

[THE SCOOP



JAMES BERNSTEIN]

Summit eyes future of LI



Tom White of the Brookhaven National Laboratory

EDUCATION

Long Island Institute for Advanced Study and the Brookhaven National Laboratory announced a new effort aimed at promoting high school and college students for the workforce of the future, which will have more and more in common with science, technology, engineering and mathematics (STEM) professions. National Lab is (from left) the Center of Excellence in Science and Technology Education in Garden City and is part of the effort, which will focus on connecting high school and college students to STEM professions in such ways as internships and mentorships.

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Traveling through the Twitterverse

TECHNOLOGY

For two hours one morning last week, an ordinary-looking classroom on the third floor of a building in Melville was transformed into a Twitter zone.

To some, it was a Twilight Zone. They preferred to remain anonymous, embarrassed by letting a slice of the 21st century get by them. So our question was, Why should we care?

Peter Iovara, sales director at mindSHIFT, a Waltham, Mass.-based tech company with an office in Commack, gave us some reasons: According to research by the website mashable.com, 57 percent of those polled talk more online than in real life. And, mashable said, 43 percent feel "less inhibited" talking online. (We're in the minority when it comes to any of this.)

Nonetheless, Iovara said, tweeting is important for business people because everyone seems to be doing it. Another organizer, Arthur Germain, principal and "chief brandteller" of East Northport-based Communication Strategy Group, said tweeting provides you with "a community of people to talk to."

Nicole Larrauri, managing partner of The EGC Group, an advertising agency in Melville, said her company is heavily involved these days in "listening software," which makes it possible to detect business activity and the demand for products in different parts of the world. It all points to the importance of social media, Larrauri said.

Harvey Brofman, president of Holbrook-based Integrated Tactics, a consulting company for the pharmaceutical industry, tweets. But many in Big Pharma, he said, do not. It's just not in their DNA, Brofman said. But he came anyway. "Every time you have conversations about technology you learn something," he said.

Turning artful talents into jobs

NONPROFITS

People walked down the art aisle at their store in Farmingdale on Wednesday, going in for glasses, jewelry, bags and other accessories, and paintings and other items. I wanted to see what other art is a great idea.

And that's what the event is about. Artwork-based programs are being developed to help the LI's disadvantaged youth. These programs will help the youth gain skills and experience in the arts and design.

And the goal is to help the youth gain skills and experience in the arts and design. The event will be held at 400 W. 1st St. in Farmingdale on Wednesday, Dec. 15, from 10 a.m. to 2 p.m. The event is free and open to all. For more information, contact the LI's disadvantaged youth program at 516-754-1234.



Marie O'Connell of Underneath the Christmas season on the phone at Farmingdale. The gift shop was opened on Monday in Farmingdale by LI's, an agency that works with the disabled.

These are meaningful people who are helping to create jobs for the youth. The event will be held at 400 W. 1st St. in Farmingdale on Wednesday, Dec. 15, from 10 a.m. to 2 p.m. The event is free and open to all. For more information, contact the LI's disadvantaged youth program at 516-754-1234.

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