C and D - They are all equally important but how I created my plan of accountability relied on me knowing the difference!

- A. Business friends wherever actually exchange business
- B. Business friends where we see each other at social events and are connected via social networks
- C. Friends only
- D. Social media contacts only (never met and no relationship)

I decided by creating the categories and designing a plan to stay in touch with each category was much more effective. I made a calendar and held myself accountable to specific tasks each week.

For example: each Tuesday I post on social media about business. It can be an article that is relevant to my line of work or just a marketing piece that I designed to remind people that I am still in business and taking clients. I do not want to over post - so I chose carefully what content makes sense and carefully create a strategy to remain relevant. Every two weeks I send a text message to at least 10 people that are on my B list - it is a quick hello, just thinking about you and hope your doing well. These are fast but a little more personal.

The goal is to make sure that I let the B's know that they are important and even though we can not see each other, I am still thinking of them and so on. In business, every person, contact and "category" is important - how you manage the contact is the difference.



TRUMP VS BIDEN

JOHN DOWLING INTERVIEWS ALURE HOME IMPROVEMENTS CEO SAL FERRO

THE COUNTRY RIGHT NOW IS IN A VERY DIFFICULT PLACE. THERE'S A TREMENDOUS LACK OF HARMONY RIGHT NOW, AND A TREMENDOUS LACK OF UNITY.

John: Sal so based on the current feedback, you are most certainly up for a Model Citizen of the Year award.

Sal: With my mug?

John: Oh, come on...we'll make you beautiful, even if we have to work around your face.

Sal: Well you'll just have to use your amazing photography.

John: We're finding ourselves at the end of a presidential election that is not without controversy in a country that has really seen the best and worst of what you can see in a country. What are your feelings on the election and what's been going on?

Sal: The country right now is in a very difficult place. There's a tremendous lack of harmony right now, and a tremendous lack of unity. I don't believe either party is showing leadership or guidance. I think each party right now is just focused on winning an election at any cost. I share more the ideology of the Republican Party, less government, more support for business and a strong military

I also have beliefs that are aligned with Democrats ideology. I believe most Americans do I have similar feelings and align with both parties. We've come to a place right now where it's either one or the other. The extreme left, or the extreme right; it's as if the parties have been hijacked. I don't believe anything that's going on in the news anymore, except for

Model Citizens Magazine of course, because I believe things are being hijacked by radical thinking.

John: I am hearing there is a lot of money being thrown around to publishers right now, for the stories that they want written and the opinions they leave their readers with no matter what they are.



MODEL CITIZENS
MAGAZINE
SEPTEMBER 2020

2020 PRESIDENTIAL ELECTION

2020 VOTE! TRUMP VS BIDEN

JOHN DOWLING INTERVIEWS A LIFE HOME IMPROVEMENTS CEO SAL FERRO

Sal: How could you have a news outlet that is never said a positive thing about a president? And how could you have a news outlet not see his faults? So to me, we're at a point where two labels, democrat or republican, have lost their way. I think that this country needs an awakening as far as selection goes.

I think that a lot of polls are showing one thing, but I don't believe any of them. I think we're going to see it's going to be about turn-out. With an election like this, it is going to come to a few states that will make the difference. California or New York are not going to turn, but those borderline states will make a difference, like Ohio or Florida, they will turn the race.

I think a lot of things are happening right now, the negative narrative about law enforcement, it's all going to play in the election and I think, as much as the polls show things leaning towards Biden, I think that narrative is going to boost Trump.

John: Do you think anybody is actually voting for biotin or do you think they're voting against Trump?

Sal: I think you nailed it on the head. People will be voting against Trump. This is a guy who is hated by the other side and basically they will take anybody over Trump. Instead of looking at performance and things that he's done. Maybe you don't like him or do like him. Maybe you like this economy, or foreign policy, or not. If you don't like him, fine, but they just hate the man and that's the fight.

Right now, I think Biden is doing a pretty good job, in terms of holding his own in interviews, but I am really looking forward to the debates to see how he can stand up and defend his past actions, and defend some of the things that have been thrown at Trump. I'm really curious to see how Biden is going to do. I don't know who's going to be controlling things him, or the Democratic Party.

John: We constantly hear from reporting and people actually sharing that there is a ton of censorship on social media, specifically about people who are supporting the republican ticket. What have you heard about that yourself?

Sal: There is no doubt the media is biased to the left. They are no longer objective and I don't think social media has done any better. Things are being subjectively censored for one side and not the other side, and there's no doubt about it, there's a lot of things going against the republican party and it's just not fair that the media is not going 50/50, allowing individuals to make decisions based on facts. It's not fair that things are being censored more for the conservatives, than they are for the liberals.

(Story continued on page 74)



Weddings | Engagements
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CONCIERGE PHOTOGRAPHY
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TRUMP VS BIDEN

JOHN DOWLING INTERVIEWS ALURE HOME IMPROVEMENTS CEO SAL FERRO



MODEL CITIZENS
MAGAZINE
NEW YORK CITY
SEPTEMBER 2020

That's not what I grew up with. That's not the media I grew up with. You were always able to get the facts and find out what's happening and then make a decision. If I want to hear opinion, and stuff like that, I'll go to an editorial. I'll read an editorial. What's happening now is no better than the Enquirer.

John: I couldn't agree with you more. That's one of the inspirations for Model Citizens Magazine. What about all these controversial investigations and the Russian dossier? It seems the more we find out about it, the more it was set up by the democratic party to attack Trump, even before he was in office, almost as if he's guilty before he's even tried.

Sal: The "Establishment" is out to get him. This whole Russia thing was something that if it happened to Clinton or Obama, the media would have been up in arms. While Clinton has, for the most part a checkered past, the ball with investigations was being swept under the rug. I'm not saying that Trump is an angel, I'm just saying that he's not evil.

That's what I'm looking for. I'm looking for the country to get back to harmony and unity and working together. We have a congressman here, Peter King, and a congressman Tom Suozzi. One republican and one democrat. I've seen how they strive to work together. I have seen how they tried to cross the line together to get things done for our region. That's what I'm looking for in an elected official. People are going to cross the line for our region.

I may be a registered republican, but I have voted for many democrats because I believe in the person. I believe in their ability to take care of what they have to take care. This country is not doing well right now, and if we don't get control of the radical left and the radical right, we're definitely headed down a bad path where there will never be harmony.

2020 PRESIDENTIAL ELECTION

Model Citizen Tony DeCaprio

SEPTEMBER 2020
MODEL CITIZENS
MAGAZINE
NEW YORK CITY



John: Those are really iconic bands, come on.

Tony: Yes, it was interesting. I was able to develop a good sense of rhythm playing. There are a lot of great players that play notes and all that, but they're not very good at rhythm guitar. For example, parallel to what I'm talking about, Jimi Hendrix played great rock guitar and played fantastic rhythm guitar because he was an R & B player. He played behind a lot of the same people, like the Isley Brothers and people like that.

I came up with a viable rhythm concept. Plus, I was studying with a jazz guitarist, so I was able to comp within the jazz idiom. I was also into rhythm and blues and hard rock at the time. That really helped me years later when I was part of the orchestra in Las Vegas. But before we get into that, I was so hungry my friends called me a sponge because back in Manhattan in those days, a good many of the great guitarists, the greatest of the world in every genre, were living in Manhattan. When times were tough, they were always teaching. So I got to study with Jimmy Raney and Jim Hall, another famous icon, and another famous guitarist, Barry Galbraith.

I studied classical guitar with a man named Bill Matthews. I was also fortunate to study flamenco guitar with one of the greatest flamenco players of the day named Mario Escudero. Because of the Beatles I guess I got interested in Ravi Shankar and Indian music. I didn't formally study Indian music, but

I listened to it intently. I was able to train my ear in an enhanced way by listening to that music. As an American, I couldn't anticipate hearing the direction of the notes being played, especially at the time. It's a different way of thinking/hearing. You can't fortell the notes. You really have to listen. I was trying to cop Ravi's lines from the sitar to the guitar, and in so doing I really trained my ear well. It made me more ambidextrous because you have to play with a different fingering, which really helped me later on when I was coping all the bebop lines from Charlie Parker, John Coltrane, and Sonny Rollins. The lines are different, and I was able to play them closer to how the horn players played it. Why? Because I managed to adapt an additional technique to the usual guitar technique. The sixties was a real mecca for all kinds of music and really helped develop me. Here I am rambling.

John: No that's alright. So, over time you played with Tom Jones and some really iconic performers.

Tony: Here's the funny deal. We had long hair in those days. My parents were very strict. They did not want me to be a musician. They were a typical Italian family. So, on Long Island we had a split-level, and I walked downstairs in the den where everyone was watching television. It must have been 1969. Well, you jumped to Tom Jones. It was circa 1969, but prior to that I was already doing studio work in Manhattan.

I was hired by a man named Tom Malone, who later became a musical director and trombonist. He was a multi-instrumentalist and later became the musical director for David Letterman for years. But that was years later. He was also in the Blues Brothers and was arranging a lot of music for that movie.

So I started doing studio work with him and he said, "So Tony, I have a friend who's leading the band for Tom Jones in Vegas and they need a guitarist. I don't know if you want to go out there or not."

I shouldn't have gone out there, but to tell you the truth, I was running away from home, so I took the gig.

John: I totally get it. I ran away from home and moved into the city with my photography.

Tony: There you go. Okay, just before Tom Malone recommended me to work with Tom Jones, I was walking by the TV set in the den and saw Tom Jones on the TV and had a premonition that I would be working with him. I know it's hard to believe, but that's exactly what happened to me.

This was 1969, and close to a year later I'm at Caesar's Palace playing with Tom Jones. Not only was I doing that gig, but I was on the live album when he was doing "What's New Pussycat", "Delilah", and

"She's a Lady".

John: Iconic songs.

Tony: So dig this. It was the first time I was ever out of New York. As soon as I landed in Vegas, I saw all this damn sand. It seemed like Coney Island without the water.

It was so damn hot it was like putting your head in an oven. I thought I was going to die with the heat. I got there in the summer. Actually, I got there in March, and it was still hot as all hell. It was very hard for me to deal with all the heat, but after a while I got acclimated.

Something very similar happened like when I walked by the TV set. Here I am working with Tom Jones playing in full orchestra, the violin section to my right. I had really long hair which was in stark contrast to the conservative look of the violinists.

John: You were a rebel hippy!

Tony: I wasn't really a hippy, but I had the long hair.

John: As far as they were concerned, you were.

Tony: There you go, that's right! So, I'm here, I'm at the rehearsal, and I'm reading the music. The violin players are looking at me, staring at my hair. I'm looking at them, and they look like a bunch

LEGENDARY JAZZ AT ITS BEST

Model Citizen Ray Thomas

Providing Resources to Black Entrepreneurs During the covid pandemic

Black Business Zone



MODEL MAGAZINE CITIZENS SEPTEMBER 2020

Ray: People have the right to protest, however, some saw the protests as an opportunity to loot, steal, damage people's businesses and personal property. Innocent people have been injured and some even lost their lives due to this chaos.

John: We did a Black Lives Matter issue where we called attention to that. We were in support of it, but also criticized the criminal elements,

Ray: It is my opinion it would also be good opportunity to address the fact that black lives that are being lost to violence in minority communities also matter.

John: Black gangs are killing other black people.

Ray: My heart aches for parents every time I hear about the innocent loss of a child due to senseless violence. I am in support of peaceful protests that address the fact that "Black Lives Matter"

including the ones that perished due to senseless violence.

John: Why just protest when you can do something about it.

Ray: Exactly, I am not against peaceful protesting.

John: No, it has its place.



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MODEL CITIZEN ERIKA DUGAS

Erika is a hard working, kind, traditional, and respectful East Ender. Erika is caring and always trying to help everyone everywhere as much as she can. Wether her neighbors, co-workers, friends, or even strangers in need Erika is the first one to offer a helping hand. Erika also stands up for those who can not defend themselves especially the elderly and the sick who do not always have a voice. To help people who are truly in need just comes organically to Erika.



Often Erika becomes part of the family for those she cares for and up and above her nursing efforts she becomes a companion for those who are elderly and need assistance in addition to some social interactions. For Erika it is all the same caring for people and helping them through the most challenging health emergencies they can face in life, including facing old age, and the time in peoples lives when they need to think of thier own mortality.

Outside of her day to day life of caring for others even while putting her self at risk, Erika loves hiking, the beach, reading and cooking. Erika is a great cook and she loves preparing both traditional European recipes and experimenting with the more unique modern cousine.

Erika is stepping out of her comfort zone and once again opeing her heart to a new chapter of love. Erika is single for the first time in a long time and knows there is a new chapter of love out there just waiting for her. She is looking for a best friend and soulmate to spend her time with especially now with the quaren-teen lifting across Long Island.

Erika is looking for a man who is emotionally secure, has strong values, honest, open, respectful, and who knows how to have fun

M SEPTEMBER 2020 **MODEL CITIZENS**
MAGAZINE **NEW YORK CITY**

Alex M. Wolff Publisher

RAISE YOUR HAND!

If you're an artist and you know it raise your hand!
If you know an artist and their story raise your hand!
If you know you're an artist and you want everyone to know it, if you're an artist RAISE YOUR HAND!

1966, I think is the year it started. I got my first camera for my birthday, a Kodak Hawkeye instamatic 126 film and Flash cubes. Not a single photo exist from that time, from that camera, as I just never had any money to develop the film. Yet, I thought of myself as a photographer. Somewhere around second grade, the art teacher came into our classroom and said RAISE YOUR HAND if you're an artist.

She encouraged kids to tell them what kind of art they liked and did. When it was my turn, I said PHOTOGRAPHER, and was very disappointed to hear she was interested in the type of art she was teaching; photography was not on the list.

It was a long time before I actually referred to myself as an artist or photographic artist, and not just a photographer. Of course, not all artists are photographers and not all photographers are artists.



I think sometimes we forget or don't recognize artists as such. A couple of quick examples are some chefs I have had the pleasure of tasting and photographing their food at their restaurant or a charity event where they were donating their time, skill, food and creativity to raise money for the cause. Chef Rodrigo, in the middle of hosting the Michael Magro Foundation food and wine tasting gala at The Carlton in East Meadow, cooked this delicious scallop dish right in the middle of the tasting.

Long Island Portfolio Co-Publisher Alex M. Wolff

His culinary art was beyond taste, as the presentation was beautiful on each of the 300 or so plates he shared that night. You can almost smell and taste the deep-sea scallops when looking at my photo. Down the block, Chef Michael Novella invited me to his restaurant La Novella to photograph and taste his fine cuisine. Our collaboration resulted in beautiful images I refer to as A Perfect Meal. Even the proofs

are good enough to make your mouth water and your eyes hunger. If you know me, we probably met at charity galas I shoot at the catering halls and golf outings for charities such as Cerebral Palsy of Nassau County (I am on their Golf and Tennis Committee, referred to as the Mulligan Club), Long Island Ellig, PinkTie.org, Long Island Hospitality Ball, Big Brothers Big Sisters

Long Island, Ronald McDonald House, Adults and Children with Learning Disabilities, and in the city Change For Kids. Perhaps we met at a wedding, mitzvah. I have a passion for helping charities in their mission to deliver services to their chosen community, and am honored and grateful to be recognized for that work, once again, in Model Citizens Magazine.

Shooting spreads and personal branding photos for Model Citizens has shown me the power that social media can have in promoting people, businesses, and charities. That success has inspired me to launch and publish, with co-publisher John Joseph Dowling, Jr., a new on line magazine late in the fall.

LONG ISLAND PORTFOLIO will start out as a seasonal quarterly with 2 special editions each year, with the following mission:

Provide an effective vehicle for people in the art world and artists to promote themselves and their work in their own words with world class photography through social media, direct emails, and our website - www.longisland-portfolio.com. Longisland-Portfolio.com will host supporting videos, imagery and audio to help promote and share each artist's, entertainer's, club's, band's, venue's, restaurant's work.

At the risk of sounding Forrest Gumpish, the following list of artist and craft categories just touches the tip of the iceberg for the types art promotion we will enable as there is not a virtual but a real plethora of sub categories of : drawing, painting, photography, architecture, sculpture, literature, music, performing arts, dance, theater, cinema, and culinary arts, fashion, comedy, and so on.

MODEL CITIZEN ADAM SCHWAM

Time is Ticking on Tic Tok despite the threat of a lawsuit

MODEL CITIZENS
MAGAZINE
NEW YORK CITY
SEPTEMBER 2020

ByteDance and the companies seeking to buy TikTok's U.S. business are considering four options to navigate the new restrictions from China, Reuters reported Wednesday, citing sources familiar with the matter.

The first option is to sell TikTok without the algorithm, potentially expediting the sale but requiring the new owner to inject an alternative into the app.

The second option is to negotiate an up to a year-long transition period with the Committee on Foreign Investment in the United States (CFIUS), though it's unclear if China's rules would allow this in the required time frame.

The third option is to seek approval from China to sell the algorithm to the chosen U.S. company.

The fourth option is for the new buyer to license TikTok's algorithm from ByteDance. However, it's unclear if U.S. authorities would be content with any continuing relationship between TikTok and the China-based ByteDance after the sale.

If deal talks extend into November or later, the app could face an effective ban in the U.S. under President Donald Trump's executive orders. Trump initially signed an order that would bar U.S. businesses from transacting with ByteDance as of Sept. 20, and later signed an order forcing ByteDance to sell or spin off its U.S. TikTok business by Nov. 12.

A potential change in administrations after Election Day could give TikTok another chance to negotiate with the U.S. government. TikTok has sued the Trump administration over the ban, claiming it denied the company due process.

So what does this mean to the enthusiastic users of the TikTok App? Well really not that much as unlike in dictatorships we do not really have the ability to close off the internet to users. That is part of the purpose of the Internet to allow many paths to the same data, and redundancy. So it is unlikely that you will wake up one day and lose your favorite social media app. Also note that Microsoft has not always been the best player in the sandbox and giving them too much control of social media may not be the best idea either.

HEATHER FELIX

MODEL CITIZENS
MAGAZINE
NEW YORK CITY
SEPTEMBER 2020

HOW TO USE INSTAGRAM TO BECOME A MODEL



Do you like travel, photography, a sport? Your Instagram style and your interests outside of modeling very well may determine the brands you eventually collaborate with. Look at all of the athletes who have sponsored Instagram accounts or who use their platforms to do paid endorsements for major brands.

It's as much about connecting with your fans as it is defining what and how you connect with your audience. People follow others on social media for a few different primary reasons: They find you inspirational, talented, or they find you or your lifestyle interesting.

Sometimes it's a combination of the three. Your vibe attracts your tribe. Which one you cater to is up to you and it may mean combining all three, however, for most models, they rely on their talent, their God Given beauty and charisma. It will not take long for you to see what photographs and videos your fans comment on and like the most.



HEATHER FELIX

M SEPTEMBER 2020 **MODEL CITIZENS
MAGAZINE** NEW YORK CITY

Write a real bio. Your bio tells potential followers why they should follow you and what to expect in your posts. Add your representation info if you are represented and if you are seeking representation post "seeking professional representation" and the geographic locations you are interested in being represented in. keywords that tell us you're a model, and some of your outside interests too will help. Letting know professional visitors who are already checking you out that you are seeking representation lets managers, PR reps, and Agents know they are not going to have to fight for you, that you are already open to the opportunity.

For individuals who are seeking to work with higher profile artists, photographers, and agents know that the quality of work you display, and who you have worked with is just as important as being capable and beautiful. There are millions of pretty faces and amazingly talented people out there, sometimes it's just timing. You were scouted by an agent who just needed a face and body like yours at the exact moment you came up in their feed and you save them a ton of searching by being available. Other times you are sort after by top agents because you are influencing others purchasing decisions already as a micro-influencer or from a modeling job you did for a company that is going very well.



HOW TO USE INSTAGRAM TO BECOME A MODEL

TRUMP VS BIDEN

MODEL CITIZENS
MAGAZINE
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JOHN DOWLING INTERVIEWS ALURE HOME IMPROVEMENTS CEO SAL FERRO

WE ARE IN A COLD WAR WITH OURSELVES. WE ARE ALLOWING THINGS TO HAPPEN THAT WE NEVER WOULD HAVE ALLOWED IN THE PAST. THE RIGHT IS BOILING OVER, AND THE LEFT IS BOILING OVER

John: Many people are saying we're not in a cold war with China, we are in a cold war with ourselves.

Sal: We are in a cold war with ourselves. We are allowing things to happen that we never would have allowed in the past. The right is boiling over, and the left is boiling over. Take these riots and the stuff that has happened in the Northwest. You have some politicians saying there's no violence; Antifa didn't do anything violent. I don't know, but I guess what I'm really seeing is what it's not considered violence anymore. Throwing a molotov cocktail isn't considered violent anymore?

John: Pathetic is what it is.

Sal: The Black Lives Matter movement right now has been hijacked by people that aren't standing for what they are trying to achieve here. You want to eliminate racism, oppression and social injustice for minorities, meanwhile there are people using that as an opportunity to make trouble.



John: Some say it's the foreign powers are getting involved.

Sal: I believe the Black Lives Matter movement is going to make a difference for the African American community and the minority communities. I think they will make a difference and people are waking up to it. I think I'm seeing it as a real problem in this country, and it is a moment that we can use to continue to strive for unity. I keep using that term, unity, but it's my word. I just want unity and harmony. But then it gets hijacked by people who are doing things, and this is crazy, I don't care if it's right or left, it doesn't matter, it's crazy.

John: I've seen from my own experience, especially within your own company, There's harmony and unity. Nobody sees color or anything like that. I know that what you stand for is authentic and I have seen it firsthand.

Sal: I don't care what color you are. I care what's in your heart. I care what kind of human being you are. As far as I'm concerned if you want to see only what's on the outside, it's only skin deep. The whole person is what's on the inside, it doesn't matter what religion, race, none of that stuff should matter. It should matter only what's in a man or woman's heart and what's in their head. We in this country need to come together. It's very scary and I'm worried for my children. I thank God my children are loving, good kids who want the same things for this country, but I worry because we have too many people who are messing things up for their own gain.

I'd like to see a Common Sense Party started. I'd love to see you got a bunch of people in a room of all races and religions and creeds, and they would come together and say, "listen, what's best for this country and us as human beings and individuals?" And we would come up with a consensus because we would use common sense. We would use our hearts and our minds and intelligence to do the right thing as a

group of people. Not to do something that is about self-interest. There's too much self-interest going on.

John: I know there are a lot of people who are trying to encourage you to run for office. Do you have any insight into that if you'll pull the trigger on that?

Sal: I have a desire to serve one day, if I am needed to serve. The choice is going to be made for me one day. You asked a question a tough question. It's hard to answer. There's definitely, in my heart, a desire to serve and help my region and help this country, whether it is at the county or state or national level. But I can just as easily help by supporting elected officials that I believe can do a great job. By helping them do a good job.

Fortunately, on Long Island we have two great County Executives that care about this region deeply. They really do the best job they could possibly do. I'm proud of Long Island and you know through all this, we've maintained Law and Order. People have had an opportunity to protest and to speak their minds, and for the most part it's been civil and it's been peaceful. It shows the character of Long Island to me. That is great leadership. The great leaders in the movement on Long Island are doing the right thing.

What do I, do I support the people and if my time comes and someone asks me to run, we'll see where I'm at in life at that time. By the way my wife will have a big part in that as well.

John: Oh yes, I know of course she's your right-hand woman.

Sal: My wife is a big part of my life. She is very special woman. She's a very hard worker, dedicated mom and stepmom. She's an amazing wife because she's selfless. This goes back to my whole thing about what's in your heart; that's who she is, she is selfless. It's always about other people and she's also fun to be around, and she keeps me in line.

John: I know she's an amazing woman. Sal, thank you for sharing. As always you know our readers and your fan always look forward to your next story. I like that you are very interested in the debates and I will be tapping your brain to see what you think of them shortly after the debates happen. Again, thank you for your time.

2020 PRESIDENTIAL ELECTION

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COMMENTARY BY
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THE NEW MODEL CITI-
ZENS ENTREPRENEURS
AND HOW THEY
TWENTY FOUR SEVEN

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WITH LOVE

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TERS OF LOVE STO-
RIES

SEPTEMBER 2020

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MODEL CITIZENS BACK
TO SCHOOL

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CITIZEN PREDICTIONS

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TIONS AND GIVING
THANKS

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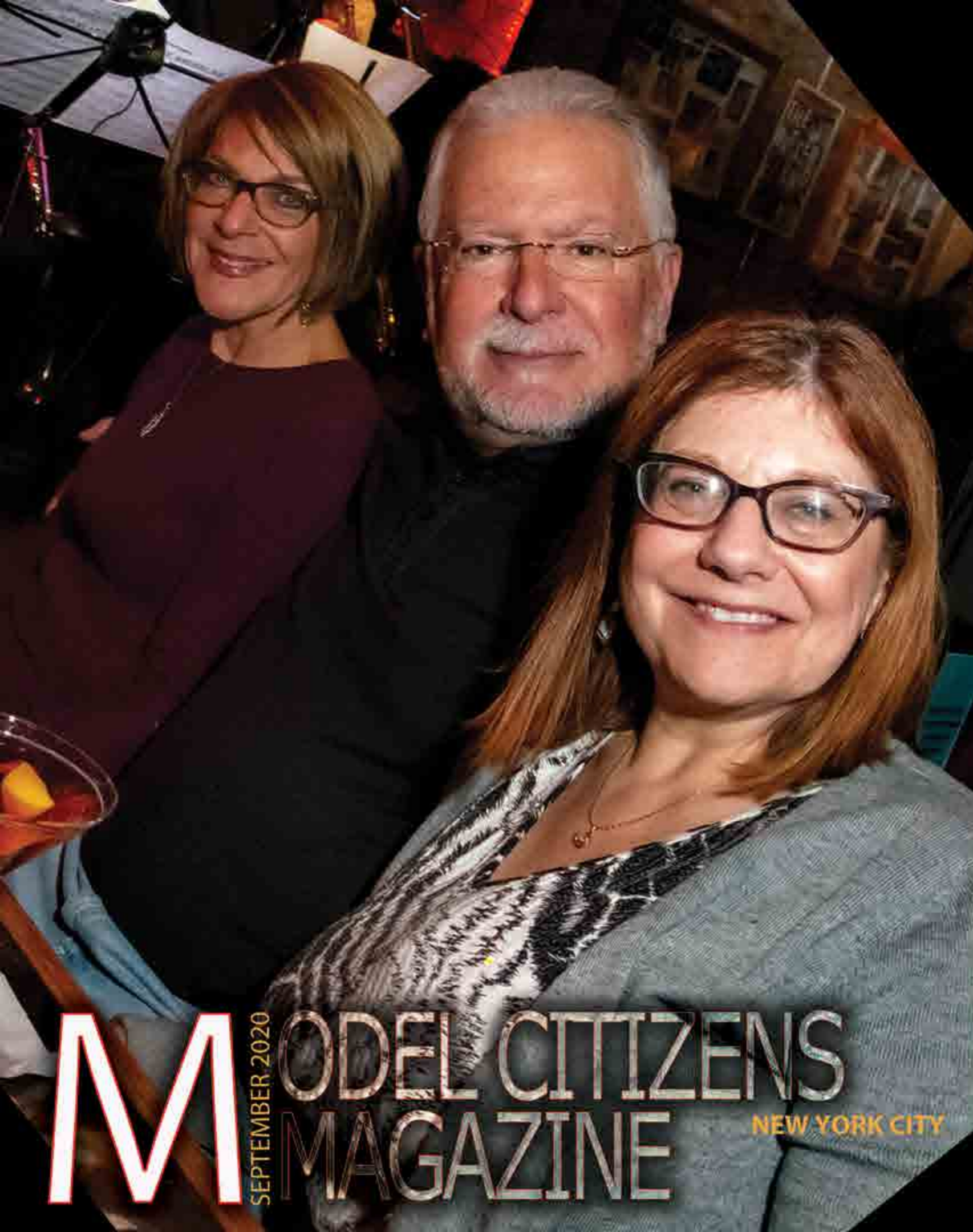
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John: I am here with Alan Schwartz. Alan is an attorney who has been nominated for Model Citizen Magazine for September for all the charity work you do. Congratulations!

Alan: Thank you so much.

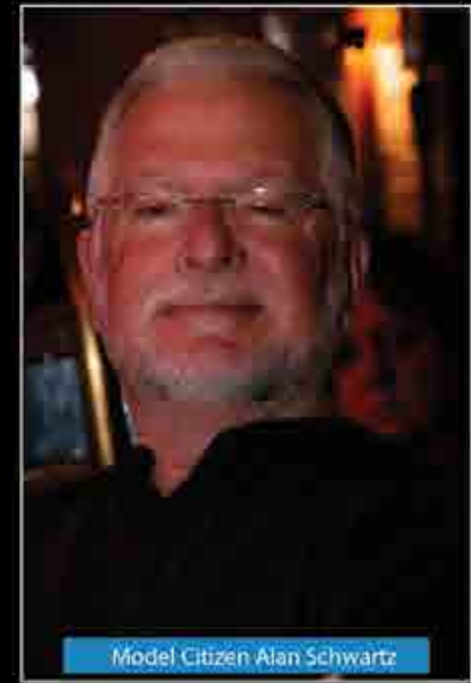
John: I know you get around, so to speak, because I see your daily posts, at least when we're not in a COVID world. For those who are just getting to know you, do you mind sharing a little bit about your professional background?

Alan: It would be my pleasure. All I ever wanted to do was have my own practice. This probably goes back to when I was two years old. We always had attorneys in the family, most of them work for big law. I knew I wanted to practice law, but that is not the kind of law I wanted to practice. I grew up on watching Perry Mason, so I knew I wanted to be a trial lawyer.

I was fortunate that I got my first choice of job with the Nassau County District Attorney's Office in 1980. I got that job primarily because I wanted to develop my skills as a trial attorney. My game plan was to stay there for four or five years and then open my own practice. After four and a half, I went into practice with another friend who is also in the DA's office. I did all the trial work and he did the paperwork and we successfully practiced together for seven to eight years at which point he decided that smaller was better and I thought bigger

was better. We had started as two lawyers with no staff and grew to three or four lawyers with a support staff of five or six. In 1992, I took over the practice and continued to expand it and moved from Mineola to Garden City. Now I have practiced for forty years, thirty-five since I left the DA's office. Two years ago I was selected to become a village judge in Center Island, where I have the privilege of overseeing the lifestyle of the rich and Famous, like Billy Joel and Sean Hannity. Just to summarize my forty years, I have had a unique opportunity to look at criminal matters from not one, or two, but three different perspectives. That of a prosecutor, that of a defense attorney and now that is a judge.

However, when I left the DA's office in 1985, it was apparent to me that if all we did was criminal work, I'd be out of business in a relatively short period of time because I prosecuted the criminals, I didn't necessarily defend them. We ended up developing a reputation for representing good kids from good families who did something stupid. Now we include their parents as well, especially in the middle of a pandemic, the practice grew into a litigation practice. Even as far back as 1985, where I would go into court for anything, whether be a criminal matter, matrimonial or personal injury because my feeling was once you tried a felony cases in front of 14 person juries everything else is just a matter of money.



Model Citizen Alan Schwartz

We got to the point where we were busy enough and could take on other lawyers who were comfortable handling cases in their areas. I was in criminal. So, now we have a total of twelve lawyers and each of them has a different area of concentration. So, the sweet spots of the practice still remain as criminal defense and range from traffic violations through homicide at the local, state, and federal level. I've taught for the National Institute of Trial Advocacy at St. John's, as well as Hofstra University. I also judge national mock trial competitions with some regularity. All of which has led me to the conclusion that I may never retire because I enjoy what I do too much.

John: I think you missed in all of that, the ton of work you do with the Melville Chamber of Commerce.

M SEPTEMBER 2020 **MODEL CITIZENS**
MAGAZINE NEW YORK CITY

MODEL CITIZEN
Judge, Attorney, Philanthropist,
Alan Schwartz

MODEL CITIZEN

Judge, Attorney, Philanthropist, Alan Schwartz

Alan: Well, you know it is interesting because networking came naturally to me as a trial lawyer. It just means dealing with people, being able to read body language, being called upon to think quickly at the seat of your pants. I've been networking since 1992, and that has led to me currently being on, I think at least fourteen boards, about a third of which are charity boards. The nice thing about being involved in the chamber, I can summarize it this way; one of my favorite quotes from a t-shirt is "Lead, follow or get out of the way". I'm a much better leader than I am a follower, and that has led me from one board position to another.

John: Why don't you talk about the things you do for charity? I know it's extensive.

Alan: Some of the current ones a lot of people on Long Island are familiar with, and that is the Long Island Fight for Charity. I'm a board member and on the executive committee and also serve as lead counsel. That led to a board position with the Long Island Community Chest, which I know you are familiar with. That is a grassroots organization that provides for people that have fallen into unfortunate situations and require assistance from the community.

The Long Island Community Chest is what gave rise sixteen or seventeen years ago to the Long Island Fight for Charity which raises untold amounts of money for Long Islanders. I know you've been there, where at last count we had about 1,200 people watching others box for charity.

John: I've been to every one of them. I donate my time every year as a photographer and, let's put it this way, if I can walk I'm donating my time. We are similar in our charitable efforts. Even Model Citizens Magazine is very philanthropic with

calling attention to individuals like you who spend a good portion of your life helping others. The other charity I know you're passionate about, that I shot for you, was Voices For Truth and Humanity. Can you tell us a little bit about that?

Alan: Voices For Truth and Humanity was a group that started last summer with people who decided there was too much hate going around. Something that unfortunately we've seen really rear its ugly head more recently. This was specifically designed to bring more education pertaining to Holocaust education and to educate people

more about the Holocaust itself and World War II. But the main message was going to be anti-hate and stop the hate. So, a group of concerned people got together and, in the course of three months, put together a charity fundraiser with the assistance of a lot of people on the outside. We had about a 230 people show up at the Crest Hollow at about \$136 a ticket and that was before they even had a board in place; that's how rapidly it grew.

John: I was amazed at how fast it was put together.

Alan: You were kind enough to come, as were some of the other professional photographers, to work with us. It took off so quickly they didn't even have an opportunity to formalize a board, which we have since done. Unfortunately, once the pandemic hit, it has hit charities particularly hard. Everyone is trying to figure out where they are going to go from here. We got to meet some incredible people. It is interesting because the board was composed largely of people who were Jewish in terms of background, but I was amazed at the first meeting I went to that if the better than a third weren't Jewish.

They were anything but. They liked the message they were hearing, and their feeling was now it's the Jewish people, next time it may be the black people, next Indians or next time it'll be the Muslims. The idea was to really stop the hate and, for me, this was an outgrowth of being an Advisory Council board member from the Jewish Community Relations Council on Long Island, which is another charity I'm involved with. It is all about diversity because their feeling is we have to get diverse groups to come together again to stop the hate and to understand each other. By understanding each other and our backgrounds, philosophies and beliefs, that may help eliminate hate. So we brought together disparate groups who worked with each other and, in its simplest form, the theory was if a mosque is being attacked and Jews go to support them, that's going to be much more powerful than having Muslims supporting Muslims and Jews supporting Jews. So we got to bring a lot of groups together. I have to tell you the ancillary benefit was the food. It was always incredible because it was food from all nations.

John: So, tell me how a financial representative differs from accountant?

Margreit: An accountant will help you with your taxes, and if you're a business owner, they will help you with filing for your business form, whether you're an S-corp, C-Corp, Limited Partnership, whatever is the best for your business. They can help you do your bookkeeping and tax returns because our tax code is so complicated, most people can't really do it on their own. But most accountants are not necessarily trained in all the areas of financial planning, from cash flow management for personal finances through to estate planning. Accountants are necessary, but for instance, they may not be trained in how to advise a client on the right type of insurance to have, how much to have, and sometimes the use of insurance for estate planning. They can do the tax return, but they may not be aware or know about all the strategies that even wealthy people can utilize to pass their wealth to their children and grandchildren with less tax implications. Some are trained in these areas, but in my experience most are not.

REBOOT UPDATE

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A.K.A. Margreit Maitland (pen name)

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Universal Basic Income for All? **M**ODEL CITIZENS MAGAZINE NEW YORK CITY Simplifying the social safety net could save billions in outdated programs.

Less Spending: Although the sticker price of a UBI is very high, many advocates see it as a way of consolidating or eliminating government programs. The federal government spends about \$350 billion a year on programs to support low-income Americans, \$945 billion on Social Security, \$700 billion on Medicare and \$580 billion on Medicaid. Replacing all of those programs with a UBI could cover about \$2.6 trillion of the cost right off the bat. Yang's plan calls for a UBI that piggybacks Social Security and Veterans Affairs disability benefits rather than replaces them, but any UBI proposal would likely create at least some savings for government spending at the state and federal levels.

Economic Expansion: Republicans have argued for decades that tax cuts pay for themselves by stimulating the economy. The same principle would apply here, on a much larger scale. Yang cites estimates that his UBI proposal could permanently juice the gross domestic product by \$2.5 trillion by 2025.

To most these risks and concerns about higher taxes is enough to derail any thought of a long term stimulus or Universal Basic Income. Society's that have too aggressive social programs tend to become communist countries after a while.

Advocates of Universal Basic Income are quick to detail the various ways a universal basic income could address some of society's most pressing issues. Although the program wouldn't be a cure-all, it could have a variety of positive effects.

Ending Poverty: Roughly one in seven Americans currently lives under the poverty line. Considering that the current poverty rate is \$12,490 for an individual, a \$12,000-per-annum UBI would effectively end poverty as defined by the federal government.

Improving Wages: One of the basic components of American society is that you need to work to earn enough money to support your basic necessities, if nothing else. On a fundamental level, that puts workers in a terrible negotiating position — when your family's basic existence is on the line, you'll ultimately accept any wages and working conditions to avoid unemployment. Guaranteeing that even the unemployed can meet their basic needs would enable working-class Americans to just say no if the money's not enough. As a result, wages could climb — particularly for low-wage, low-skill jobs that offer little in the way of job satisfaction or career development as corporations make work more attractive to job seekers.

Breaking the Cycle of Poverty: Basic expenses are often higher for those with the least ability to afford them. Take the massive "food deserts" in American inner cities, for instance. People living in poverty don't make great consumers, so stores are less likely to set up shop near them — pushing low-income individuals to buy food at pricey convenience stores. Providing every adult with enough income to cover needs would incentivize grocery stores to set up shop in some of these long-neglected neighborhoods. The same would likely be true for banks and other businesses crucial to building communities, helping neighborhoods with a high concentration of poverty begin to build basic economic opportunities and break the cycles that reinforce poverty generation after generation.

Of course, with a program of this size — and one as radical in nature — there are plenty of potential downsides that need to be carefully addressed before implementing a UBI.

Declining Labor Force Participation: Few fears loom as large as that of an unruly mass of people refusing to work because they're getting something for nothing. A lot of this fear is probably unfounded, but it's impossible to say just how

different our economy and culture might be after a shift like this.

Runaway Inflation: In the event that everyone has more money to spend and starts spending it, businesses could respond by raising prices, resulting in widespread price increases and ultimately reducing the value of the UBI payment to the point that \$1,000 is no longer enough to meet basic needs.

Excessive Cost: The debate over the effects of government spending is older than the country itself. But budget hawks worry that debt resulting from too much government spending would crowd private investment out of the bond markets and weaken the economy in the process.

The Law of Unintended Consequences: It's difficult to forecast what the biggest problems with a UBI would even be. A program that would so fundamentally change the economy and people's relationship with the government likely would have consequences that can't fully be anticipated. So far it seems that some will go back to work and many will not. Those that are the working poor forced to work for the "slave wages" being offered for the few jobs available

even in the hospitality industry simply is not enough to get low paid workers back to work.

So will it work? That's the \$3 trillion-per-year question. And unfortunately, there's no good answer. Naysayers like Bill Gates, co-founder of Microsoft and the Bill & Melinda Gates Foundation, say no. "We are not rich enough to give up work incentives," Gates told Fox Business. Granted, it would be a huge mistake to assume that what works for a village in Kenya would work just as well if applied to America's \$20 trillion economy. But the various experiments and pilot programs dealing with direct cash payments paint a fairly rosy picture of what could happen with a UBI especially now with the economy recovering from the covid pandemic.

As with many big policy ideas, the universal basic income currently exists entirely in the label of "Stimulus Packages" where in reality UBI has been implemented on a mass scale. UBI at its core seems to have excited many people interested in building a fairer society, so you're likely to be hearing more about the "Stimulus" plans — whether or not the two political parties can come to some agreement is questionable, however, as for now at least for the last few months and probably more, Universal Basic Income and the "Threat of socialism" is already in place. I do not hear to many people complaining about it. Let's see where the next stimulus bill takes that idea of Universal Basic Income. I am torn as I often am between the risk and the reward.



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MARGREIT

MCINNIS

A.K.A. Margreit Maitland (pen name)

M SEPTEMBER 2020 ODEL CITIZENS
MAGAZINE NEW YORK CITY

There's a risk and there's reward. Everybody has their own risk tolerance. If you're at the water cooler at the office, or these days in the zoom session, and somebody's talking about stock ABC and how they heard it's going to go up, etc. etc., well that person may be willing to take the risk with \$50,000 on that stock, but if it falls apart and goes away and maybe that doesn't matter to that person, they're not going to care if that money disappears. At the other end of that conversation, the other person's risk tolerance may be totally different. They may not be able to tolerate even losing \$500. So it's really a matter of getting to know your client and understanding where that risk tolerance is and then making sure that your recommendations are tailored to that specific person. There's no cookie cutter answer, you have to get to know your client.

John: Do you help people with investing? What about high-risk, low-risk? Explain the differences. What is that all about?

Margreit: Every decision about what to do with your money carries risk. If you choose to keep all of your money in a savings account, you're not going to see it downside from the stock market, but you're going to erode your assets with inflation and losing purchasing power. So, you're safe from the volatility of the stock market, but on the other end you are going backwards because you're going to pay tax on interest and you're not learning anything beyond inflation, cost of living increases and that will eat away at that money.

REBOOT UPDATE

Ray: Yes, protesting has brought awareness to inequalities affecting minority communities and helped to bring about positive change. So as opposed to focusing on the negative outcomes associated with BLM, I decided to focus on the positive. Being a businessman and entrepreneur, I want to do something to help fellow black entrepreneurs, so I launched the Black Business Zone on Juneteenth.

John: I love that, Black Business Zone, why on Juneteenth?

Ray: Thank you, I launched on Juneteenth, because it is a very significant day in our history.

John: For those readers who don't know what that is, can you tell them?

Ray: It's a holiday celebrated on June 19th to commemorate the emancipation of slavery in the US. So for me, it is symbolic in that it marks the start of Black entrepreneurship.

John: And freedom began, at least here.

Ray: Yes, freedom to pursue entrepreneurship. Because of its significance, I am thrilled to be able to celebrate the anniversary of the Black Business Zone every Juneteenth. A lot of positive things have come out of the Black Lives Matter movement, and more recognition of this holiday is one of them.

John: Now what does the Black Business Zone website do?

Ray: It's a Business directory and Marketplace.

John: It's in its infancy?

Ray: Yes. It just launched this past June, so it's very new. It provides resources for black entrepreneurs and it is also a marketplace for them to showcase their products and services to people who want to support Black owned businesses.

John: You're providing an actual directory so people who really want to support black owned businesses, rather than go searching on the internet, they can come to the Black Business Zone and purchase products and services from Black owned businesses.

Ray: Exactly, it's a national platform meaning if you are a small business in a local community, you can create a listing for FREE on the platform and gain national exposure for your product or service, at no cost. As you grow you there are additional paid services you can take advantage of on the platform.

John: Now I understand you have over 800 companies that already want to be listed on the platform.

Ray: I have a Facebook group with over 800 members since BBZ's launch in June. Anyone can register on BBZ as a buyer, (regardless of their background) or as a Black business owner, for FREE on the platform.

John: So, it's a little bit like Craigslist?

Ray: Well a little, the BBZ platform will offer many unique features not found on Craigslist.

John: Am I guessing the original goal was to be almost like the Yellow Pages, so this will be a little bit of a niche?

Ray: Yes, for example, businesses using the platform can have a live feed on their listing from Facebook, Instagram or Twitter depending on the plan they choose. Registered buyers will be able to add businesses they like to their favorites, so they are easy to find when they return to the platform. They can also leave reviews. This is great for fellow buyers and it helps businesses rank higher in our searches.

John: That's great?

Ray: Thanks, yes, the more reviews they have, our platform will recognize this, and they will come up higher in our searches.

This robust platform will have resources in one place to help Black entrepreneurs thrive economically as they transition during this Pandemic.

John: Very cool. When do you expect to go from soft launch to fully functional community?

Ray: The soft launch was in August, because August is National Black Business Month. A lot of people don't know that and again, because of the Black Lives Matter movement, it brought more attention to this holiday. The platform will be fully functional the 3rd quarter of this year.

John: Wow, that's fast.

Ray: Yes, there is an immediate need to address the disproportionate amount of hardship caused by COVID-19 in the minority community. I'm also working on a show called the Black Business Zone Show to launch 3rd quarter as well.

John: Like a trade show?

Ray: Not so much a trade show, it will be a talk show. The programming will feature Black entrepreneurs and have supporting guests. It will cover a wide range of topics like the implementation of PPP loans, and how working with community banks can grow your business for example.

John: I got you. We did a little thing on Bridge Hampton National Bank because they were very good that way.

Ray: Exactly, many Black owned businesses were denied PPP loans despite having a pre-existing relationship with the bank.

John: They sat in line and got nothing.

Ray: Yes, unfortunately.

John: Well I want to congratulate you for being a Model Citizen and for sharing your story.

Ray: Thank you very much! It's my birthday month and now I'm a Model Citizen, I love it! I am humbled by this honor.

John: For all our readers, I hope they can support the Black Business Zone Marketplace at www.blackbusinesszone.com



RAY THOMAS



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HEATHER FELIX

MODEL CITIZENS
MAGAZINE
SEPTEMBER 2020
NEW YORK CITY



Posting modeling shots from real shoots with master photographers show the industry that you're a professional, but also share some behind-the-scenes shots from photo shoots and selfies when you're not all made up. Followers love knowing what's going on in your life organically and how you're just like them. Instagram is a photo-sharing platform, but Instagram is really a story telling platform and you'll truly connect with your followers even more if you share a sense of reality and your life story with them.

Hashtags can help you get attention and followers for your modeling career, but when you're starting out be smart. If you only try to rank for popular hashtags like #model or #modellife, #modeling or #instamodels, you'll get lost behind accounts with larger followings and higher engagement. Using some popular hashtags is ok, but mostly use more specific tags that have less competition. You'll be more likely to show up in search and grow your followers and fanbase. Of course use the names of the brands you rep.

HOW TO USE INSTAGRAM TO BECOME A MODEL

HEATHER FELIX

MODEL CITIZENS
MAGAZINE
NEW YORK CITY
SEPTEMBER 2020



Model Citizen

HOW TO USE INSTAGRAM TO BECOME A MODEL

The internet never forgets so use discretion. Once your content is online it's most likely out there forever. Don't post inappropriate photos, use excessive bad language, or debate controversial topics. Sensual and sex are fine but slutty and cheap may be a very big mistake.

Art and artist will appreciate sensuality and the human figure but anything that looks like porn, probably is, even soft porn is still porn. Work with artists and be proud of your body and your image but protect it with your life. Think about potential brands and clients before you hit share.

Your Instagram will follow you throughout your life and career. You can also control your brand image by adjusting your settings to approve all the images your tagged in. No matter what social media network you use just use good common sense. If you give into the pressure of posting cheap slutty photos, you can

do real damage to a potential career. If you are not sure of what the difference is between cheap and sexy, ask people first. Show the photographs to your friends and your family and see if they think you look beautiful or if you look cheap. Shots like the ones in this story are sensual and sexy but dignified and fashionable. They tell a story.

HEATHER FELIX

HOW TO USE INSTAGRAM TO BECOME A MODEL

Engage with your audience by commenting on their comments, reacting to their posts, and generally touching as many of your fans and followers as possible. Be real, authentic, and genuine. Posting photos isn't enough. Engage with your audience by making your posts a conversation. Ask your followers for opinions on your clothing. Ask them what they're doing this weekend or what their favorite brands or products are. On Instagram stories use polls, question stickers, or emoji sliders to get them talking. And engage continually engage with your audience as often and as positive as possible.

Tag everyone like make up artists, hair stylists, set designers, lighting directors, photographers, brands, or the designs in your best professional photos. It's a great way to connect with people and they'll be more likely to promote your account to their followers if the photographs are world class. Don't be afraid to tag the brands and people you want to collaborate with. Get their attention with a mention! Write something nice about someone on the shoot who stood out as a helping hand. Write about the way the makeup artist took extra care on your makeup. Be nice.

MATT SILVER Model Citizen

Everyone knows Ultimate Class Limousine founder and Model Citizen Matt Silver. Matt is an icon in the Long Island Charity scene as he is not only one of the principles of The Long Island Fight for Charity, but also supports so many worthy causes throughout Long Island.



I first met Matt when I was shooting a great deal of marquee events at the Carlyle like the 2002 US Open where I first photographed Matt. He was dancing with his wife and it was just an irresistible shot. So I grabbed it and then showed the image to Matt and he was equally enthusiastic about the image.

Over the course of several years we ran into each other hundreds of times and as it often does happen in situations like that, Matt and I became friends. Fast forward a number of years and my deteriorating health and life and death situation forced me to leave the cold winters and settle in Naples Florida.

I had no idea if I was going to live never mind make it back to New York. After going through some major surgeries and losing a boatload of weight, I came back to New York to try to build an alternative currency network and barter network while still publishing Model Citizens Magazine. Back then I published strictly as a means to support my clients and of course recognize model Citizens.

When I first returned my idea of starting an alternative currency network and new barter network was an extremely new concept. Most have just started to hear about Bitcoin and many were sceptical. I tried to educate the Long Island market as to how valuable Bitcoin was going to be but most of my efforts were wasted on business owners who had already seen the worst of what barter had to offer and they just did not take the leap.

Long Island Fight For Charity



However, when I ran into Matt at a trade show at the Carlyle, it did not take more than ten minutes for Matt to say "John I'm in and I will bring a ton of traders with me, and as Matt always does, he took that leap of faith and brought a bunch of traders with him. Yes I totally needed that shot of enthusiasm and I was nothing short of grateful. Shortly after Matt started trading and paying it

forward to the entire barter community and the network The Executive Trade Network had a banner year for a startup. So I know first hand just how charitable and good hearted Matt Silver is as an individual and appreciate him as a businessman. Of course Matt does a great deal more paying it forward with his long term efforts with Long Island's Fight For Charity.

Matt is one of the originals and has continued with his efforts until the event is sold out every year. I mean it is standing room only and everyone loves the event. From the great tastings prior to and during the event to the amazing fights for charity.

It is literally packed every year and although this year because of covid19 will not take place, next year is going to be a hit again.

Is it my distinct honor to have nominated Matt as well as to know him and to call Matt a friend.



Heidi and Heather Felix Model Citizens

Collaborate! Collaborate! Collaborate! Collaborate with friends who are models or just fun and attractive, collaborate with other artists, collaborate with choreographers, collaborate with musicians, collaborate with family and as much as possible collaborate with talented photographers. Take photos together, tag and mention each other. Interview each other using Instagram live or IGTV. Collaborating with like-minded accounts (especially those with larger followings than yours) helps you widen your reach and grow your base.



If you can get your mom, your sisters, your classmates, models from modelmayhem.com or any other reputable model site, shoot with them. Do themed shoots like Mommy and Me and Two amazing sisters, my brother from another mother shoot. Themed shoots are great and they allow you to have fun as you build your career. Agents like to see who you hang your hat with so to speak as in this industry who you are creating with says a lot about you. The modeling business is all about who you know, so use social media to start making more connections.

M SEPTEMBER 2020 **MODEL CITIZENS**
MAGAZINE NEW YORK CITY

MOMMY AND ME SHOOT

HOW TO USE INSTAGRAM TO BECOME A MODEL

HEATHER FELIX

Model Citizen



Photo: Alex M. Wolff



HOW TO USE INSTAGRAM TO BECOME A MODEL

M

SEPTEMBER 2020

MODEL CITIZENS MAGAZINE

NEW YORK CITY

If you have already decided to become a model, you probably already have interest in fashion, clothes, or photography. You have clothes from specific brands in your wardrobe and know your style well. Still, it needs improvement. Clearly define what type of an Instagram model you would like to be. Some of them promote traditional high fashion clothes, the others tend to be more "underground" but no less popular. Your personal style will define the brands with that you will collaborate in the future.

MODEL CITIZEN

Judge, Attorney, Philanthropist Alan Schwartz

SEPTEMBER 2020
MODEL CITIZENS
 MAGAZINE
 NEW YORK CITY



of thing that after working with charities for a while, it becomes part of you, and is just something that you do.

John: Yes, it is a way of life. It's the way of life for me too. That's why I see you so much, at least pre-COVID.

Alan: Absolutely.

John: What was it that motivated you to get started with charities? A lot of people have some type of adversity, but I don't know that you had adversity in your life. Was there something that happened to you, or someone that you love, that motivated you?

Alan: I wouldn't say I haven't had adversity, but it's not necessarily what led me to get involved with charities. It's an interesting question because the other charity that I didn't mention that I do a lot of work with was the Arthritis Foundation. Unfortunately, it is not as active on the island now as they used to be. Right at the point that I was asked to consider a board position, they started to shut down most of their Long Island activities. You may recall we did an annual Salute Your Staff event which was a luncheon for professionals and would bring in several hundred people, all to celebrate everybody who was in the organization. What's interesting is, when I got involved, I really liked what I saw, and I liked helping people who were less fortunate than I was. I found myself sitting in a board meeting at one point and almost everybody there had been affected to some degree or

another with arthritis. Some of the board members had it or some of their family members and somebody looked at me and asked me who in my family suffers from arthritis and I said, fortunately nobody and that's why I am here because I realize how much more fortunate I am than so many others.

What's ironic was, years later my mother, who's now no longer with us (she passed away nine years ago) she passed primarily from Parkinson's and Parkinson's, unfortunately on the island, does not have as active a presence like some of the other charities that I was involved with.

Which is why I ended up on a board for American Cancer Society. We've done motorcycle runs for the Leukemia and Lymphoma Society. We were on one of the teams last year for the Man of the Year competition where we ended up winning; Jeff Weiner was the actual Man of the Year. It's gratifying to help people, especially when it involves people who are less fortunate and particularly when it involves children. For example, I helped run the Long Island Corvette Owners charity organization. One of the charities we worked with was the Marty Lyons Foundation. I remember going, a long time ago when my son was young, to the big holiday party at the Long Island Coliseum or it might have been at the Marriott, I'm not sure. They said you can bring your children but be advised this could be very emotionally disturbing to some of them, because they're going to meet kids who, if they come back next year, may not be with us.

We brought my son and we dressed him up as an elf because we bought a Santa. Watching him react to the children was interesting. I have the same experience with the Harley Owners Group when I went out to the MDA camp many years ago to see the young kids. We brought our two dozen motorcycles and were entertaining the kids with the bikes. The only kid there who was not a member of the camp suffering from Muscular Dystrophy was Robbie. I have pictures of him talking to some of the kids. He was leaning on a motorcycle and they were leaning on a wheelchair and he was saying to them, "We're not that different. I have wheels and you have a different kind of wheels." He was the hit to the point where they did an informal motorcycle show and the kids got to vote on the motorcycles there. We won an award from Jerry Lewis for the best black motorcycle. My motorcycle was not a custom bike. I had friends who put more chrome on their bikes than you can imagine, but the kids wanted to go for what they thought was Robbie's bike. It is a picture I will never forget.

John: What's next for you Alan? Where do you go from here? What are you going to do, I'm curious?

Alan: It is interesting, I always said I will never retire because I'm having too much fun. But I'll tell you, the way things are changing now, a lot of people are starting to rethink that kind of philosophy. Conversely having been in lock-down for a little

while made me feel like maybe this is what retirement was going to be like and so maybe I will never retire. Honestly, I don't know what's next, I really don't. Every day is another adventure for all of us going through a pandemic, but I'm finding more and more how lucky I am to be where I am. Lucky that my practice is fortunately still operating, like everyone else, we've definitely taken our share of hits. We are not where we thought we'd be or at the level where we were scheduled to be at this point, but we are still here. We'll see what the future holds for all of us. In the meantime, there are so many people less fortunate. One of the things important about the Long Island Community Chest, we will get an application from somebody who unfortunately has fallen on hard times. Very often may be a name that you know, and maybe somebody that you know. Lots of people lose their jobs.

John: Even here on Long Island. Even now, I hear stories all the time.

Alan: I'll give you an example, we got an application from someone who fell on hard times and they were working as hard as they could to support their family. Just hard enough that they weren't eligible for any assistance from the government whatsoever. All the hard work was being rewarded by not being able to pay bills and running the risk of losing their car or losing their house. That is where the Community Chest board came in and voted, and in very short order, to make an award to this person as a gift to get them through whatever period of time they needed help with.

I'm very busy and I'm not sure which thing leads to the other, but they are all my passions. Whether it was motorcycling, Reeva and I were involved for many years and helping to run the Long Island Chapter of the Harley Owners Group. At the time it had about 1,703 members. It was like running a corporation, and not a small one at that. But in that capacity Harley-Davidson allowed each chapter to have two charities. One had to be The Muscular Dystrophy Association because that was the charity selected by Harley-Davidson. So we did a lot of work with MDA Charity runs, working with the kids in a variety of different ways. The Long Island chapter also selected its own local charity, which in this case was the Little Flower Children Orphanage. The last time we were all together that I was still active with the group, we had 650 motorcycles go out to Little Flower and surprise all the kids with gifts. We brought our own Santa out and it's the type

VOICES FOR TRUTH AND HUMANITY

EMPOWERING COMMUNITIES - THE DIVERSITY PROJECT



Next is the "starting something new challenge." This has not been the best experience for me but it is working. This is where I have been taking time, sending personal messages to people that I have wanted to make relationships with, (my D category) were softly introduced in the past or that I feel may be a good partner in the future. After reviewing all my relationships, it appears that the 80/20 rule in business is still relevant. I am taking time to comment on their business and scheduling time for a phone meeting. I will be honest, some of these meetings are quick. I am sure that most readers will agree that you can tell within the first 5 minutes if you have a "warm fuzzy" about the person. If I did not feel a connection, I thanked them for their time, agreed to stay connected and I moved on. I have however, managed to walk away with some new deep relationships which have more value than some that have been around for years.

The ones that have been around, again, re-evaluate your business and theirs and determine if they should be moved to a different category. I know that some of my contacts once referred a lot of business but with a transition to a new employer or company, they can not always continue to refer, but they are still a good source of relationships - just not referrals. It is knowing the difference that can empower you.

Next is "Playing well in the sandbox." I have taken some time to look at the "who know's who" and where I can ask for a professional introduction. Since we are not out networking, it is nice to check your categories and see who know's someone that can connect you. It is important to ask if they have a relationship with them, if they do not (their D list) the introduction will not have as much meaning and most likely not have an end result. I have had several business associates email me asking if I had personal relationships with people that I was connected to, if I did, I created the introduction.

Staying focused on your business, making changes that are necessary and staying relevant are the real challenges that all of our small business owners like myself are facing. We are living in a new culture, so taking the time to mature the right relationships makes the most amount of sense. I use to take the time to fit the round peg in the square box if I met someone that I liked, now I do not have time, I move on. It sounds selfish, maybe even rude but the truth is it has freed me from relationships that were just never going to work (move them to a different category). I am proud of what I have built during COVID and staying focused on your future plan is the key. So welcome to my new radio show, an idea that sat in my draw waiting to be born. The Diversity Project is my new radio show, starting this September 2020 on LI News Radio 103.9. I am an avid listener to the station, Long Island's only, all news channel for years. I had an opportunity presented to me (by a friend on my B list) and during a business meeting the vision I had came to life. It is all about the timing.

I have been working on the ideas, content, guests and sponsors, all tasks that I did with my role at EFF, that I handle well, so the transition has been great. I feel empowered that with the show I can help brand local business partners and give voices to some organizations (not for profits) that may never recover from this pandemic.. I am most excited for people to embrace the mission of the show. TDP is a weekly show where we will discuss "hot topics" with multiple guests, each with a different viewpoint. The listeners will hear from 3-4 specialists giving a well rounded view of each topic.

I am taking the time to continue to serve my client with Equity First, LLC, a position that I love as it allows me to be creative in helping my clients overcome financial challenges such as credit card debt, mortgage relief, student loan assistance, etc. As the Executive Director of the Equity First Foundation, I am still working with my board to bring online programs and free financial services to our community but I am now adding radio host, to my title, allowing me to use this platform to help the many people that have supported our communities for years, giving voices to those that feel beaten and to uplift and enrich the people that we call neighbors by creating content that has meaning and value.

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KERSHEL ANTHONY

MODEL CITIZENS
MAGAZINE
SEPTEMBER 2020
NEW YORK CITY

John: I'm here with Kershel Anthony who is a Model Citizen and founder of his own charity called THIS IS MY SWAG foundation which benefits children right?

Kershel: Yes, thank you. It actually benefits Children of all ages their schools and communities that don't have the funding to provide important programs such as physical education, social emotional learning & leadership programs. What we also do is partner with other organizations in the community to support the homeless, churches and children hospitals.

John: What is it that inspires you to want to help children in schools, children's hospitals and the homeless?

Kershel: I'm just a passionate person. I believe I've always wanted to help people. I think, for me in my life, growing up through my childhood I felt like I needed more help and guidance. I had struggles, many unanswered questions. I was confused. Many of my classmates were going through their own struggles. Don't get me wrong, I had a good childhood. Great community, good schooling.

John: It's no secret that I had my own troubles and was diagnosed with a chromosome condition which was affecting my circulation, my heart and organs. I didn't work for years and I didn't know where my next meal was coming from, like many others. You shared with me that you had a time in your life when things were the toughest, they'd ever been right? You are single father?

Kershel: yes a I'm a single father to the most amazing boy any parent would have. His love and passion is through the roof and is already utilizing it

I can't be more proud. So imagine being homeless for two years and raising a kid.

John: Please define homeless for us.

Kershel: I had a car, that's what I lived in. I survived by having some amazing people around me, being a fitness instructor. I utilized the gyms to take showers and changed throughout the day.

John: And nobody knew right

Kershel: I was homeless, and I was still working 7 days a week. I was still traveling, doing major events, teaching children and adult classes. School programs, personal training. Oh yea, dropping and picking my 10yr up from school. I think I was the busiest homeless man ever. lol

John: But you couldn't afford to live anywhere?

Kershel: It's not that I couldn't afford it. Credit is a big thing. I never had a credit card. I was built on if you don't have the funds then you don't buy. But that really didn't work because I needed to build my credit. But even with the cash, I was getting shut down. Even with all my credentials. It could have been many reasons. I believe Racial profile had places reject me. Places I had friends with same situations be able to be in. it could have been whatever. It's the world we live in and you have to learn to navigate. It definitely was the weirdest time. I felt like I couldn't get out there. I had a child, so with him sometimes it was a hotel, sometimes a drop off at Grandma's or friends. That's the life I was living for a little bit, while I was trying to build the life I've always wanted to have. You learn a lot. A lot of haters and non-believers. But if you are truly passionate about things nothing can stop you. That's what made me so tuned into what I wanted to do.

HOW TO SURVIVE A CRISIS
SUPPORTING THE HOMELESS
IT CAN HAPPEN TO ANYONE



KERHEL ANTHONY

HOW TO SURVIVE A CRISIS SUPPORTING THE HOMELESS IT CAN HAPPEN TO ANYONE

John: Motivated.

Kershel: OMG, So motivated. I couldn't stop. It didn't matter that I was living in my car. I was still living my life better than those who were in houses. I was loving my job and what I was creating. I had and have relationships with people who have more money than you can imagine who are living miserably.

John: I think many of us, as Model Citizens, we find the inspiration from our own adversity.

Kershel: By far. So true

John: And we all share that very honestly, so thank you for sharing that about your life. Now tell us what you do with all this energy.

Kershel: 1st I'm trying to share it with the universe and it will happen. But for now my next project is on September 26th at Eisenhower park 9am . It's called Swag Day. My Foundation is called, "This is My Swag foundation".

John: I love it by the way, very cool.

Kershel: Thank you. So, what we're doing is, since we cant have a gala to raise money like we usually do .

John: It was a great gala by the way.

Kershel: It was absolutely amazing, in the short time we did it, we got so much. All I wanted to do was build awareness and partnerships. Let the community know that there's another organization out there looking at the well being of your children and the younger generation. Everyone came out. a truly blessed night. Thank you to my team and all those that supported. We got to keep the energy going.

John: What are you doing differently this year?

Kershel: This year, on September 26th, we're picking the top 50 Swagateers, that's what we call them, from whoever has done the most work in their community and raised money, will be able to dance at the event on the 26th.

John: So, you have a dance event?

Kershel: Correct, at Eisenhower Park. We are in the Dogwood Field, right next to the ice rinks

John: That was where I had my first keg party.

Kershel: Really, that's great. It's right on the corner, very shady and a great location. There are two parking lots. What we are having the children do is to work for it. We are providing different things for them to do, whether it is an activity in the packet we send them or something they come up with on their own. Things like writing letters to a children's hospital, to nursing homes, or homeless shelters.

John: Things to help people that are struggling.

Kershel: Yes, being a Swagateer is not just about raising money, it's about being active in the community. So, we are teaching the kids to do both those things. To be active in the community, whether doing their own thing, or something we provide for them to do in the packet, and at the same time, ask "Hey, we're trying to raise money. I want to be in the top 50 people selected for this event."

John: Based on will.

Kershel: I don't know if anybody remembers the Bike-A-Thon. That is what it is. Going house-to-house and saying, "hey I'm an advocate in this community and we need to build awareness and raise money to keep our community healthy "

John: They're still doing that. A lot of charities still do that.

Kershel: Are they still doing that? That's basically what we want to do, just get the kids inspired. We want to build these young kids up. I want the them to see the results from their hard work. We need these programs in the schools. IT'S A MUST

John: And what charities do you give money to?

Kershel: The charities we focus on are children's hospitals and homeless shelters and we are also doing a huge food drive.

John: A lot of people are still hungry.

Kershel: Everybody's hungry. We're doing a huge food drive, there's a huge need. That's a major concern. Every kid, every adult, no matter what, if they just want to donate, they can bring a food donation.

John: Thank you so much for sharing your story and for all that you're doing. I'm so proud of you for opening up about your struggle. I know what that's like. My father worked for the Department of Homeless for 20-years and if it was Christmas Eve and we got a notification that there was no heat at the battered women's shelter, he'd get up from the Christmas table. He was passionate, we were all passionate about helping.

Kershel: Thank you so much. Especially now during this crisis, it's so important to step up and stay focused. I'm grateful and blessed. I have a great team behind me, and we are very passionate about what we do.

John: You know what the Model Citizen moto is? Live in gratitude, pay it forward and cherish your chapters of love.

Kershel: Amen.

LONG ISLAND PORTFOLIO

Body builders as artists? Sure. Body painters and graffiti artists? Absolutely. There are no limits to artistic expression and Long Island Portfolio will have no limit to the types of art and artists that will improve their branding and recognition as we share their stories in their own word.

We surround people with talent and vision but are often unable to see or experience for ourselves because it is buried in basements, towns and cities, churches and vfw halls, and even on street corners. I believe he is back in school in Virginia, but singer and performing artist Finnbar Mac (Finn MacDevitt) can be seen busking around Huntington with his guitar case open for donations. I want to see him on stage at The Paramount and hear his music on Spotify.

Our first cover is graced with local artist Robyn Bellospirito. Robyn, all by herself represents painters and dancers and photographers, models, costume designers and character creators. We have collaborated on several projects and she shares the collaborative effort, joint art design. I forgot to mention she also sings and creates music. I would love to help get her story and work in front of a greater audience and help her sell her work. Wouldn't you? She is so creative, imagine she could devote her time to her artistic expression and not her day job (which is also creative, as she is a writer)..

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ARTS AND ENTERTAINMENT IN THE TIME OF COVID

LONG ISLAND PORTFOLIO

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FOR ONE OF A KIND
CREATIONS AND EXPERIENCES

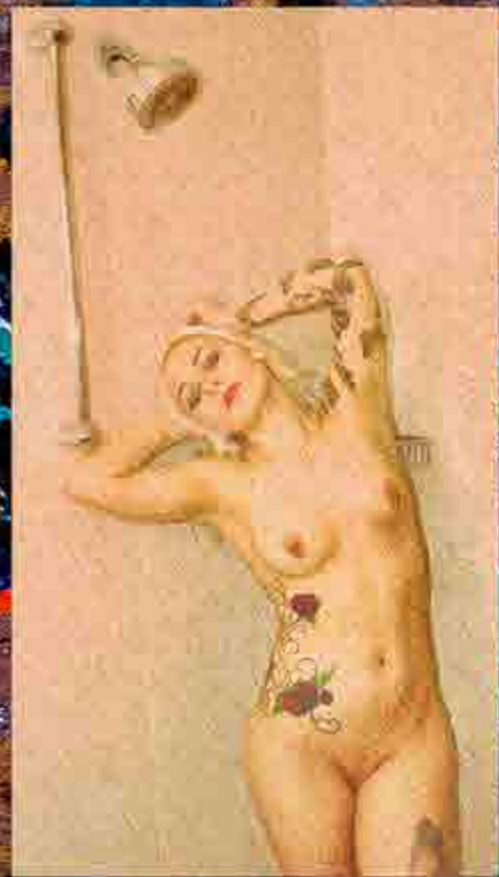
PREMIERE ISSUE

WHY WHY WHY WHY WHY?

LONG ISLAND PORTFOLIO

ALEX M. WOLFF

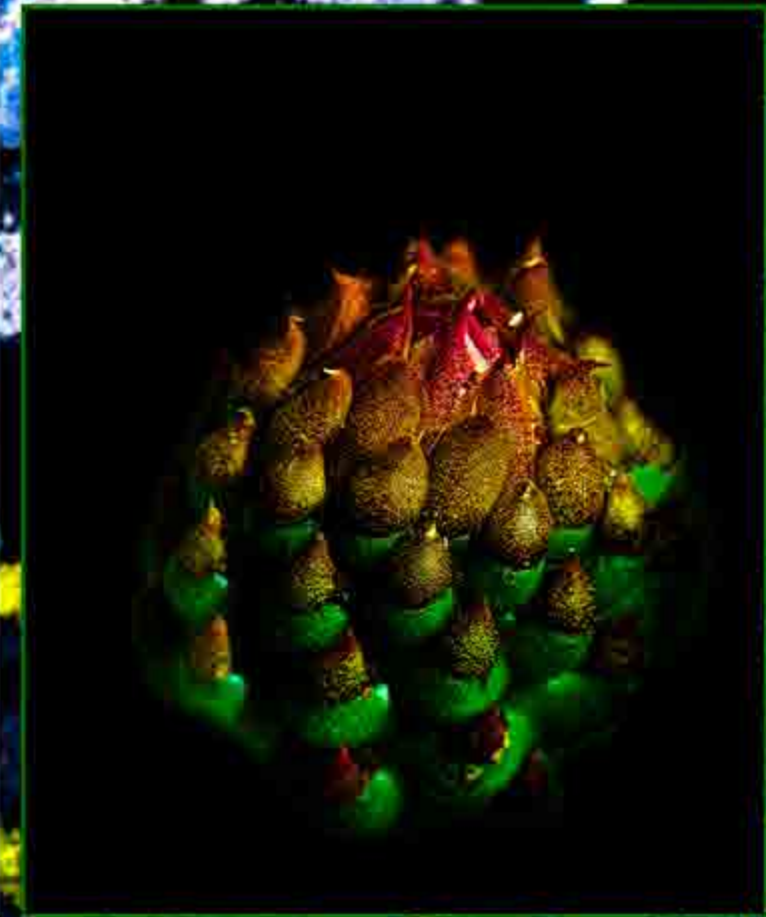
Long Island Portfolio is new but it has Pedigree! Long Island Portfolio is brought to you by the creative and marketing team that creates and distributes Model Citizens Magazine each month (we are planning monthly publications from Fall 2021 on). Portfolio will use similar strategies to distribute the publication as pdfs and individual pages, full interactive website, Facebook, Instagram and Linked In. Our regional target is Montauk to Manhattan but Portfolio has a global reach, and will reach people interested in the arts and artists everywhere. Articles are supported by artists, sponsors and advertisers. reach people interested in the arts and artists everywhere. Articles are supported by artists, sponsors and advertisers.



ALEX M. WOLFF'S
NEW PUBLICATION DEDICATED
TO ARTISTS AND ENTERTAINMERS

MODEL MAGAZINE
CITIZENS SEPTEMBER 2020

LONG ISLAND PORTFOLIO



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There is a whole universe of artists and their associates working to share their art, build their branding, and match their creations to the people that appreciate their art. We can't see it all but collectively you can. You can help artists promote themselves. Ed Coyne, who runs Brooklyn Open in Facebook, is constantly finding artists and their work and creates visibility for them by posting their work and their links. Please be our Ed! Share the magazine links, website and PDFs with your friends that love art and entertainment. Use our Nominate an Artist or Art link on the website. We will reach out and connect to help move that artist's career forward.

Please follow the link to receive an email when the first issue of Long Island Portfolio is published in the fall.

Want a media kit? Questions or want to get in our historic first issue as a feature or advertiser? Call me at 516.375.4315 or email me at Alex@LongIslandPortfolio.com

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MODEL CITIZEN ASHER ALLWEISS

Morphing your life to the new norm can be quite a challenge, but for model citizen Asher Allweiss his career trajectory changed overnight because of this pandemic. Asher is a top young real estate agent with Keller Williams Points North, but he also WAS the Chief Business Development Officer at his company Impetus Management.

Impetus Management was started in August 2019, they are a small business loans brokerage firm who take a holistic look at the lending process as well as creative ways to assist their client's growth. They would refer their clients to one another so they could collaborate and grow together. Impetus was growing rapidly in both revenues generated and in size, then cut to the end of March of this year and the pandemic hits.

After pouring his heart and soul into his new company, which was only eight months old, he and his partner Brian had to make the decision to shut down because of the pandemic, Asher thought it was the end of the world. Then one day during quarantine and a lot of self-reflecting and talking to God trying to find the answer of what to do now, he comes to the

realization that with every ending there is a new beginning. Asher decides to put his faith in God and with the love and support of his family and friends, he decides to put his head down and just follow his dream and open his Real Estate Investment Firm called "AAM Ventures LLC" as well as his Commercial Mortgage Brokerage, partnered with Michael Mills, called "Cobra Commercial Capital".

This move for Asher was years in the making, he has been networking and cultivating relationships for years, but having to take a loss with Impetus, hopefully just temporarily, shows the life of an entrepreneur is not an easy one. As an entrepreneur, you know that when life throws us curve balls and you have to stand in the box and just swing even when you're up against great odds. It is no secret for those who know Asher that he is a tremendously resourceful and persistent individual.

That being said, no matter how resourceful you are, going head to head with a pandemic just seems to unsurmountable. In the end it just does not matter what is going on, what matters is when you are facing adversity what are you going to do?

Are you going to just sit there and say "Okay you win, I lose" or are you going to stand up and fight? It does not matter how many times you get knocked down, the only thing that matters is that you get your rear end back up, take a deep breath, dust yourself off and say "please sir may I have another!" and keep on fighting.

Asher decided he was not going to just roll over and give up, he decided he was going to rise up like a phoenix from the ashes and continue fighting.

With that in mind, Asher opened Cobra Commercial Capital LLC in June 2020 with Michael. They saw an opening within the real estate industry, specifically commercial real estate, where there were many real estate investors who were unable to find the funding for their projects. They realized that their new found company can come in and assist these irritated borrowers, not only to help them find the funds they require for their investments to proceed, but also with analysis and expansion of their companies.

With Michael's background in residential and commercial real estate lending and



Asher's background in residential and commercial real estate sales as well as his MBA in real estate and finance, they believed this gave them the edge over anyone else in their industry. Building a full-service brokerage that can do more than just find their clients the money, becomes very advantageous for their clients to be able to have a one stop shop, so to speak, for everything real estate related. Not to mention Asher and Michael's vast network of business owners and service providers to be able to fill any void and answer any question anyone might have. For Asher this company helps to close the circle for him in the real estate industry and gives him the ability to help everyone, not just to find their next project or house, but to be able to get them the financing as well.

ENTREPRENEURIAL CAREER PIVOTS DURING COVID

ASHER ALLWEISS

MODEL CITIZEN

M

SEPTEMBER 2020

MODEL CITIZENS

MAGAZINE

NEW YORK CITY



Michael A. Mills Asher Allweiss Business Partner

Now to really fulfill his dream, Asher opened AAM Ventures LLC, with his partner Melissa Mohan, in June 2020 as well. This new venture, if you will, is Asher and Melissa's real estate investment fund. They plan on building a portfolio of multi-family and mixed-use properties that they will one day be able to build it into a Real Estate Investment Trust (REIT) and be able to help many others make money within real estate. That dream I mentioned earlier is Asher's dream to one

day own a building in the city and contribute his own touch to the already vast and beautiful New York City skyline. He knows that through this venture and working side by side with Melissa, they can do that and a whole lot more. This one company is, God willing, the start of something spectacular. This all being said, Asher never knows when he would have been able to muster up the courage to be able to take this leap if not for the occurrence of the Covid-19 pandemic.

God never gives anyone a test He knows they will fail; you just have to believe in yourself the way that God believes in you. It is all about finding that strength within yourself and the belief that you can accomplish anything with the right work ethic.

Now with his vast knowledge of real estate, finance, and investments, his immense drive to create a legacy for himself and his family, and his Goonies "Never Say Die" attitude, Asher looks this

pandemic straight in the eye and will not back down.

This year started off amazing for him, the last five months have knocked him on his ass, but the year is not over yet and it is how you finish that counts. Asher Allweiss knows that if he does not give up or give in, that one day he will be that overnight success that he works his ass off every day to become!

ENTREPRENEURIAL CAREER PIVOTS DURING COVID



John: What is better or different about you than any other representative? What is your competitive edge?

Margreit: Honestly, I think it's that I'm really good at building relationships. I really care about what happens to my clients and how they progress towards their financial goals. A lot of other financial representatives may say that, but I can only speak for myself. I know that I care. It really does matter to me that I make a difference in their lives and that I do the right thing and steer them in the right direction. I always put my clients first. There are so many financial representatives, it's really about the relationship that you can build. There's a lot of trust involved in that relationship and it's not something that happens in five minutes. It is something that builds over time. I'm a people person and I like to help people and so this is a great fit for me.



REBOOT UPDATE

MARGREIT

MCINNIS

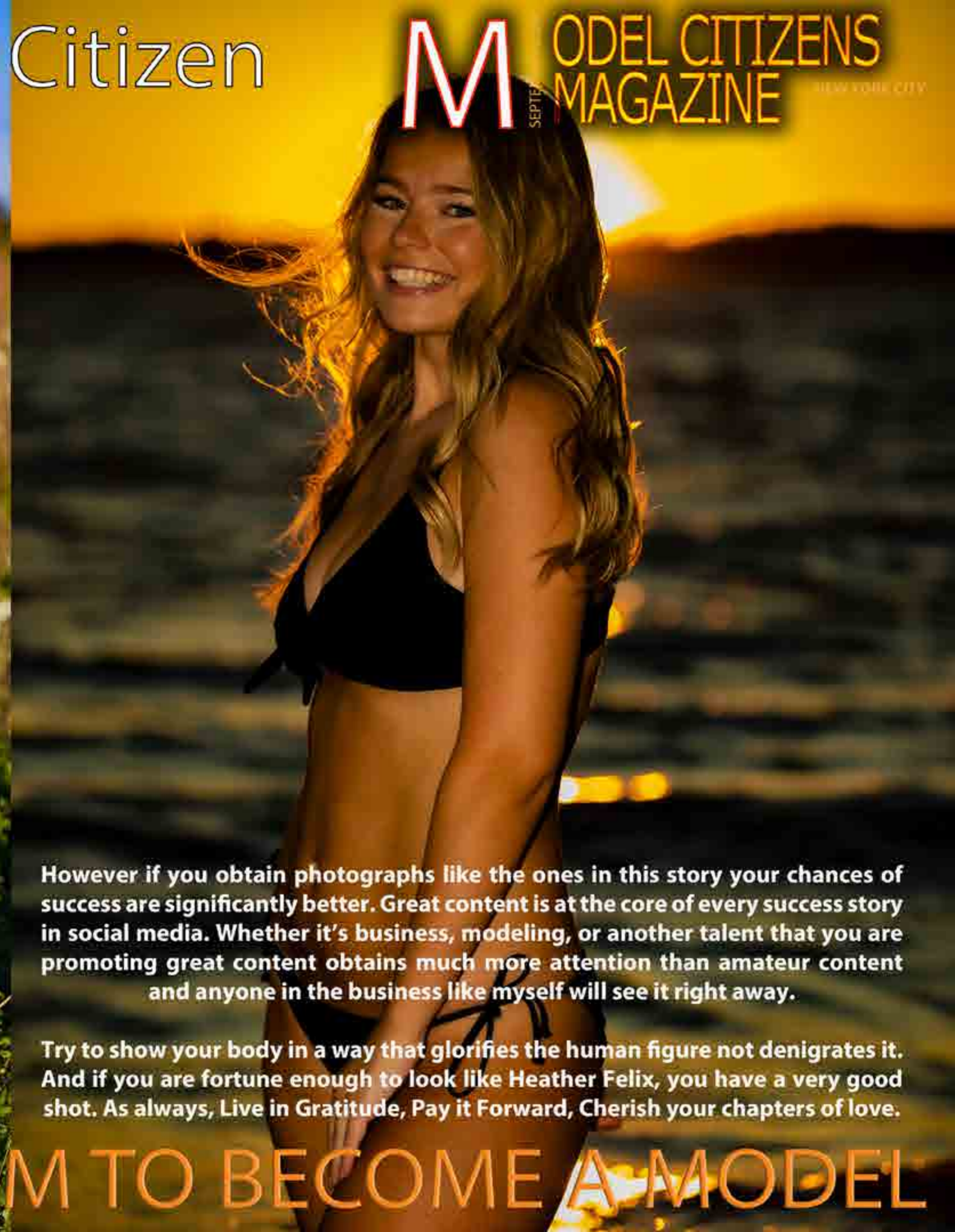
A.K.A. Margreit Maitland (pen name)

HETHER FELIX Model Citizen

M ODEL CITIZENS
MAGAZINE NEW YORK CITY
SEPT



Who makes it in the business and who doesn't is anyone's guess. These days it is not just about being pretty or better looking than the average person. It is about hard work, professional content, and personality. I do not care how beautiful anyone is, or how great the look in photographs if they are nasty or unappreciative. The entire industry is built upon creativity, hard work, passion, and at times luck. Pure luck.

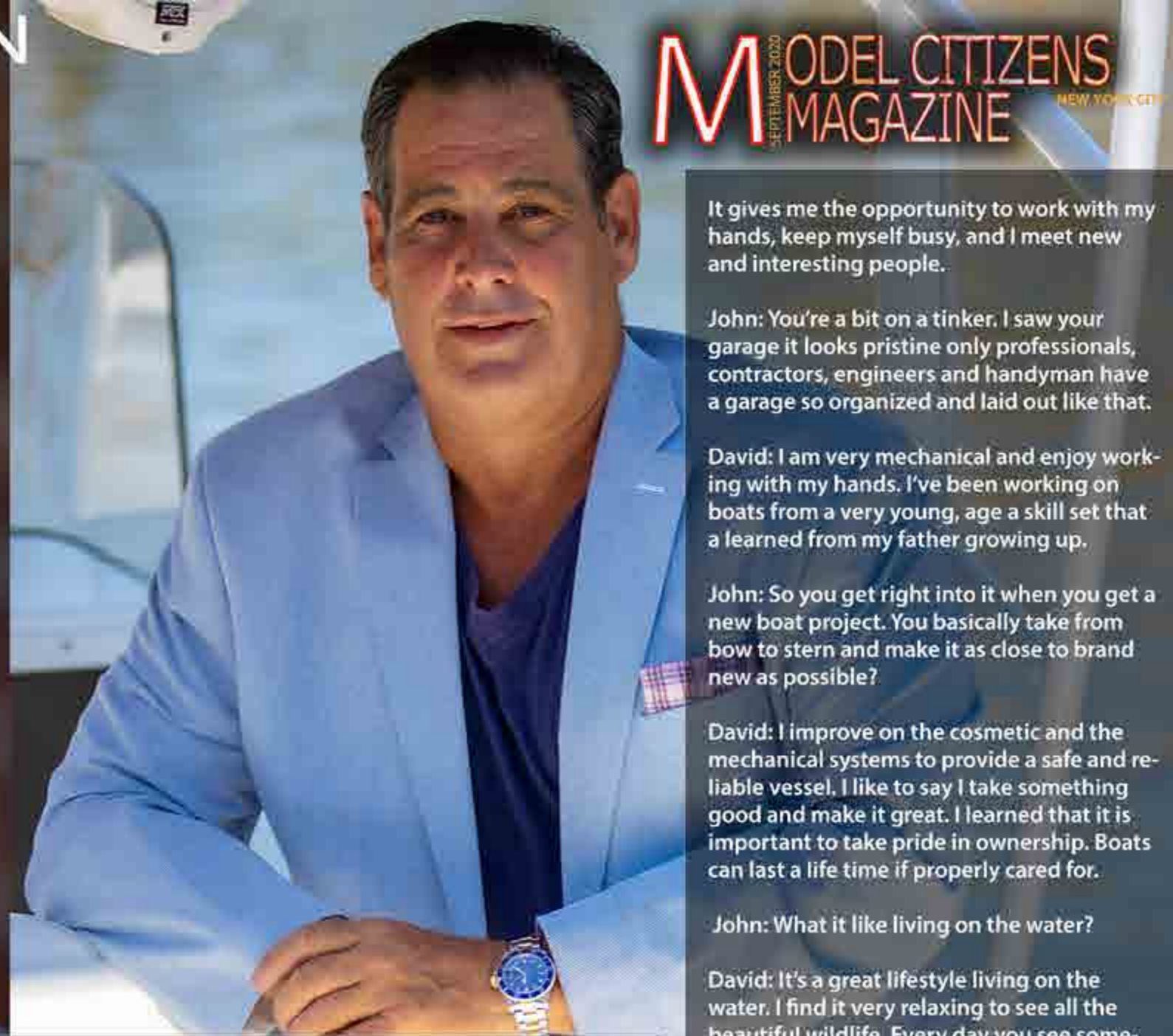
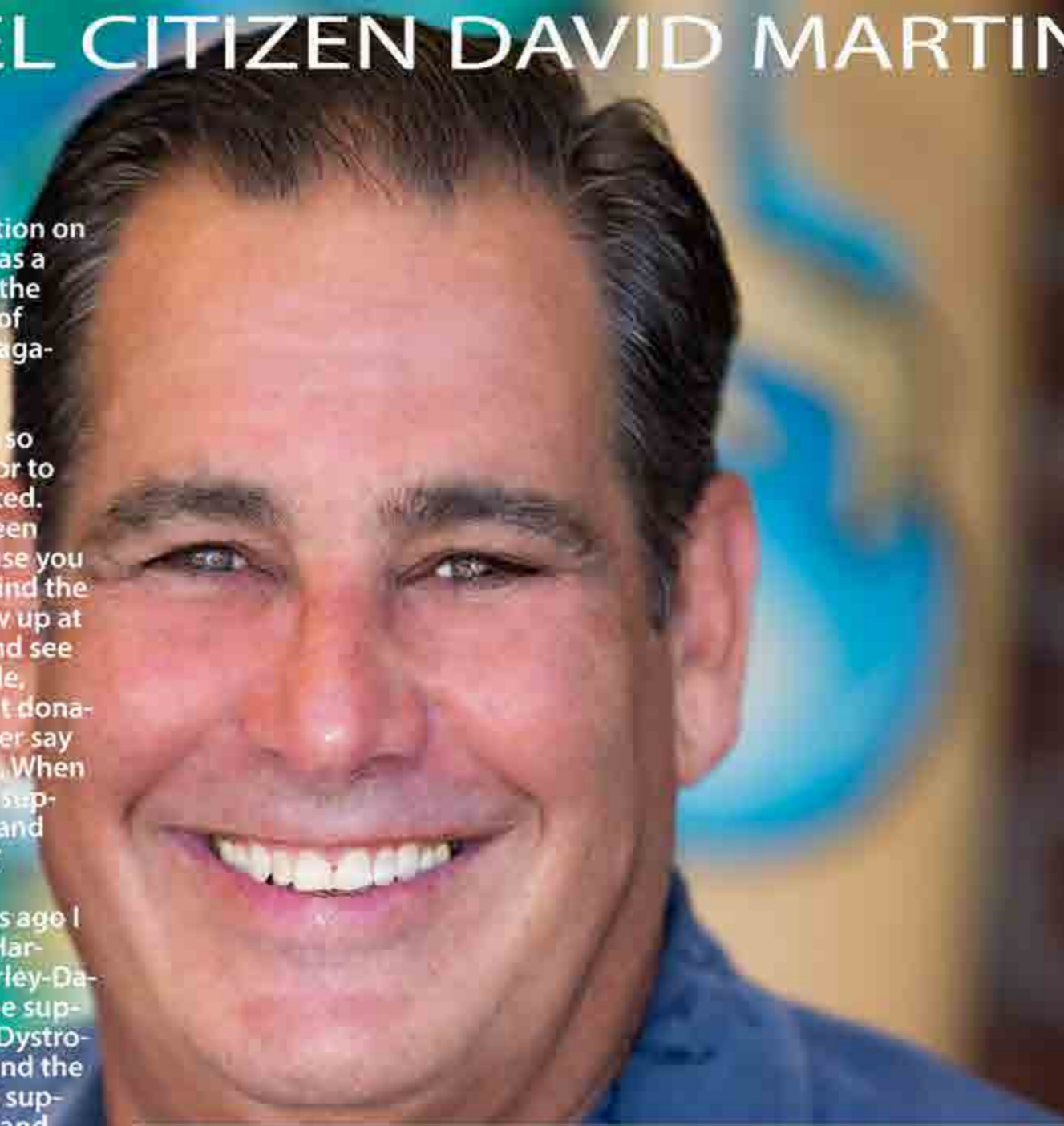


However if you obtain photographs like the ones in this story your chances of success are significantly better. Great content is at the core of every success story in social media. Whether it's business, modeling, or another talent that you are promoting great content obtains much more attention than amateur content and anyone in the business like myself will see it right away.

Try to show your body in a way that glorifies the human figure not denigrates it. And if you are fortunate enough to look like Heather Felix, you have a very good shot. As always, Live in Gratitude, Pay it Forward, Cherish your chapters of love.

HOW TO USE INSTAGRAM TO BECOME A MODEL

MODEL CITIZEN DAVID MARTIN



John: Congratulation on your nomination as a model citizen for the September issue of Model Citizens Magazine.

David: Thank you so much it is an honor to me to be nominated. John: You have been nominated because you are kind of a behind the scenes guy, I show up at many Charities and see you bought a table, made a significant donation, and you never say anything about it. When did you first start supporting charities and why do you do it?

David: Many years ago I was working for Harley-Davidson. Harley-Davidson at that time supported Muscular Dystrophy Association and the dealership would support the national and local MDA. The dealership would provide special events and with the help of the motorcycle community raise money. It made me feel good to provide support to people who are struggling. So I just kept on doing it and made it a lifestyle.

John: I know you are support of The Ferro Foundation. Tell us why you are so passionate about the Ferro Foundation?

David: I first meet Sal while I was producing a sports internet radio show. His passion for sports provided a common interest. We meet again at the PinkTie Gala charity event. His passion for philanthropy inspired me to do more for our community and get more involved. The Ferro Foundation created a Scholarship fund to help Long Island students receive a college education. Providing a scholarship to students who meets certain community and academic

qualifications. Being a Long Islander it was important to keep my efforts local to help our immediate community. So that sold me on the philanthropy lifestyle.

John: I also know you support the Fight for Charity.

David: The Fight for Charity is a local event and provide fun night to get out to support local individuals and families in need. It is also a networking event and provides promotional opportunities as well as a fun-filled energizing atmosphere. Sal is also the host of the event

and does a fantastic job. I try support the people who are leaders and have a clear vision of what is important.

John: When you're not participating in charity events and paying it forward what are your passions? I can't help to notice all the beautiful boats you have at your home on the water. You mentioned you are also a boat business.

David: My passion is boats. I have been in the marine industry for most of my life. In my spare time I buy, trade, sell and broker powerboats and sailboats up and down the East Coast

It gives me the opportunity to work with my hands, keep myself busy, and I meet new and interesting people.

John: You're a bit on a tinker. I saw your garage it looks pristine only professionals, contractors, engineers and handyman have a garage so organized and laid out like that.

David: I am very mechanical and enjoy working with my hands. I've been working on boats from a very young, age a skill set that a learned from my father growing up.

John: So you get right into it when you get a new boat project. You basically take from bow to stern and make it as close to brand new as possible?

David: I improve on the cosmetic and the mechanical systems to provide a safe and reliable vessel. I like to say I take something good and make it great. I learned that it is important to take pride in ownership. Boats can last a life time if properly cared for.

John: What it like living on the water?

David: It's a great lifestyle living on the water. I find it very relaxing to see all the beautiful wildlife. Every day you see something new and the change of the seasons provides a beautiful back drop.

John: So you are single for the first time in a long time? I know you are passionate about finding your soul mate. Tell me who is your soul mate?

David: Someone with same views in life, our morals and lifestyle just fit perfectly. Being in an honest, sincere and committed soul-mate relationship helps you to become a better version of yourself. You have to push yourself beyond your comfort zone.

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Model Citizen Heidi Felix of LifeVac

M SEPTEMBER 2020 ODEL CITIZENS MAGAZINE

NEW YORK CITY



John: I'm here with Heidi Felix who has been nominated as a Model Citizen for this September issue of Model Citizens Magazine. Heidi, you've been nominated for all of the charity work that you do, for the amazing attitude that you always have, and also for what you do on a day-to-day basis for LifeVac. Congratulations!

Heidi: Thank you very much! John Can you tell our readers and your fans a little bit more about yourself? How did you get started in this philanthropic world? Because that's how I met you.

Heidi: I had an amazing sales career in Manhattan when I was a young mother. I decided to give that career up when my son Hunter got sick. I left my six-figure job at Xerox to be a stay-at-home mother. I decided to dedicate all the time I spent commuting to Manhattan, working my tail off to be with my children. I threw myself into the world of volunteering; PTA, became a class Mom, Girl scout leader, Cub scout leader and really embraced motherhood. I loved every second of it.

I took all the talents that I had in the business world and focused them on helping others. An organization I believe in is Kiwanis International which is dedicated to helping the children of the world. I advise a service leadership program, called Key Club. I have been Kiwanis Advisor working with service leadership program for over 10 years now.

I work with Key Club members at Wantagh High School and Nassau BOCES Center for Community Adjustment helping children become future Leaders. We perform community service, help others and give back to the community. I absolutely love it! I am in my 11th year of working with Wantagh Key Club.

John: That's an incredible amount of work that you are doing, really helping kids understand how important it is to give back, pay it forward. That's our motto here. So what else are you doing with Kiwanis?

Heidi: I am on the Kiwanis Board of Directors and Kiwanis advisor working with Key Club members. The kids look at me as if I am one of them. I really enjoy everything that we are doing in the community. We expanded our philanthropic programs with Kiwanis leading more events in Wantagh community. I am Distinguished Past President of the Kiwanis Club of Wantagh and actively recruit to get others involved. I love helping others and paying it forward. It all started because I wanted to set an example for my own children. I am a single mother of a 20-year boy and 21-year-old girl. I am very proud of Hunter and Heather and absolutely love spending every second that I can with them.

John: Now I met you, was it either Equity First or was it Pink Tie? You're involved with both of them, right?

Heidi: Exactly. I was working for NEFCU, which is now called Jovia Financial which is still my bank. They are a great credit union and I enjoyed working this fantastic group of people. NEFCU was involved in financial literacy program. I worked with Rhonda Kich at Equity First Foundation, who is a dear friend. We were conducting financial literacy programs, teaching foster children at Family and Children's Association about money. How to save and how they can help

their foster parents. We also worked with the Department of Social Services to help people manage money received from DSS. Rhonda and I worked together quite a bit, and I am pretty sure that is how we first met.

John: Yes, that's it.

Heidi: I got involved with Pink Tie because I truly believe in the organization. I had a few breast cancer scares and lost five friends to breast cancer.

John: That's terrible. I'm sorry.
Heidi: Thank you. To me giving back and helping others with Pink Tie has been a fun experience. I met so many people who are incredible friends today.

John: We are at your current office today. It is a very unique company, which is also involved in some philanthropic efforts and saving lives. Can you tell us a little about LifeVac?

Heidi: Sure, I would love to talk to you about LifeVac. I met the inventor of Life Vac, Arthur Lih at a local Shark Tank competition. Angel Investors were doing a competition for local entrepreneurs to present their products. I attended the event with my friend, Joan Buccchino who worked with me at Xerox. She invented a game called "I Can Save" and NEFCU sponsored this for our financial literacy program. The game is interesting and helps teach children how to save their money and save the planet. I was sitting next to this gentleman who had an interesting-looking invention in his hands. I introduced myself asked him his name and what his invention was? He said, "my name is Arthur Lih, and I invented this product to help save lives." I said, "That's incredible! I wanted to learn more. We had a conversation and I learned more about Arthur Lih and his invention. How do you compete against an invention that is saving lives?"

John: So, what happened?

Heidi: Arthur did his presentation, it was incredible. I thought, if I was a Shark Tank judge I would have invested in LifeVac! Arthur and I became friends over the last four years. I promoted Life Vac for years without any compensation because I believe in everything

HEIDI FELIX

MODEL CITIZEN HEIDI FELIX

that his company is doing.

Arthur is really making a difference and saving lives across the world. To date we have saved 74 lives, which is just remarkable. It makes me excited when I find out that we have saved another life.

John: For audiences not familiar, can you tell us what does LifeVac do? What is it?

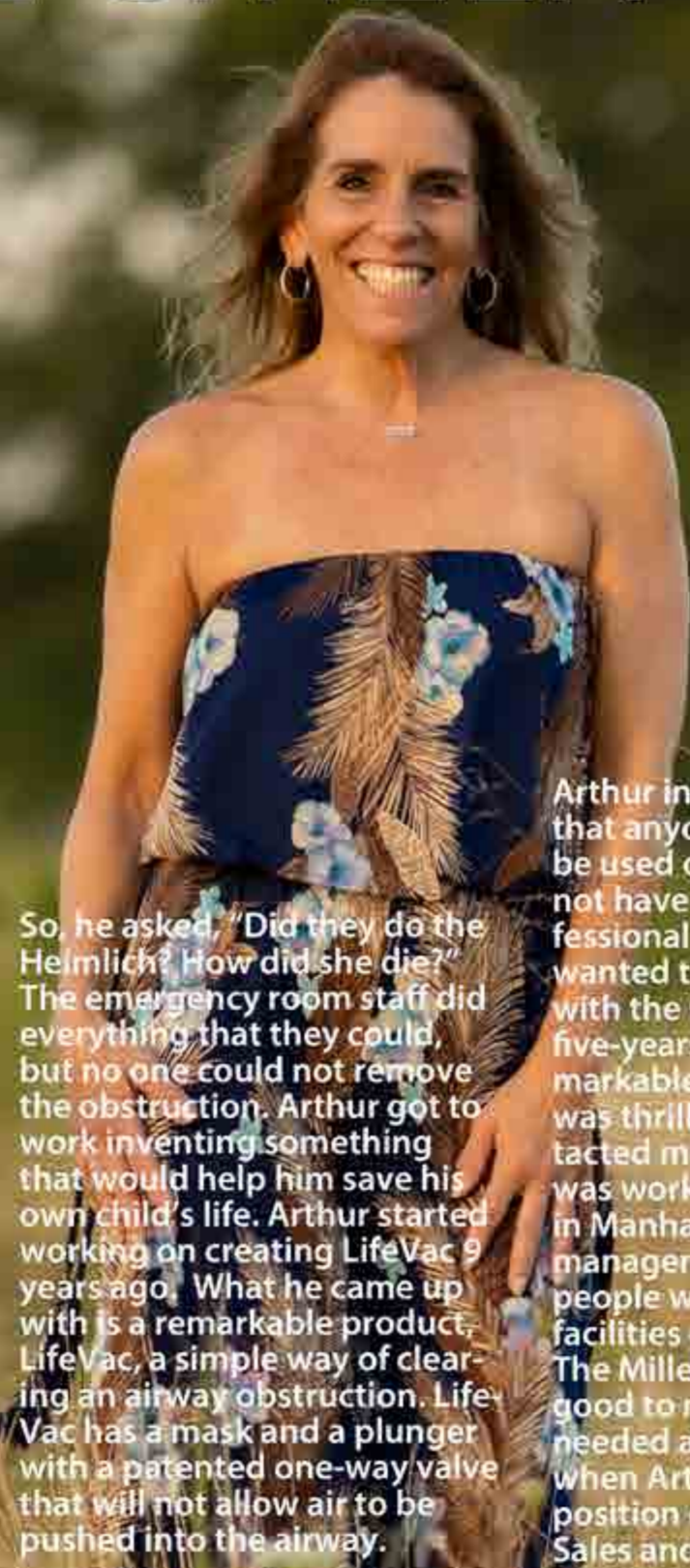
Heidi: LifeVac is a portable, non-invasive suction device. If you are choking it will clear the airway obstruction. LifeVac is used when typical protocols are followed, abdominal thrusts or back blows, taught in first aid class do not work.

John: Like Heimlich Maneuver?

Heidi: Yes, the Heimlich Maneuver. If you are not a trained professional, it does not work 50% of the time.

John: How did he come up with that?

Heidi: Arthur was visiting a friend in the hospital who told him about a child that was seven years old and died from choking on a grape. At the time, Arthur had a seven-year-old daughter and he thought, "I cannot even imagine my Jackie dying."



So, he asked, "Did they do the Heimlich? How did she die?" The emergency room staff did everything that they could, but no one could not remove the obstruction. Arthur got to work inventing something that would help him save his own child's life. Arthur started working on creating LifeVac 9 years ago. What he came up with is a remarkable product, LifeVac, a simple way of clearing an airway obstruction. LifeVac has a mask and a plunger with a patented one-way valve that will not allow air to be pushed into the airway.

Arthur invented something that anyone could use and can be used on yourself. You do not have to be a medical professional to save a life. He wanted to share his invention with the world. Here we are five-years later, with this remarkable company, LifeVac. I was thrilled when Arthur contacted me two months ago. I was working with a company in Manhattan selling facilities management services and people were not even in their facilities during the pandemic. The Millennium Group was good to me, but I knew I needed a change. I was thrilled when Arthur offered me the position of Vice President of Sales and Marketing.

I am having a wonderful time working with an amazing team. We are like a family. Our company's mission is to save a million Lives. It is incredible! We are raising awareness about choking hazards. Every day I feel invigorated and am so excited to get to work. I no longer dread jumping on a train to work in the city. I am in an office surrounded by all the lives that LifeVac saved.

John: On that note, by the way, when my daughter was an infant, I heard my wife screaming from upstairs, "Come up here! Come quick!" I ran upstairs and my child was choking on one of those little round pretzels and she couldn't do anything. So I hit my daughter on the back; she was too small to do the Heimlich, and as she started to turn blue we thought that our child was going to die until it finally came out. This would have been an amazing device to have, so I completely and it's so important to get out there.



Heidi: You know many parents have a choking story. When my son was two-years old he loved chocolate and he put a peanut M&M in his mouth and got stuck in his windpipe. He could not speak and I knew he was choking. Thankfully I had been trained in First Aid, so I started the Heimlich, but it was not working. Thank God the back blows worked.

John: I had the training, but it didn't work.

Heidi: Exactly. I had the training and for me it was a very scary moment. The fact that my child could die terrified me. Hunter was a medical miracle because his twin did not survive the pregnancy. We cherish both of our babies. I have a girl and a boy and am so blessed. Needless to say, with that situation, I was grateful and lucky that he was saved.

John: How do people get a hold of you if they want more information about the LifeVac, or want to order units for their restaurants or for some other location?

Heidi: We have an amazing website: www.lifevac.net our phone number is 877-LIFEVAC (543-3822)

We are on social media; Facebook, Instagram and LinkedIn. LifeVac uses many communication vehicles to inform people about our product.

John: Thank you so much, Heidi. Really, you do so much for the community and your nomination is well deserved.

HEIDI FELIX

Model Citizen Tony DeCaprio

MODEL CITIZENS
MAGAZINE
NEW YORK CITY
SEPTEMBER 2020



of damn penguins. I'd never seen that before; it was so bizarre. They were so "square." I was soaking all this in, and it was all new to me. So one night I was one of the last guys to leave the stage because they had the rhythm section up high in the rafters. It took a while to get down from there. I make my way down, and I'm walking by the curtain. It is pitch-black in there and all of a sudden Elvis Presley is right in my face, right in my face! I go whoa, and he said, "You guys were great." I just froze, but I felt in that one moment, the same kind of premonition from the TV in the den and Tom Jones.

After the Tom Jones engagement, I segued to touring with Wayne Cochran and the CC Riders and then the jazz rock band CHASE. The rest of 1971 through '72 I worked with Wayne Cochran and the CC Riders and then in part of 1973 I worked with CHASE. After CHASE, I returned to Vegas and did some recording with Paul Anka. In 1974, Elvis is featuring me in his Vegas show at the Hilton because I copped a gig at the Las Vegas Hilton Orchestra, which was one of the most coveted gigs in the whole town at that time. I was the youngest guy in the band, and it was like Merlin the Magician was pulling the strings for me. It felt so surreal I could write a book about it.

John: Maybe you should. So bring us forward now. You're growing up. You're a teenager from the sixties, and now it's the seventies. You had all these opportunities. Can you give us some highlights?

Tony: It's all a blur.

John: That's okay. It can be a blur. Brag a bit. Give us some iconic names.

Tony: You have to understand that as a result of working with a vast number of celebrities, also working TV shows broadcast from the Hilton, and the pressure involved in that high profile situation, my musicianship kept improving. You can't get an education like that even in a music college because you're in a kind of artificial situation.

John: It's all theory, but there's nothing like hands on stuff.

Tony: School alone could be like a pilot practicing in one of those automatic pilot machines, but it's not like flying, or a military man who never sees combat.

I recall studying with the orchestra leader of the LA Philharmonic. He was teaching sight reading to many of the studio players. Honing my skills was vital because I was working with some of the most well-known celebrities in the world. I worked with Ann-Margret for about six years. Everything about that gig was first class. The six years included working with

Ann-Margret outside of the Hilton Orchestra in other hotels. At the Hilton there were additional celebrities I worked with like The Four Tops, Manhattan Transfer, The 5th Dimension, Pearl Bailey, Shirley Bassey, Eddie Fisher, Connie Stevens, Erroll Garner, Liberace, Donna Summer, and Natalie Cole. Because of The Four Tops at the Hilton, I got to work with Diana Ross. At first, I turned down a gig with Diana Ross because I didn't want to leave town. But then, when it was offered again, maybe one or two years later, I decided to take the gig. I toured with her for about three and a half years. While I was at the Hilton I was also working many jazz concerts with small groups and Big Band gigs after hours.

I have some great stories, but I'm going to save my inside stories for a book.

John: Tell me what you do these days with your music? At this age, I imagine you are not touring around the world.

Tony: I wouldn't go around the world unless they paid me a lot. It's too tiring. Although back in the eighties, nineties, up until recent years, I have performed and taught jazz throughout western Europe. As a matter of fact, I lived in Paris for several years, and I enjoyed the interaction with musicians there.

John: Yes, it's exhausting. I know what it's like. I've had to travel around as a photographer with artists and models and actors, all over the world. So what are you doing these days?

Tony: I've been mostly teaching, and now I have a business partner. We are forming an online music school, Tony DeCaprio's New School of Music, because so much is going online these days. I just video recorded a session, and I hired one of the best bass players in the world to play a tune in the video. He goes by the name Harvey S. That was a lot of fun. I'm almost certain that particular students will find the content invaluable.

We'll be offering master classes online, in half hour and hour segments. Not just guitar though. I'm going to hire some of my peers, and we're going to offer lessons for just about every instrument, including piano, bass, trumpet, saxophone, and flute. We will also be presenting lessons in classical guitar and piano. Additionally, we'll have vocal and choir coaching. These lessons will hopefully help people who don't have teachers readily available in their area, particularly in light of this pandemic crisis.

LEGENDARY JAZZ AT ITS BEST