

LI People ON THE MOVE

HEALTH CARE



Dr. Adnan Sarcevic of Huntington has been appointed chairman of psychiatry at **Huntington Hospital** and is an assistant medical

school professor at Hofstra/Northwell in Hempstead. He was a staff psychiatrist at Zucker Hillside Hospital in Glen Oaks, Queens.

CONSTRUCTION



Robert Hohmann of Southampton has been hired as vice president, interiors division, at **E.W. Howell Construction Group** in Plainview. He was principal at AJS Construction and Project Management in Manhattan.

MARKETING

Moderne Communications Inc. in Rockville Centre has a new hire and a promotion.



Sarah Chin of Manhattan, marketing coordinator, has been promoted to marketing manager.



Alisa Sutton of Amityville has been hired as a strategist. She was a marketing consultant at Clear Channel Airports in Allentown, Pennsylvania.

TECHNOLOGY



Ed Sellitto of Smithtown has been hired as director of sales operations at **SmartSource Computer &**

Audio Visual Rentals in Hauppauge. He directed customer success operations at Newsela in Manhattan.

MORTGAGES



Ed Farone of Long Beach has been hired as division manager at **Jet Direct Mortgage** in Bay Shore. He held the same position at MLB

Mortgage in Springfield, New Jersey.



Timothy Kennedy of Northport, loan/reverse loan originator at **US Mortgage Corp.** in Melville, has been promoted to certified

reverse mortgage professional, director of training and business development.

NUTRITION



Amy von Walter of Montclair, New Jersey, has been hired as chief communications officer at **The Nature's Bounty Co.** in Ronkon-

koma. She was executive vice president for global communications/customer care at Toys R Us in Wayne, New Jersey.

EDUCATION



Abraham Jeger of Lawrence has been hired as chief operating officer and associate dean for student affairs at **Touro College of Pharmacy** in

Manhattan. He was assistant dean for academic outreach/site development at New York Institute of Technology College of Osteopathic Medicine in Old Westbury.



Mary Anne Ferraro of Farmingdale has been appointed the assistant principal of **McKenna Elementary School** in Massapequa Park.

She was a second grade teacher at the school. — DIANE DANIELS

THE ISSUE: COLLEGE COSTS

Clue kids in early they have to help

MONEY FIX

BY **SHERYL NANCE-NASH**
Special to Newsday

There's no point in delaying a delicate discussion. Better to get on with it. Yet, according to Fidelity Investments' 2018 College Indicator Study, one in three of the nearly 1,900 families surveyed expect their kids to save more than \$15,000 toward college by graduation but haven't told them. Forty percent of parents with sophomores or older haven't told their kids that they want them to contribute.

So, what's the deal, mom and dad?

■ **Straight talk:** "This is emotional for parents. There's this assumption that 'good' parents pay for college or take out huge loans for their kids. This is ridiculous! College is not an entitlement," says Dave Ramsey, author of "Financial Peace."

■ **Start them young:** Talk early, by middle school. "It's not fair to treat the child like a prima donna with an unlimited credit line from the Bank of Mom & Dad, then pull the



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rug out from under them, saying, 'We're going to cost-share college in two years,' " says John Bodnar, founder of Bodnar Financial Advisors in Florham Park, New Jersey.

■ **Work together:** Be honest about what you can do and talk about what they should be prepared to do. "Spend time researching and coming up with a game plan to pay for college," says Debbie King, author of "50 Shades of Money."

Figure out your budget. "If your family can't afford an Ivy League education, don't consider those schools," says Derek Hagen of Hagen Financial in Minneapolis. "Talking about money is hard, but the side effects of cushioning your child from hearing the truth will be worse."

THE WEEK AHEAD

TUESDAY

SMALL BUSINESS COUNSELING | Dix Hills

One-on-one counseling includes the basics of setting up a business, writing business and marketing plans, presented by SCORE; hour sessions by appointment at 4:30, 5:30 and 6:30 p.m., Half Hollow Hills Community Library Dix Hills Branch, 55 Vanderbilt Pkwy., free, register for appointment, hhhlibrary.org, 631-498-1236.

WEDNESDAY

LETIP BUSINESS NETWORKING | Bohemia

New members looking to grow their business welcome, 7:01-8:31 a.m., Airport Diner, 3760 Veterans Memorial Hwy., no cost for meal, call to reserve, letipbohemia.com, 631-281-6200.

THURSDAY

ROTARY CLUB MEETING | West Hempstead

The Central Nassau County Rotary Club meets, new members welcome, 8:30 a.m., Lantern Diner, 564 Hempstead Tpke., \$11 for breakfast, 516-369-2376.

BUSINESS OWNERS OF LONG BEACH | Long Beach

Find out how two Long Beach Library databases can help with your business endeavors, 7 p.m., Long Beach Library,

111 W. Park Ave., free, longbeachlibrary.org, 516-432-7201.

LEED CE BREAKFAST CLUB | Melville

Leadership in Energy & Environmental Design breakfast meeting, topic "LEED for 2018," hosted by the U.S. Green Building Council LI Chapter, 7:30 a.m., 395 North Service Rd., Suite 409, \$15, register, usgbc-li.org, 631-988-8082.

BUSINESS COUNSELING | Freeport

One-on-one counseling on starting and developing a successful business, by appointment only, presented by Lloyd Clarke of the Small Business Development Center, 9 a.m.-4 p.m., Freeport Library, 144 W. Merrick Rd., free, reserve, freeportlibrary.org, 516-379-3274 ext. 505.

BNI NETWORKING | Bohemia

"Meadows Edge Referral Network" meets for breakfast, new members welcome, 7-8:30 a.m., Airport Diner, 3760 Veterans Memorial Hwy., call to see if your category is open, 631-256-7931.

SMALL BUSINESS ROUNDTABLE | Brookville

Meeting focuses on the business side of running a small consulting business, hosted by the Institute of Electrical and Electronics Engineers (IEEE) Consultants Network of Long Island, 7-9:30 p.m., LIU Post, Lorber Hall, 720 Northern Blvd., free, register, includes light refreshments, 516-378-0979. — GINA TABARUS

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