

Let Them Post: On Social Media

Many parents struggle with the amount of time their children spend on digital devices, scrolling through Instagram, Snapchat, YouTube, and Twitter feeds throughout the day. The “Look at Me” generation is in fact coming of age in a more public way than ever before. While tweens and teens may often share too much information on social media, there is value to the digital group chat. Admissions of depression, anxiety, and attending therapy are now part of the everyday conversations of teens.

A child recently posted on Instagram, “Hurt my ankle in gym. It’s sprained. Have to go to physical therapy.” Another child posted, “My mood swings are bad again, time for meds and therapy.” When physical and mental healthcare discussions remain in the same space, they become accepted on equal ground. Social media has the potential to be a healing and powerful tool, helping to eradicate the stigma and shame associated with mental illness.

At North Shore Child & Family Guidance Center, we understand the impact that social media has on the lives of the children we serve. We regularly share posts about our work in the community in the hope of connecting with children or parents who may be in need of our services. Moreover, our clients “like” or “follow” us and have identified the Guidance Center as a safe place to come to for help.

According to Executive Director, Andrew Malekoff, “Teens and parents have ‘instant messaged’ me on Facebook, with questions ranging from ‘What time is my appointment?’ to ‘Can you help our family?’”

While social media is large and transparent, it gives the illusion of shelter and anonymity. It allows for openness because it provides a veiled cover of protection. A teen can express sadness, rage, and sorrow in a space that allows for an open dialogue, and yet has the protection of facelessness.

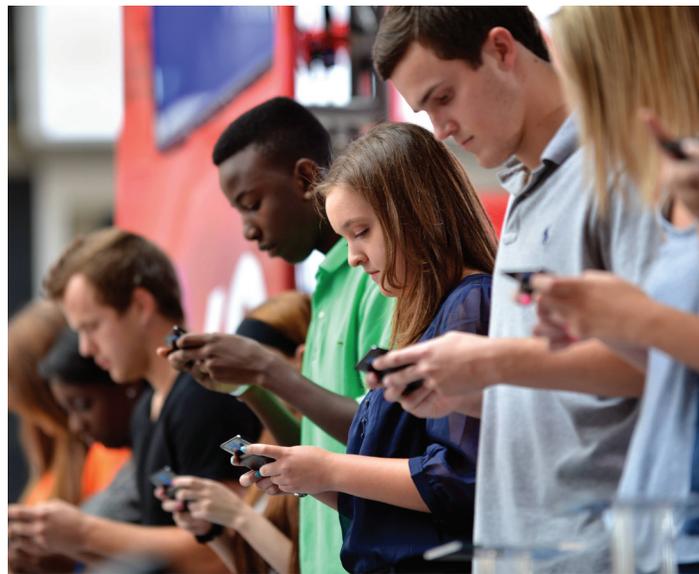
Going public on social media can have positive results. When a teen raises issues of suicidal feelings on social media, friends can report this to parents or professionals who are equipped to intervene and help. Our therapists

often use relevant dialogues on social media as a springboard for discussions in individual, group, and family therapy. We discuss the best ways to remain safe while using valuable cyber-forums.

For children who can’t verbalize their feelings, social media provides a voice. A child can also identify posts on social media by other children whose struggles echo their own. This aids parents in directing help for their child as well. Similarly, for families who are

experiencing generational and cultural divides, social media provides a platform for shared experiences which could help bridge the gap and open doors to communication.

At the Guidance Center, we respect, value, and integrate social media into our daily practice. We recognize that “sexting,” bullying, and other inappropriate uses of the platform continue to make the digital age a scary reality for parents because of the freedom of expression it offers children. It can, however, also serve to reduce stigma and advance the essential role of mental health care for future generations.



A Note from the Executive Director



The following are my remarks from our 63rd Annual Meeting which took place on June 14, 2016. They offer a glimpse into my tenure as Executive Director.

“Tonight marks my tenth Annual Meeting as Executive

Director, which makes it a good time to reflect on the last decade. To do so, I’ve divided that time into thirds and highlighted each period with a word or two.

Harrowing is my word for 2007 to 2009. It was a time when we faced the longest recession since World War II; a time when we were confronted with the greatest financial fraud in U.S. history, complements of Bernard Madoff; and, a time when New York State initiated clinic reform, a process by which they divested in community-based mental health agencies like ours and, as a result, limited access to care to many thousands of middle class families.

Death-defying are my words for 2010 to 2012, as we clawed our way out of a deep hole that was the result of the events I described earlier, and much more. In fact, a number of our sister agencies would soon collapse. And, not just small agencies; even \$230 million FEGS fell a few years later. Still others were taken over and many more traded in their community-based souls for fee-for-service factories (Medicaid mills).

As we neared the very end of these six years, in late October 2012, Hurricane Sandy hit our shores. When the county mental health commissioner called and asked, “Can you help?” we didn’t respond by saying, “How much are you going to pay us?” We simply asked, “When and where?” And, then we showed up at five emergency shelters from day one forward, seven days a week, for weeks

and weeks. That’s what we do.

Stability is my word for 2013 to 2015. It was a time when we successfully completed our *Campaign for the Next Generation* and bundled and refinanced all of our debt at a much improved rate of interest, which helped to put us on much firmer fiscal ground.

Throughout these years, as we struggled fiscally, our superb staff continued to provide care for thousands upon thousands of children and family members who walked through our doors, many of whom had nowhere else to turn.

I will never forget and always feel grateful that, as we struggled through the harrowing and death-defying

years, we had the unwavering support of our Board of Directors. They had our backs. They got behind us, stood their ground, and upheld the Guidance Center standard of turning no one away for inability to pay.

I will always consider what we accomplished together during those agonizing fiscal years to be a towering achievement. We kept our doors open, extended our hands, and let every child and family who needed us in.

The challenge ahead is for us to remain upright and steadfast. Although it is not easy, we will make it happen—together. We have to. There is too much at stake not to.

I thank you all for your undying belief in and preservation of our mission.”



Past President’s Council



The Guidance Center’s Past President’s Council met for lunch and “catching up” on May 11th at the Lotus Club in Manhattan. Standing: Sandy Garfunkel, Jane Schwartz, Nancy Lane, Andrew Malekoff, Marion Levine, Rochelle Lipton, Jo-Ellen Hazan. Seated: Dorothy Greene, Marie Rautenberg, Lucille Kantor.

Donor Profile: Jeff Krevat



Jeff Krevat

Brooklyn born Jeff Krevat is a smart, confident, and competitive achiever. His success comes from a tireless work ethic and epic fortitude, much like his hero Jackie Robinson. Over the course of his life, he has personally met many challenges, and with his strength of conviction, overcome them.

At a very young age, Jeff began working. He started in his father's rigging business and eventually created his own similar business. Jeff is a great storyteller with a quiet sensitivity and refreshingly candid delivery. When he speaks of the adversity he encountered throughout his life, he is thoughtful and a bit stoic. He relayed an unthinkable story about how, at the age of 11, he found himself at the top of the Empire State Building helping his father at work. Jeff was instructed to climb a ladder to help replace an antenna at the very top of the building. A harrowing thought for most, but not for Jeff. He was, and continues to be, fearless.

Jeff's life was complicated. His father was abusive to the entire family and his mother suffered from chronic mental illness. He understands all too well the important work of the Guidance Center and is passionate about our mission, vision and values. His longtime support of the organization began at the suggestion of then Board Member, Rochelle Schnell Lipton, who encouraged him to get involved.

Jeff served on the Board from 1991-2009. Over the course of his tenure, he initiated the golf and tennis fundraising event, which is now named for his late brother Jonathan, who suffered with addiction and sadly took his own life in 2004.

The eldest of five children growing up in a working class area of Merrick, Jeff was a gifted athlete and worked his way through college with a degree in Business Administration and Finance from Hofstra. He served as a military policeman during Vietnam and eventually settled on Long Island with his first wife, with whom he had three children.

A truly self-made man, Jeff has offered invaluable advice, insights and leadership to the Guidance Center. He believes in "the charitable act of the fortunate, giving to the less fortunate" and has been committed to raising and personally contributing to the Guidance Center for many decades.

For a man who claims to see the world only in "black and white—there is no grey," he continues to demonstrate that he is a Renaissance Man who will wax poetic over his favorite trattoria in Italy or his extensive art collection. Jeff is now married to Susan, a successful financial advisor. They enjoy spending time in their homes in New York City, East Hampton, and Florida. Jeff has five grandchildren who he plans to take on vacations around the world in hopes of imparting his love of travel. Quite simply, Jeff Krevat is an exemplary donor and valued member of the North Shore Child & Family Guidance Center family.

Donor Visit

We love when our donors come to visit the Guidance Center. It gives us an opportunity to engage the folks who support us. Recently, Andrew Malekoff and Jo-Ellen Hazen hosted Bob Goldberg, Robin Goldberg, and Norman Schefer from the Fay J. Lindner and Diane Goldberg Foundations.

It is through our Fay J. Lindner Triage and Emergency Services that we receive a wide-range of referrals from schools, pediatricians, and many others. By responding rapidly to emergencies, we seek to eliminate the frustration of children and families sitting in an emergency room for

hours, quite often only to then be referred to an outpatient facility. Families experience this as an ordeal that can cause even greater delay and stress and waste valuable time prior to receiving critical mental health care.

Another vital component of our emergency service is the Diane Goldberg Maternal Depression Program, which offers care to women with perinatal mood and anxiety disorders, including acute episodes that begin during pregnancy or are the result of a traumatic birth experience. Without these critical care services, our clients might not get the help they need and deserve. We are so grateful to

the Fay J. Lindner and Diane Goldberg Foundations for their visit and for their ongoing commitment, support, and generosity.



Bob Goldberg, Robin Goldberg, Norman Schefer, Jo-Ellen Hazan

Partners in Research



North Shore Child & Family Guidance Center is conducting a research study in partnerships with Northwell Health and Cincinnati University. The project is entitled MOBILITY: Improving Patient-Centered Outcomes Among Overweight and Obese Children and Adolescents With Bipolar Spectrum Disorders (BSDs) Treated with Second Generation Anti-Psychotics (SGAs).

Bipolar Spectrum Disorders (BSDs) are a common psychiatric illnesses characterized by periods of mania, hypomania, and depression. Epidemiological studies suggest that BSD most commonly begin during adolescence. BSD are treated with Second Generation Anti-Psychotics (SGAs) also known as atypical antipsychotics. As a class, antipsychotic medications are effective in the treatment of acute agitation, bipolar mania, and other psychiatric conditions.

According to patients and their parents, weight gain is the most problematic side effect. Obesity in youth with BSD who are treated with an SGA is often more than double that of the general population. Moreover, these youth typically become

overweight or obese adults with more medical problems and higher rates of psychiatric symptom recurrence, hospitalizations, and suicidality, as well as elevated morbidity and mortality. Therefore, prevention and intervention for weight gain in youth with BSD who are treated with an SGA is of significant public health interest and clinical concern.

Metformin is a diabetes medication that has been prescribed for SGA-related weight gain. Our MOBILITY Study will assess whether Metformin, when added to healthy lifestyle

intervention (LIFE) is better than LIFE alone for improving short-term (6-month) and long-term (24-month) weight and metabolic health for overweight and obese youth with BSD who are receiving SGA treatment. We will also consider treatment satisfaction and adherence; self-esteem, mood, and other psychiatric measures; medication treatment changes; and quality of life.

This large randomized trial will include 1800 participants who have been recruited from approximately 24 private and community mental health practices in the Greater Cincinnati and New York City Regions. All patients will be 8 to 17 years old and starting or already taking an SGA. We will collect routine medical information from clinical records, and patients and their caregivers will fill out questionnaires.

The findings will provide answers to clinically relevant questions regarding long-term options to prevent or manage weight gain in obese and overweight youth treated with an SGA for BSD. We believe that our study findings will have potential broader application to adults with BSD and to individuals with autism spectrum and psychotic disorders for whom an SGA is effective.

Mission Statement

The mission of North Shore Child & Family Guidance Center is to restore and strengthen the emotional well-being of children and families.

Board of Directors Update

Two new individuals were sworn in to the Board of Directors at the Annual Meeting on June 14, 2016.

Matilde Broder



Matilde, born in Argentina, daughter of Greek Holocaust survivors, emigrated to the US at age 15. A few years later, on her first day at Queensborough Community College, she met her husband's sister, who brought her home to meet her brother. It was love at first sight (for Cliff, her husband). She ultimately graduated Magna Cum Laude from Queens College. They were married two years later and blessed with two children, Bradley and Samantha.

Matilde has a wonderful long history of reaching out and volunteering in her community. While raising her children, she started volunteering at Channel 13. She cooked every other Sunday for 15 years for the Hicksville Soup Kitchen. She tutored girls who were struggling at the Madonna Heights School in Dix Hills. Over the years, Matilde has volunteered her time to the North Shore Child & Family

Guidance Center as well as donating airfare for gala auction items.

In addition to all of Matilde's philanthropic giving she has always had a passion for travel. In 1995 she became the proud owner of a very busy, bustling travel agency called Power Travel which provides corporate and leisure travel services. Topping \$15 million in annual sales, her clients are loyal because they appreciate the quality of service that her agents provide. For the past 9 years, Matilde has organized a Luxury Travel Expo where 100 percent of proceeds go to benefit a charity founded by her son called the Kenya Educational Fund.

Matilde and her husband Cliff have been married for 43 years and have raised their two children on Long Island. They are now blessed with three grandchildren and one more on its way. Matilde's favorite role in life is as babysitter for her grandchildren and her greatest joy is being with her family.

Troy Slade



Troy Slade is a Vice President of Business Development at NFP/BWD Group. He graduated from the University of Michigan (2003) with a Bachelor of Arts. He has worked at BWD Group for 5 years and holds licenses in property, casualty, life, and accident/health. Troy has 13 years of sales experience, with a background in the pharmaceutical industry at such companies as Sanofi-Aventis & Eli Lilly and

Company. Troy was a leader in sales at Eli Lilly, and he has brought his expertise to his career at NFP/BWD Group. He has carved out a particular niche in the real estate world and in personalized client service within the insurance industry. For the last 3 years, Troy has worked on the golf committee of North Shore Child & Family Guidance Center and was fundamental in introducing last year's honoree, Steven Dubb, to the organization. He is also a recent newlywed and expectant father of twins – a boy and a girl – this summer.

The following Board members renewed their service to the Board for another three years: Angela Anton, Josephine Ewing and Linda Ugenti. We would also like to thank Len Labita who has resigned from the Board of Directors after six years of service.

2016-2017 Board of Directors

Nancy Lane, *President*
John Grillo, *Past President*
Amy Cantor, *Vice President*
Rita Castagna, *Vice President*
Ruth Fortunoff Cooper, *Vice President*
Jo-Ellen Hazan, *Vice President*
Andrea Leeds, *Vice President*
Alexis Siegel, *Vice President*
Paul Vitale, *Vice President*
Rosemarie Klipper, *Secretary*
Ellen Labita, *Treasurer*

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Ellen Auster
Matilde Broder
Jacqueline Bushwack
Charles Chan
Josephine Ewing
Ginny Glasser
Diane Gross
Susan Isaacs*
Elizabeth Kase
Lilo Leeds*

Nancy Marks*
Michael Mondello
Mary Tyler Moore*
Valerie Ritacco
Heather Schwartz
Troy Slade
Linda Ugenti

* *Honorary Board Member*

In Honor, In Memory or To Celebrate

Gifts to the Guidance Center can be made to honor or remember a loved one or to commemorate a special occasion. Make your online gift at www.northshorechildguidance.org or by mail to the Development Department, NSC&FGC, 480 Old Westbury Road, Roslyn Heights, NY 11577 or call (516) 626-1971 ext. 337 for more information. Don't forget to include your name and address and the name and address of the individual for whom you are making the donation.

IN HONOR OF

Allison and Michael's Wedding – *Ginny and Bob Glasser*
Jan Ashley – *Lynn Drucker; Hillary Rutter; Lisa Sabele*
Estelle and Stan Berg's 50th Anniversary – *Ginny and Bob Glasser*
Stacey Bernstein's 60th Birthday – *Ginny and Bob Glasser*
Jack Bransfield – *Gene Bernstein*
Amy Cantor – *Marc Schneider*
Rita and Frank Castagna's 60th Anniversary – *Patty-Ann and Frank Bail; Carol Chrenc; Gerard Figliuolo; Ginny and Bob Glasser; Rebecca Hollander; Nancy and Lew Lane; Angela Madura; Deirdre Costa Major; Andrew Malekoff; Mr. and Mrs. Richard O'Rourke; Lisa Sanzo; Denise and Robert Silverberg; Candy and Mark Udell; Jessica and Michael Vogt*
Daphne and Charles Chan's Sacrament of Matrimony – *Rebecca Hollander; Deirdre Costa Major; Andrew Malekoff*
Kiera Cohen's Engagement – *Ginny and Bob Glasser*

Joan Grant – *Mimi and Stanley Dessen*
Lucille Kantor's Birthday – *Anne and Earle Kantor*
Jeff Krevat – *Chris and Jack Bransfield*
Nancy Lane – *Heather and David Schwartz*
Marion Levine – *Dorothy Greene*
Andrew Malekoff – *Jo-Ann and Glen Spiritis*
Marie Rautenberg's Birthday – *Marilyn Wiener*
Troy Slade – *Linda Koyfman; Ruth and Michael Slade*
Mary Witt – *Kathleen and Peter Bahou*

IN MEMORY OF

Tess Benis – *Andrew Malekoff*
George W. Cain – *Myriam Cain*
Beatrice Cohart – *Rhoda Ashley*
Phyllis DeVita – *Valerie and Rick Ritacco*
Les Genatt – *Richard Genatt; Andrew Malekoff*
Honorable Burton S. Joseph – *Nassau County Bar Association*
Steven Kraft – *Phyllis Edelheit; Marion and Irving Levine; Andrew Malekoff; Carl Mazza; Elissa Smilowitz*
Marie Leider – *Linda and Mark Ugenti*
Norman Samuels – *Renée and Murray Beckerman*
Mark Ugenti's Father – *Ginny and Bob Glasser*
Linda Zoccolo – *Linda and Mark Ugenti*

A Planned Gift – Making an Impact



Roslyn Younger was an only child, born and raised in Brooklyn. Unable to afford college, she attended secretarial school and eventually worked in a law firm. She was smart, driven, and charismatic with bright red hair and a wise-cracking mouth. She and her beloved husband Nat never had children. When her husband passed away, she continued to work as an office manager in a law practice until she was in her 70s.

In the late 1990's, Roz was thinking ahead about her legacy and turned for advice to her friend and confidant, George Garfunkel, whom she had known since he was a teenager, when he used to visit

his grandfather's law office where Roz worked. George had left the practice of law to become a financial advisor. Roz was an astute financial investor, which led her to accumulate significant assets. George was able to guide Roz through the estate planning process.

George's wife Sandy was President of North Shore Child & Family Guidance Center at the time, and was able to introduce Roz to senior staff who familiarized Roz with our programs. Roz also attended the Spring Luncheon where she heard first person accounts of our comprehensive and life impacting services. Roz was excited to include the Guidance Center in her residuary estate with NYU School of Medicine (whose doctors had been supportive and effective in treating Roz for

health issues) receiving the other half.

George set her up with a Revocable Trust in addition to the traditional will. This was advisable because assets in such a trust avoid the complications of probate. George admits that, "had she not done her homework years ago, her estate would be a mess and her final days terribly complicated."

Roz passed away in 2013. We are so thankful for her generosity. Her transformational legacy gift is celebrated daily in the success of our clients. We are also grateful to George and Sandy Garfunkel, whose guidance and leadership helped to secure our future.

To learn more about planned giving opportunities, contact our Development Office at (516) 626-1971 ext. 337.

Spring Luncheon

On May 18, North Shore Child & Family Guidance Center hosted its Spring Luncheon at the Glen Head Country Club. The luncheon once again featured both mahjong and canasta playing as well as vendor boutiques and a keynote speaker.

This year's speaker was nationally renowned child development expert, author, lecturer, and psychotherapist Sandra Radzanower Wolkoff, Ph.D., LCSW-R. Ms. Wolkoff is the former Director of the Marks Family Right from the Start 0-3+ Center, the early childhood mental health site of North Shore Child & Family Guidance Center, and is currently in private practice. Ms. Wolkoff spoke about *How To Stay Present In Your Children's Lives & Why It Is So Hard To Do*.

The event raised more than \$53,000 for the Guidance Center. Many thanks to our luncheon Co-Chairs Janice Ashley of Signature Bank, and Board members Amy Cantor and Alexis Siegel.



Nancy Lane and Sandy Wolkoff



Event Co-Chairs Alexis Siegel, Jan Ashley, Amy Cantor



Board members Jo-Ellen Hazan and Linda Ugenti



Tom Killeen and Executive Director Andy Malekoff

Grants

- **Simon and Eve Colin Foundation**—\$3,000 for General Support
- **Community Chest of Port Washington**—\$7,500 for General Support
- **Diane Goldberg Foundation**—\$25,000 for Maternal Depression
- **Ike, Molly & Steven Elias Foundation**—\$12,500 for General Support
- **Great Neck Community Fund**—\$500 for General Support
- **Greentree Foundation “Good Neighbor” Fund**—\$10,000 for the Good Beginnings for Babies Program
- **Hagedorn Foundation**—\$15,000 for the Family Court Children’s Center
- **Janet and John Kornreich Charitable Foundation**—\$46,000 for the Latina Girls Project
- **Fay J. Lindner Foundation**—\$75,000 for Triage & Emergency Services
- **Manhasset Community Fund**—\$4,000 for General Support
- **Marks Family Foundation**—\$25,000 for Good Beginnings for Babies – School Readiness Program
- **The Laura B. Vogler Foundation**—\$3,000 for Caregiver Grandparents Respite and Support Project (C-GRASP)
- **The Donald and Barbara Zucker Family Foundation**—\$10,000 for General Support

Jonathan Krevat Memorial Golf & Tennis Classic

On June 20, the Guidance Center hosted its annual Jonathan Krevat Memorial Golf & Tennis Classic at The Creek in Locust Valley. Participants enjoyed a great day of golf and tennis followed by a steak and lobster dinner reception at the beach. The outing raised more than \$174,000 for our programs and services.

Many thanks to our outstanding honoree John R. Buran, President & CEO of Flushing Bank. We extend

our appreciation to our sponsors and underwriters: Flushing Bank, Americana Manhasset, Bethpage Federal Credit Union, Cullen and Dykman LLP, The Bahnik Foundation and Keefe, Bruyette & Woods, Inc. Thanks also to our live auctioneer Chris Robbins of Robbins Wolfe Eventeurs and our event co-chairs Jack Bransfield (Bethpage Federal Credit Union and Castagna Realty), Michael Mondiello (Cantella & Co., Inc.) and

Michael Schnepfer (Rivkin Radler LLP).

Congratulations to our winners: Team Low Gross – Jace Day, Brad Rock, David Schneider, Mark Simone; Team Low Net – Adam Arnegger, Joe Carney, Jon Houchin, Bill Morningstar; Closest to Pin – Frank Korzekwinski; Straightest Drive – Anthony Theoharis; Longest Drive – John Carroll and Becky Creavin; Tennis – Troy Slade.



Janice Rohlfing, Jodi Mondiello, Jeanne Sylvia



Nancy Lane, Mike Mondiello, Jack Bransfield, John Buran, Michael Schnepfer, Andy Malekoff



Dr. Lawrence Lin, Jeremy Shao, Dr. Timothy Chen, James Golden



John Buran, Paul Vitale, Jim Fitzsimmons, Chris Bransfield, Jack Bransfield, Rita Castagna

Annual Meeting



Linda Ugenti, Josephine Ewing, Troy Slade and Matilde Broder

North Shore Child & Family Guidance Center's 63rd Annual Meeting took place on June 14 at Crest Hollow Country Club. In addition to swearing in new and renewing members of

the Board of Directors (please see the Board Update article), several remarkable partners were honored.

Lawrence Foglia and Heather Forest of Fox Hollow Farm in South Huntington were honored with the Community Service Award for their years of partnership with the Guidance Center's Wilderness Respite Program and assistance with the organic vegetable beds at our Roslyn Heights headquarters and Mark's Family Right from the Start 0-3+ Center in Manhasset.

The Department of Special Education at Nassau BOCES was recognized for 20 Years of Community

Partnership for the Intensive Support Program. The Intensive Support Program is a cooperative program between Nassau BOCES and the Guidance Center that offers intensive mental health services on-site at three Nassau BOCES schools for children ages 5-21 and their families from all 56 Nassau County school districts.

Roslyn Younger was honored in memoriam with the Legacy Award for her generous bequest to the Guidance Center. Please see the article on Ms. Younger in this issue of *Guidelines*.

Staff Awards were presented to Casye Brachfeld, Kiera Cohen, and Denise Ferrer.



Regina Barros, Nancy Lane, George Garfunkel, Sandy Garfunkel, Lucille Kantor, Andy Malekoff



Kiera Cohen, Denise Ferrer, Andy Malekoff, Casye Brachfeld, Nancy Lane



Regina Barros, Eric Schultz, Karen Ellis, Andy Malekoff



Bruce Kaufstein, Larry Foglia, Heather Forest

NORTH SHORE CHILD & FAMILY



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This organization has earned the GuideStar Exchange Seal, demonstrating its commitment to transparency.

GUIDELINES

NORTH SHORE CHILD & FAMILY GUIDANCE CENTER
DANCING WITH OUR STARS 2016
 FRIDAY, NOVEMBER 11 • GARDEN CITY HOTEL

SAVE THE DATE!

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Global Head of Strategy at Aon Benfield Group Limited

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 NANCY AND LEW LANE

DANCING STARS:
 MATILDE BRODER, *Power Travel*
 LANA CHOY, *Summit Associates*
 PEDRO DAVILA III, *Tiffany & Co*
 MINSUN KIM, *Long Island Conservatory*
 FIONA LIN, *Liberty Land Abstract*
 TINA NARAYAN, M.D., *Cohen Children's Hospital*

www.northshorechildguidance.org/events