

profit alliance of aerospace and defense companies across New York State.

He's recently been named a Pacesetter of the Year, but actually Greg Frisby is more of a visionary. Responsible for the overall strategy, direction and positioning of Frisby Technologies, Greg has been recognized within government and industry circles for his technology and business development expertise.

Based on the rapid growth of its thermal management product lines, the company was named the second-fastest growing technology company on Long Island in 1997. It became a public company last April, enjoying a successful IPO and listing on the NASDAQ exchange under the symbol "FRIZ."

Before Frisby Technologies, there was Frisby Aerospace of Freeport, the company Greg as CEO piloted through five consecutive years of growth to an international reputation for "defense diversification" before its recent successful sale to the Triumph Group, a NYSE company.

It's not all about success in business. Although that success is crucial, Greg Frisby is devoted to helping others in his own industry achieve.

He co-founded ADDAPT, a nonprofit group of aerospace and defense industry companies across New York State, and also founded and chairs the Applied Technology Center Corp., a Bay Shore nonprofit organization which helps fast-growing small technology businesses secure funding and contracts.

CEO, Entrepreneur of the Year for High Technology, chairman of the board.

Let's not leave out Greg Frisby's most cherished title — the local kids playing basketball, soccer and baseball call him "coach."



Michael J. Galante

*President,
Galante & Co.*

Key Civic Affiliations: Long Island's United Way, National Alliance of Sales & Marketing Executives, LIA, Ducks Unlimited and World Wildlife Fund.

He is known as "The Sales Coach." Real name: Michael J. Galante, president of Galante & Co., a Long Island-based sales consulting and training firm. Internationally recognized as an expert on sales and sales management, Michael is a full-time consultant, speaker and author who is devoted to his field.

Although his material has been featured in publications such as *Long Island Magazine*, *Long Island Business News*, *Mortgage Originator*, *Professional Selling Newsletter*, *Selling Magazine*, *What's Working in Sales Management* and many others, he currently publishes his own newsletter, called of course, *The Sales Coach*.

The Long Island native's biggest honor to date? "I was asked by Long Island's United Way to give a motivational speech at their kickoff breakfast," says Michael. "Although I've been invited to speak before, this was a highlight of my career. It's an honor to represent such a wonderful charity."



Michael Gencarelli

*President,
ARvee Systems*

Key Civic Affiliations: Active in local church, Long Island Business News

especially as a pre-cana leader.

Success against the odds — that's Michael Gencarelli. Family responsibilities nearly prevented him from finishing high school. And though he managed to graduate, helping his father support an extended family meant any aspirations for college had to be put on hold.

After accepting a sponsorship to the General Motors School of Product Service, Michael held engineering and administrative positions in a number of manufacturing facilities.

It was during his climb up the ladder that ARvee Systems was born.

The company began with a reverse engineering project to develop a proprietary piece of equipment made for Fuji Machine Manufacturing. From there, the only way was up.

What's Michael Gencarelli's secret for success?

"Always put the customer first," he says, "by understanding the specific industry challenges, by addressing specific expectations and needs and by working with each customer on the best solution."

According to its president, ARvee leads the pack with a thorough understanding of cutting edge technology and a systems integration approach to software development.

The company is fueled by teamwork, principles of leadership, management, and respect for others. That respect extends to customers.

One moment of unexpected pride came when a CFO, being filmed for a video about his company, quite candidly and unexpectedly stated that he had never worked with anyone as honorable and trustworthy as Michael Gencarelli.

Integrity may seem like an old-fashioned notion to some, but for it's an intrinsic part of the way he does business.



James Gesualdi

*Of Counsel, Cahn,
Wishod & Lamb*

Key Civic Affiliations: Former Chair, Trustee, and Co-founder, the Long Island Aquarium (at Bay Shore), Former Trustee Promote Long Island New York, member Long Island Regional Planning Board Calverton Airport Advisory Committee

James Gesualdi is rather unusual, and that's a very good thing. He's one of very few attorneys in the United States with a practice concentration in law/animal welfare, and he's put that specialized knowledge to work on some matters which happen to be unique to Long Island.

That he's an animal lover is apparent from his resume: James has been a faculty member at the American Zoo and Aquarium Zoo Management School. He's spoken before the American Zoo and Aquarium Association and the American Association of Zoologists, the Dolphin Research Center, the Elephant Managers Association and the Marine Sciences Research Center at SUNY Stony Brook.

A former adjunct professor at Touro College Jacob D. Fuchsberg Law Center, James Gesualdi wears the hat of a writer, too.

He's been published in *Today's Aquarist*, *Animal People* and the *Hofstra Law Review*, mainly on themes related to land conservation and animal protection.

He's been written about as well — his marine mammal practice was recognized recently in featured articles in the *New York Times*, *Newsday* and the monthly

lawyer's magazine the *American Bar Association ABA Journal*.

Then there's the pro bono work. Throughout 10 years of practice James has donated his services to some excellent causes, including animal welfare, "dangerous dog" issues, housing, immigration and more.

He's founder and past chair of the Immigration Project Working Group, which established the first suburban pro bono immigration clinic. It's all part of the unique philosophy that makes James Gesualdi a Long Island leader.



Tracey Gittere

*Marketing and
Sales Executive,
WLIW Public
Television*

Key Civic Affiliations: Co-founder and Co-chair of Island Harvest's Red & White Gala as well as Long Island's Random Acts of Kindness Week.

Busy, busy, busy. Tracey Gittere keeps a schedule that would leave most people gasping for breath — but her poise and smiling charm don't give her away.

This former Communicator of the Year is one of the nation's top public relations and communications professionals, and she's got plenty to smile about.

Tracey currently performs three prominent business roles. She's the on-air talent and marketing/sales executive for Long Island's public television station, WLIW21.

She's the founder and president of Tracey Gittere Communications based in

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