

1. Who is Phillip Schnieder?

INSIDE STORIES



A. J. Carter

Promise to Unveil Mystery Man

The Hauppauge Industrial Association is trying to add to its 25th Anniversary Gala something not usually found at those events: suspense.

And we're not talking about the unveiling of the group's new logo or the new slogan that's been chosen from 200 entries submitted by members, both of which are to be made public at the Thursday event.

The invitations to the festivities, as well as advertisements seeking people to buy tables, say the gala at the Sheraton Long Island offers the opportunity to "Meet the Founding Father of HIA Dr. Phillip Schneider."

But who's Dr. Phillip Schneider? And how did he participate in the genesis of a group that traces its roots to a 1978 blackout that cost tenants of four adjacent industrial parks more than \$1 million in lost revenue and overtime costs? A Newsday story at the time makes no mention of a Phillip Schneider, and our check of corporation records found none in Hauppauge that even had a Phillip Schneider as an officer.

Ron Wood, who's doing some of the publicity for the event, told us the best he could do through basic Internet searches was identify a Dr. Phillip Schneider, who is a Queens College professor listed as part of the speakers bureau for the Stuttering Foundation of American (stuttering being

Schneider's area of medical expertise). But there's no indication that Schneider ever visited Hauppauge, let alone did business there.

Neither HIA president Ed Pruitt, nor outgoing executive director Marcy Tublisky, who is being honored, would provide any additional details. Jack Kulka, whom we always thought was the founder of the group and who is the only remaining founder still on its board, was no more forthcoming with details.

Frankly, from looking at the we-know-something-you-don't-know smiles on their faces, we smell a rat. But we will say this: It is making us want to go.

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Business

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First article.



For the latest buzz on Long Island businesspeople, go to newsday.com/ebiz.

2. Harry Freedman fooled them again!

INSIDE STORIES



A. J. Carter

They're Just Wild About Harry

We already knew that there was no such person as Dr. Phillip Schneider, but we didn't know that the person the Hauppauge Industrial Association hired to spice up its 25th anniversary gala by posing as a founder would be quite that entertaining.

But then, Harry Freedman has made a career out of leaving them laughing in corporate America's biggest boardrooms. Freedman's business card notes, in large type: Corporate Put-Ons. On his Web site, www.hfreedman.com, the East Norwich resident refers to himself as "The Nation's Leading Expert" and lists roughly 200 companies for whom he has entertained, posing as some sort of expert on busi-

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ness, transportation, health care, law, the food industry and banking.

An excerpt from his basic routine (which is on the Web site): "I did some work for Citibank . . . and improved their service, by helping them get rid of their outdoor ATM cash machines and putting them inside; or in other words, we finally brought crime off the streets and into their bank lobbies where it really belongs."

But what really made the evening were the jokes tailored to the HIA. That's based on research Freedman does to pre-

pare. (The HIA had to fill out Freedman's standard questionnaire. He also visited HIA's offices, went out to its Web site, talked with HIA stalwarts such as Jack Kulka and ran his speech by HIA executive director Marci Tublisky.)

And, yes, he'll do what the client wants. At one point he referred to differences between the HIA and the somewhat higher-powered Long Island Association: "The people at the LIA are nothing more than a bunch of idiots who got lucky. I say this tonight, not because it's really true, but rather because I'm being paid a heck of a lot of money to say this. So I hope you don't mind when you find out I told the people at LIA that they're the best and you're a bunch of idiots at their next meeting."



Harry Freedman

Second article.



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