

LI People ON THE MOVE

HEALTH CARE



Dr. Frank Bonura of Nissequogue, an obstetrics and gynecology specialist in Smithtown, has been named director of menopausal

health and osteoporosis at **St. Catherine of Siena Medical Center** in Smithtown.



Dr. Scott R. Capustin of St. James has been hired as a physician for pulmonary medicine and sleep disorders at **St. Catherine & St.**

Charles Center for Health & Wellness in Commack. He had a private practice in Smithtown.



Dr. George Beauregard of Huntington has been hired as senior vice president of value-based care for **CHS Physician**

Partners Medical Group in Rockville Centre. He was vice president and chief physician executive for St. Luke's Health Partners in Boise, Idaho.

EDUCATION

Half Hollow Hills Central School District has named two new assistant principals.



Shaun Hantzschel of West Islip, a special-education teacher in the district, has been appointed at **Half Hollow Hills High School East** in Dix Hills.



Steven Vitolano of Bay Shore has been appointed at **Paumanok Elementary School** in Dix Hills. He taught at P.S. 176 in Cambria Heights, Queens.

BOARDS

The **Public Relations Professionals of Long Island** in Hicksville has three new officers and four new board members.



Garden City.

Rachael Risinger of Greenlawn, executive vice president, is a public affairs specialist with **State Farm Insurance** in



Edith Reinhardt of Massapequa Park, first vice president, is principal of **RDT Content Marketing** in Massapequa Park.



Lisa Chalker of Massapequa, secretary, owns **Family Affair Distributing** in Massapequa.



Christine Sammarco of East Northport, board member, is a senior account executive at **Zimmerman-Edelson** in Great Neck.



Hempstead.

Charmise Woodside-Desire of Uniondale, board member, is director of communications at **Hofstra University Museum** in



Tim Hurley of Bellmore, board member, is director of communications at **Cahill Strategies** in Farmingdale.



wood.

Heather Edwards of Bayport, board member, is vice president of business development at **Lorraine Gregory Communications** in Edge-

— DIANE DANIELS

Making retention of staff a priority

The Associated Press

A tight labor market and a shrinking pool of talented workers make “I’m quitting” two of the most dreaded words a small-business owner can hear.

Staff turnover is a fact of life but particularly painful at small companies competing with larger businesses for workers. Owners learn they must make staff retention efforts a priority — including mentoring or changing workplace policies — and do some soul-searching if turnover increases.

When five out of 22 staffers left **Dash Design** last year, owner **David Ashen** understood some naturally wanted to move on to new challenges. But he also discovered after talking to employees that they felt the culture in his **Long Island City, Queens, interior design company** had changed since he brought in a new partner. Ashen realized he needed to help employees feel more connected to the business, and focused on mentoring younger staffers.

“We ask them, where do you want to be in six months or three years, and create a path to do that. When we failed to do that, people were less satisfied in their work,” he says. Ashen has also started letting workers have flexible hours and bring in their dogs.

Clear path to advance

Many companies find that a staff can be stable for some time, and then several employees leave at once. And with fewer employees, small businesses aren’t as able as big corporations to shuffle assignments when people leave.

At **The SEO Works**, a digital marketing company in **Sheffield, Britain**, five staffers out of 30 left in a short period last year for a mix of professional and personal reasons, managing director **Ben Foster** says.

When staffers who are on teams leave, co-workers can pitch in while a replacement is hired, Foster says. But when employees who work by themselves quit, the managing director “just had to step up and take on two roles,” he says.



AP / SETH WENIG

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— David Ashen, owner, Dash Design, Long Island City

The company has been changing its policies to improve retention, and recently also introduced flex time.

Owners find one big thing they can do is be clear with younger workers about chances to grow and develop new skills. **Jeff Rizzo** and business partner **Matt Ross** aim for each of their 10 staffers at product review website **Rizknows** to understand what they need to do to win a promotion or a raise.

“If employees do not see a clear career path or opportunity for advancement, chances are they’ll look elsewhere after a year or two,” Rizzo says.

Many employees at the **Reno, Nevada-based company** have been hired out of college. Rizzo is philosophical about young people wanting to try something new eventually, but, he says, “we’re going to fight like heck to keep them.”

Regular feedback is key

Companies that want to reduce turnover need to let employees know they’re valued

and that what they do matters, says **Leigh Branham**, owner of **Keeping the People**, a human resources consultancy.

“People want to feel their job is meaningful,” Branham says. He suggests telling staffers, “I want you to know why you do what you do — and why it’s important to this company.”

Staffers also need regular feedback, and should not have to wait for an anxiety-provoking annual review, says **Nina Velasquez**, a senior vice president at **North 6th Agency**, a public relations firm based in **Manhattan** and with offices in **Toronto** and **Boulder, Colorado**. **North 6th Agency** gives its nearly 60 employees monthly feedback intended to be part of their training and development.

The company also has a rewards system allowing staffers to accumulate points in return for good performance. The points can be redeemed for perks such as cash, commuting passes, groceries and time off.

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