



John Vaccaro, Aaron Klein, Deputy Brooklyn Borough President Ingrid P. Lewis-Martin, and Jacob Kahan

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At the reception, accolades were delivered recognizing MassMutual as an outstanding financial-services company along with best wishes for continued success in their service to the people of New York. These remarks were delivered by NYC Councilmembers Kalman Yeger (who served as emcee), Chaim Deutsch, and Robert Cornegy, NY State Assembly Assistant Speaker Felix Ortiz, Assemblymembers David Weprin and Simcha Eichenstein who read a Proclamation, Chaplain Ingrid P. Lewis-Martin, Deputy Brooklyn Borough president to Eric Adams, Pinny Ringel from the Office of the Mayor, and Pinchus Hikin from the Office of NYC Comptroller Scott Stringer.

The keynote address was delivered by Aaron Klein emphasizing the close working relationship and cooperation extended by MassMutual Home Office and its top echelons headed by John Vaccaro, senior vice-president of MassMutual, who graced the event along with colleagues.

Closing remarks were offered by Jacob Kahan who reiterated MassMutual Brooklyn's rapport with the home office and the positive working environment characterized by teamwork, trust, and cooperation. The event was coordinated by The Friedlander Group. ■

Calvary Hospice And NYU School Of Nursing To Co-Sponsor Palliative Care Conference, September 5

Calvary Hospice and the NYU Rory Meyers School of Nursing are cosponsoring a conference on "Innovations in Palliative Care Across the Lifespan."

This program is appropriate for nurses, advance practice nurses, nursing students, physicians, social workers, and anyone interested in the subject matter. CE credits will be available for nursing participants. It is scheduled for Thursday, **September 5**, 7:45 a.m.-4:15 p.m. at NYU School of Nursing, 433 First Avenue (by 26th Street) in New York. To register, visit cvent.com/d/0yq99c. RSVPs are recommended by August 30.

For details, visit cvent.com/

[events/nyu-meyers-calvary-hospice-cares-innovations-in-palliative-care-across-the-lifespan/event-summary-9c6d1d50a0074b88912f9629ac8f2bf3.aspx](https://www.cvent.com/d/0yq99c)

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77WABC Executive Business Forum

with advanced cancer and other life-limiting illnesses. Thousands of patients receive CalvaryCareSM throughout the greater New York area. To learn how Calvary can help you and your family, please visit: www.calvaryhospital.org. ■

Stage 17 Executive Business Forum

On Tuesday, July 16, executives from a wide range of industries attended

77WABC's Executive Business Forum, cosponsored by Bottom Line Marketing Group and the C-Suite Network. Chaired by Jeffrey Hayzlett, chairman of the C-Suite Network, the event provided the opportunity for guests to discover the value of "Corporate Storytelling" and what it means to build a brand.

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Joseph Abboud, the noted fashion design icon, shared his insights on "Corporate Storytelling" on a panel moderated by Yitzchok Saftlas, host of 77WABC's Mind Your Business radio show and CEO of Bottom Line Marketing Group.

"When you love what you do, your work becomes a part of you, a part of your story," he shared. "Brands today are so much more than the products they sell. Consumers are deeply invested in what's going on behind the brand and the story the brand is telling," noted Mr. Abboud.

Abboud also discussed the importance of brand consistency, and making sure corporate messaging never wa-



vers. "Inject your DNA into everything you do, across every product line, into every facet of your company," he advised.

"It was a truly unique experience to attend the 77WABC Stage 17 Executive Business Forum. Hearing from Joseph Abboud was a lesson well-learned, which I will be able to impart to the many students who attend Touro," noted Mr. Grosberg, who serves as the Touro College director of career services.

The event left all the participants inspired, informed, and, of course, full, having been beautifully sponsored by Soho Platters, Herzog Wine Cellars, and Haolam! The 77WABC Stage 17 Executive Business Forum was truly an evening to remember, leaving the guests with a newfound perspective on what it means to be a storyteller. ■



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