

REDACTED

E-133-17

ADDITIONAL
INFORMATION

Business History Form

The contract shall be awarded to the responsible proposer who, at the discretion of the County, taking into consideration the reliability of the proposer and the capacity of the proposer to perform the services required by the County, offers the best value to the County and who will best promote the public interest.

In addition to the submission of proposals, each proposer shall complete and submit this questionnaire. The questionnaire shall be filled out by the owner of a sole proprietorship or by an authorized representative of the firm, corporation or partnership submitting the Proposal.

NOTE: All questions require a response, even if response is "none" or "not-applicable." No blanks.

(USE ADDITIONAL SHEETS IF NECESSARY TO FULLY ANSWER THE FOLLOWING QUESTIONS).

Date: 4/21/17

1) Proposer's Legal Name: NY Travel Media LLC

2) Address of Place of Business: [REDACTED]

List all other business addresses used within last five years:

None

3) Mailing Address (if different): _____

Phone: _____

Does the business own or rent its facilities? OWN

4) Dun and Bradstreet number: NO

5) Federal I.D. Number: [REDACTED]

6) The proposer is a (check one): _____ Sole Proprietorship _____ Partnership _____ Corporation ☒
Other (Describe) LLC

7) Does this business share office space, staff, or equipment expenses with any other business?
Yes _____ No ☒ If Yes, please provide details: _____

8) Does this business control one or more other businesses? Yes _____ No ☒ If Yes, please provide details: _____

RECEIVED
NASSAU COUNTY
CLERK OF SUPERIOR COURT
2017 MAY 17 A 10:25

- 9) Does this business have one or more affiliates, and/or is it a subsidiary of, or controlled by, any other business? Yes ___ No ☒ If Yes, provide details. _____
- 10) Has the proposer ever had a bond or surety cancelled or forfeited, or a contract with Nassau County or any other government entity terminated? Yes ___ No ☒ If Yes, state the name of bonding agency, (if a bond), date, amount of bond and reason for such cancellation or forfeiture: or details regarding the termination (if a contract). _____
- 11) Has the proposer, during the past seven years, been declared bankrupt? Yes ___ No ☒ If Yes, state date, court jurisdiction, amount of liabilities and amount of assets _____
- 12) In the past five years, has this business and/or any of its owners and/or officers and/or any affiliated business, been the subject of a criminal investigation and/or a civil anti-trust investigation by any federal, state or local prosecuting or investigative agency? And/or, in the past 5 years, have any owner and/or officer of any affiliated business been the subject of a criminal investigation and/or a civil anti-trust investigation by any federal, state or local prosecuting or investigative agency, where such investigation was related to activities performed at, for, or on behalf of an affiliated business. Yes ___ No ☒ If Yes, provide details for each such investigation. _____
- 13) In the past 5 years, has this business and/or any of its owners and/or officers and/or any affiliated business been the subject of an investigation by any government agency, including but not limited to federal, state and local regulatory agencies? And/or, in the past 5 years, has any owner and/or officer of an affiliated business been the subject of an investigation by any government agency, including but not limited to federal, state and local regulatory agencies, for matters pertaining to that individual's position at or relationship to an affiliated business. Yes ___ No ☒ If Yes, provide details for each such investigation. _____
- 14) Has any current or former director, owner or officer or managerial employee of this business had, either before or during such person's employment, or since such employment if the charges pertained to events that allegedly occurred during the time of employment by the submitting business, and allegedly related to the conduct of that business:
- a) Any felony charge pending? No ☒ Yes ___ If Yes, provide details for each such charge. _____
- b) Any misdemeanor charge pending? No ☒ Yes ___ If Yes, provide details for each such charge. _____
- c) In the past 10 years, you been convicted, after trial or by plea, of any felony and/or any other crime, an element of which relates to truthfulness or the underlying facts of which related to the conduct of business? No ☒ Yes ___ If Yes, provide details for each

such conviction _____

d) In the past 5 years, been convicted, after trial or by plea, of a misdemeanor?
No ☒ Yes _____ If Yes, provide details for each such conviction. _____

e) In the past 5 years, been found in violation of any administrative, statutory, or regulatory provisions? No ☒ Yes _____ If Yes, provide details for each such occurrence. _____

15) In the past (5) years, has this business or any of its owners or officers, or any other affiliated business had any sanction imposed as a result of judicial or administrative proceedings with respect to any professional license held? No ☒ Yes _____; If Yes, provide details for each such instance. _____

16) For the past (5) tax years, has this business failed to file any required tax returns or failed to pay any applicable federal, state or local taxes or other assessed charges, including but not limited to water and sewer charges? No ☒ Yes _____ If Yes, provide details for each such year. Provide a detailed response to all questions checked 'YES'. If you need more space, photocopy the appropriate page and attach it to the questionnaire. _____

Provide a detailed response to all questions checked "YES". If you need more space, photocopy the appropriate page and attach it to the questionnaire.

17) Conflict of Interest:

a) Please disclose any conflicts of interest as outlined below. **NOTE: If no conflicts exist, please expressly state "No conflict exists."**

(i) Any material financial relationships that your firm or any firm employee has that may create a conflict of interest or the appearance of a conflict of interest in acting on behalf of Nassau County. No conflict exists

(ii) Any family relationship that any employee of your firm has with any County public servant that may create a conflict of interest or the appearance of a conflict of interest in acting on behalf of Nassau County. No conflict exists

(iii) Any other matter that your firm believes may create a conflict of interest or the appearance of a conflict of interest in acting on behalf of Nassau County. No conflict exists

b) Please describe any procedures your firm has, or would adopt, to assure the County that a conflict of interest would not exist for your firm in the future. In the event that

A possible conflict arises, I will inform the County of the possible conflict and allow the County to determine if an actual conflict exists

A. Include a resume or detailed description of the Proposer's professional qualifications, demonstrating extensive experience in your profession. Any prior similar experiences, and the results of these experiences, must be identified.

Should the proposer be other than an individual, the Proposal MUST include:

- i) Date of formation; 2012
- ii) Name, addresses, and position of all persons having a financial interest in the company, including shareholders, members, general or limited partner; M. Fisher
- iii) Name, address and position of all officers and directors of the company;
- iv) State of incorporation (if applicable); N.Y.
- v) The number of employees in the firm; (1)
- vi) Annual revenue of firm; \$ 390,000
- vii) Summary of relevant accomplishments N/A
- viii) Copies of all state and local licenses and permits. N/A

See attached 32 E. Park
Old Bethpage NY

B. Indicate number of years in business. 6 yrs.

C. Provide any other information which would be appropriate and helpful in determining the Proposer's capacity and reliability to perform these services. N/A

D. Provide names and addresses for no fewer than three references for whom the Proposer has provided similar services or who are qualified to evaluate the Proposer's capability to perform this work.

Company Hempstead Tourism

Contact Person Beverly Herten

Address [REDACTED]

City/State [REDACTED]

Telephone [REDACTED]

Fax # _____

E-Mail Address _____

Company Pole Position Raceway

Contact Person [REDACTED]

Address [REDACTED]

City/State [REDACTED]

Telephone [REDACTED]

Fax # [REDACTED]

E-Mail Address [REDACTED]

Company COTTSMAN ROEDBERG LLC

Contact Person [REDACTED]

Address [REDACTED]

City/State [REDACTED]

Telephone [REDACTED]

Fax # [REDACTED]

E-Mail Address [REDACTED]

Michael A. Frisher

Publisher-/ National SALES MANAGER -- / BROKER NETWORKS SUMMARY OF QUALIFICATIONS

- Proven ability to maintain business relationships using regional and national industry contacts
- Outstanding track record of building effective sales teams and national broker networks
- Strong history of growing new business, establishing profitable account relationships and launching product lines from brand positioning and launching new brands and extensions
- Managerial skill in recruiting, training and mentoring high performing sales teams
- Expertise in developing and managing national broker networks
- Articulate communicator with strong merchandising and presentation skills

BUSINESS HISTORY

NEW YORK TRAVEL MEDIA., Plainview, NY

2010-2015

Principal - Publisher

Publishes and promotes leading tourism guide serving the NY area.

- Market advertising to regional hotels, restaurants, and retailers throughout Long Island-Queens

INTEGRATED BEVERAGE GROUP, LTD, Farmingdale, NY

2006-2010

National Sales Manager

Recruited to open up retailers nationwide by hiring a broker network for a manufacturer of innovative sports, nutritional and recreational beverages including Power Ice, Throat Cooler, and Children's Throat Cooler. Developed relationships with global wholesale distributors and major retailers, traveling nationally.

Achievements:

- Successfully increased revenues from \$0 to \$11 MM within 4 years
- Recruited and trained an effective national broker network to penetrate market niches
- Obtained key accounts including school districts and food service distributors

THE FISHERY, Pembroke Pines, FL

2004-2006

Principal - General Manager

Directed start-up of a 160-seat seafood restaurant with off-premise catering, utilizing culinary background. Recruited and trained FOH and BOH staff. P&L responsibility for budget, payroll, inventory, purchasing.

Achievements:

- Generated \$1.3 MM during 1st year
- Developed profitable catering working with local Chambers of Commerce and schools

KRINOS FOODS, INC., Long Island City, NY

2002-2004

National Sales Manager

Penetrated the market of national mainstream distributors for import of Greek specialty foods in NA.

Achievements:

- Obtained numerous key accounts including Sysco, US, and Alliant Food Service
- Pioneered the Food Service Division of Krinos, LIC, NY
- Expanded clientele by recruiting national food brokers and obtaining new key accounts
- Traveled extensively throughout North America to implement marketing strategies
- During 1st year, achieved national distribution and secured \$5 MM in revenues

Michael A. Frisher

JULIAN FRERICH FOOD PRODUCTS, Long Island City, NY
Northeast Regional Sales Manager - smoked/processed meats

2001-2002

Achievements:

- Successfully developed sales territory from \$8 MM to \$11 MM in annual revenues
- Managed national retail accounts including Super Value, C&S, Sysco, and Alliant
- Networked and recruited brokers to strengthen sales productivity

NATIONAL FOODS, Bronx, NY
Northeast Regional Sales Manager

1995-2001

Sold Hebrew National and National Deli meat products through a broker network in a \$15 MM territory.
Managed 2 Associates serving Aramark, Marriott, CA-1 Services, Volume Services and Boston Concession.

ATLANTIC MARKETING FORCES, INC., Hicksville, NY
Sales Manager/Brand Manager, Protein, NY-NJ

1994-1996

Generated \$8 MM for brands including Patrick Cudahy, Plumrose, Rite Foods, and Blount Seafood.

WALDCO SEAFOOD IMPORTERS, New York, NY
Account Executive, NY Metro Region

1991-1994

Sold imported seafood to restaurant chains and distributors - Red Lobster, Beefsteak Charlie's, and Chi Chi's.

CHERRY LANE MEAT & SEAFOOD CO., Floral Park, NY
General Sales and Purchasing Manager

1988-1991

Multitask roles in a \$7 MM family wholesale meat and seafood business.

EDUCATION

A.A., Business Management, Queensborough Community College

SKILLS

Microsoft Word, Excel, Windows XP, PCs and Macintosh.

REFERENCES

Available upon request

APPENDIX B
Staffing

Please provide a complete written description of the proposed Staffing and prior experience for the Proposal, including the following information:

- a. Staffing: Bios of firm principals as well as staff expected to be assigned to this project.
- b. Detail prior experience in the area of compensation consulting.
- c. Detail prior experience with public sector clients (similar size and scope).
- d. Detailed cover letter on the firm's letterhead indicating EIN number and the name of the parties authorized to discuss and/or enter into negotiations with Nassau County with respect to this proposal.

(USE ADDITIONAL SHEETS IF NECESSARY)

A - Mike Frisher Sole Principal
See Attached Resume

B - N/A

C - worked together with NYC Visitor
& Convention Bureau to promote tourism
in the NYC marketplace, also worked with
EUCB and performed the same duties as
above

D - see attached letterhead

APPROVED AND SUBMITTED BY:



(Signature)

PRINT NAME: Michael Frisher

DATE:

2/9/16

CERTIFICATION

A MATERIALLY FALSE STATEMENT WILLFULLY OR FRAUDULENTLY MADE IN CONNECTION WITH THIS QUESTIONNAIRE MAY RESULT IN RENDERING THE SUBMITTING BUSINESS ENTITY NOT RESPONSIBLE WITH RESPECT TO THE PRESENT BID OR FUTURE BIDS, AND, IN ADDITION, MAY SUBJECT THE PERSON MAKING THE FALSE STATEMENT TO CRIMINAL CHARGES.

I, Michael Frishev, being duly sworn, state that I have read and understand all the items contained in the foregoing pages of this questionnaire and the following pages of attachments; that I supplied full and complete answers to each item therein to the best of my knowledge, information and belief; that I will notify the County in writing of any change in circumstances occurring after the submission of this questionnaire and before the execution of the contract; and that all information supplied by me is true to the best of my knowledge, information and belief. I understand that the County will rely on the information supplied in this questionnaire as additional inducement to enter into a contract with the submitting business entity.

Sworn to before me this 24 day of April

2016 2017

Nickolas Berth
Notary Public

NICKOLAS BERTH
Notary Public, State of New York
No. 5083086
Qualified in Nassau County
Commission Expires Oct. 18, 2018

Name of submitting business: NY Travel Media LLC

By: Michael Frishev

Print name

Michael Frishev
Signature

Signature

Pres
Title

4, 21, 17
Date