

**Roy J. Smitheimer**

12 Wakefield Avenue  
Port Washington, New York 11050-4417

Home: 516/767-8657  
Cell/Vm: 516/286-6177  
E-mail: rsmithej@optonline.net

**EXPERIENCE:**

1996 - Present

**Executive Director, Greater Port Washington Business**

**Improvement District Association, Inc., Port Washington, NY:**

Architect and Founder. As Chair of the Greater Port Washington Business Improvement District Steering Committee (1989-1995), developed written plan for the formation of the District and advocated for its establishment with representatives from business, civic and local government officials.

Appointed Executive Director, May 1996. Mission of the B.I.D. is to spur economic development within the central business district of the Greater Port Washington area by providing supplemental municipal services, infrastructure improvements as well as marketing and recruitment programs. The B.I.D. is a municipal component of the Town of North Hempstead, governed by a volunteer board of directors under a 501 (c) 3 charter. Responsibilities include:

- \* **Preparation/Oversight of Annual Budget**
- \* **Public Relations/Marketing**
- \* **Development & Implementation of Promotional and Recruitment Programs**
- \* **Development & Implementation of Plans for Infrastructure/Streetscape Improvements**
- \* **Development, Implementation and Administration of Enhanced Sanitation Sidewalk Sweeping Program**
- \* **Development, Implementation and Administration of Initial BID Web Site ([www.portwashington.org](http://www.portwashington.org), now, [www.pwguide.com](http://www.pwguide.com))**
- \* **Solicit Additional Funding Sources**
- \* **Referral Source of Financial Assistance Programs for Small Businesses**
- \* **Liaison with Local Municipal and Civic Officials**

2006 - Present  
2002 - 2003

**Economic Development Consultant, Town of North Hempstead Business & Tourism Development Corp., Manhasset, New York:**

**Economic Development Consultant, Supervisor's Office, Town of North Hempstead, Manhasset, New York:**

As the Economic Development Consultant to the Supervisor, I was responsible for the formulation & implementation of policy designed to spur economic development within the Township. Projects ranged from grant writing to infrastructural improvements to planning & execution of a Town sponsored Small Business Seminar Series. Accomplishments included:

- \* **Planned, Secured Bank Sponsorships & Implemented the Town's 1<sup>st</sup> Ever Small Business Seminar Series in conjunction with the Long Island Development Corporation (LIDC).** The bank sponsorships allowed the Town to produce & promote the series as an off-budget item.
- \* **Produced the 1<sup>st</sup> Ever Town of North Hempstead Four-Color, Magazine Format, Thirty-Two Page, Source Book that was distributed throughout the Town & Long Island.**
- \* **Secured a \$44,394.00 Grant Award from Empire State Development Corp. (ESDC) through a Main Street New York 2002 Application for TONH Gateway to Great Neck Infrastructural & Signage Project.**

2002 - 2003

**Economic Development Consultant, Supervisor's Office, Town of North Hempstead, Manhasset, New York (continued):**

- \* **Advocated & Participated in the Initial Formulation of the Town of North Hempstead's Recently Formed (2005) Not-for-Profit Local Development Corporation (North Hempstead Business & Tourism Development Corp., Inc.).**
- \* **Assisted in the Preparation of the Town's 2002 Great Neck Road/Watermill Lane NYSDOT Traffic Calming Grant Application (LSSTC) for Gateway to GN Corridor.** Work included drafting section on proposed solution for study, on-site study of existing traffic signs & devices, parking signage & digital photography for use as illustration in application as required by NYS.
- \* **Participated in a Number of North Hempstead Community Development Agency (NH-CDA) projects** including initial discussions with New Cassel Properties, LLC. for preparation of ESDC's 2002 Empire Opportunity Fund (EOF) Grant Application for rehabilitation of their commercial property on State Street & Prospect Avenue, New Cassel.
- \* **Compiled a Database of the 15, 171 Businesses that are located in the Town.**
- \* **Compiled a 2,500 Town of North Hempstead Chambers of Commerce Membership Mailing List.** The aggregate list is made up from the 10 communities with Chambers of Commerces within the Township.

1996 - 1998

**Commissioner, Port Washington Police District, Port Washington, New York:**

Elected December 1995 - Three Year Term. Served in all roles as Chair, Secretary and Treasurer of three person Board of Commissioners. District serves approximately 20,000 residents and over 2,000 businesses providing police protection within the Unincorporated area of the Town of North Hempstead as well as the Incorporated Villages of Baxter Estates and Port Washington North. The District employs 58 police officers and 18 civilian employees. Chief of Police reports to the Board of Commissioners. In my last year on the Board, the 1999 budget was 8.5 million dollars. Responsibilities included:

- \* **Preparation/Oversight of Annual Budget**
- \* **Collective Bargaining/Salary Negotiations with PBA & Civilian Employees**
- \* **Hiring & Disciplinary Issues**
- \* **Establishment of Police District Policies**
- \* **Compliance & Enforcement of Federal, State and Local Law**
- \* **Introduction of New Technology Including Training & Use of Automatic External Defibrillators (AED), Enhanced 911 Service, 800 Radio Patrol System & Investigative Equipment for Detective Division**
- \* **Community Disbursement of Federal Asset Forfeiture Funds**
- \* **Public Safety**
- \* **Close Supervision of Accounting & Legal Matters Affecting District**

1981 - 1995

**Executive Vice President, Sude Jewelers, Inc.,  
Port Washington, New York:**

Sude Jewelers was a family owned and managed retail jewelry business consisting of 15 employees, specializing in the manufacturing and re-selling of fine jewelry, watches and giftware. As Executive Vice President, was directly responsible for the administrative, finance and marketing activities of the firm. Accomplishments included:

- \* **Increased Sales Over 300% from 1981 to 1987 (\$285,00 to \$955,000)**
- \* **Created One of the Retail Jewelry Industry's First Interactive Management Software Packages (1981) Adapting it to Technological Changes In Hardware.**
- \* **Developed Over 12,000 Name Customer Data Base**
- \* **Embraced Direct Marketing Principles, Tracking Individual Customer Profiles Through RFM Modeling (Recency, Frequency & Monetary) of All Consumer Purchasing**
- \* **Conceived, Prepared & Implemented All Aspects of Firm's Advertising Program Including the Purchasing of Cable TV, Catalog, Radio & Newspaper Space/Time**
- \* **Converted Method of Accounting From Cash To An Accrual Basis & Introduced Generally Accepted Accounting Principles Into Firm**
- \* **Developed Personnel Policy, Internal Purchasing Controls, Budget & Cash Flow Statements**
- \* **Prepared Business/Marketing Plan for Sude Direct, Inc., A Planned Mail Order Subsidiary of Sude Jewelers**

1979 - 1981

**Account Service Coordinator/Media Buyer, Ed Libov Associates, New York, New York:**

Ed Libov Associates was an 150 employee broadcast media placement firm with satellite offices located in Chicago and Los Angeles which was closely associated with the fashion, retail and toy industries. Among Ed Libov Associates client list included Calvin Klein Jeans, Jordache Sportswear, Toys R Us, Knickerbocker Toys, Tyco Toys and John Connally for President 1980 Committee. Accomplishments included:

- \* **Designed & Implemented Marketing Strategies for Both Commercial and Political Organizations and was Involved in all Facets of an Advertising Agency.**
- \* **Coordinated \$6 Million In Spot TV Cooperative Advertising Campaigns for Toys R Us**

1977 - 1979

**Assistant Branch Manager, Avco Financial Services of New York, Westbury, New York:**

Avco Financial Services is a national retail consumer financial services company specializing in personal and home equity loans and sales installment financing. Accomplishments included:

- \* **Promoted to Assistant Branch Manager Within First Six Months of Hiring**
- \* **Achieved 24% Reduction in Contractual Delinquency (5.4% to 4.1%)**
- \* **Increased Receivables by \$50,000**
- \* **Obtained Several New Outlets for Financing Sales Installment Contracts**

**EDUCATION**

1978 - 1979

**Graduate Business Studies, MBA Level - Marketing, Hofstra University, Hempstead, New York**

1972 - 1976

**B.A. - Political Science/Liberal Arts, Alfred University, Alfred New York:**

- \* Graduated three and one half years
- \* Junior Year, Selected for Honors Program in Community/Urban Seminars at American University, Washington, D.C.

**APPOINTMENTS**

1999 – Present

**Board of Trustees, Jones Fund; Jones Manor On the Sound, Bayville, New York:** Appointed June 1999 by Town Board, Town of North Hempstead - 2 Year Term. Responsibilities include: Supervision of a not-for-profit adult home of 46 residents and oversight of a 1million dollar investment fund originally established by Samuel Jones in 1836 for the support of the indigent within the Towns of Oyster Bay and North Hempstead.

1994 - Present

**Board of Directors, Long Island Development Corporation (LIDC), Plainview, New York:**

Appointed 1994, LIDC is a 501(c)3 not-for-profit, community based, economic development agency serving Nassau & Suffolk Counties providing low interest commercial loans and business counseling.

**PROFESSIONAL ASSOCIATIONS**

1989 - Present

**Nassau Council of Chambers of Commerce, Inc., Mineola New York:** President (1992 - 1994)

- \* Focused on Downtown Revitalization throughout County
- \* Established County-wide Graffiti Task Force
- \* Established By-Laws & Incorporated Organization

1982-Present

**Port Washington Chamber of Commerce, Inc., Port Washington, New York:** President (1989-1991)

- \* Founded Pride In Port Celebration
- \* Founded Harbor Fest Celebration

**PROFESSIONAL ASSOCIATIONS (Continued)**

1994 - 1995 | **Member, Long Island Economic Council, Mineola, New York**

1992 - 1994 | **Board of Directors, The New Long Island Partnership, Inc., Commack, New York;** Affiliated with Long Island Association (LIA)

**CERTIFICATIONS**

New York State Notary Public License

**MEMBERSHIP**

Port Washington Fire Department – Fire Medic Co. #1 (Exempt member)

*References Available Upon Request*

*Prepared 12/18/01  
Revised 1/12/04  
Revised 4/23/05  
Updated 5/9/06*