



## Linda Armyn

### Co Host 2017 LIVE UNITED Celebration Luncheon

Linda Armyn is Senior Vice President of Corporate Affairs at Bethpage Federal Credit Union, where she began her tenure in 2001. In her current role she leads Corporate Communications, Public Relations, Business Development, New Market Expansion, Community Development and Government Relations.

With a focus on collaboration and innovation, Linda has developed some of Bethpage's most popular community outreach initiatives and branding campaigns, including the noted "Heart of Bethpage" program. This successful philanthropic effort invests more than \$2 million annually to communities of modest means. Another example of a Bethpage program developed under Linda's leadership that has had tremendous impact is Volunteer Income Tax Assistance (VITA), which has seen Bethpage volunteers prepare nearly \$15 million in returns for low income Long Islanders since 2003.

Linda is active professionally within her industry and is a member of the Credit Union National Association (CUNA) and the National Association of Federal Credit Unions (NAFCU) legislative committees. On Long Island, she serves as Board Chair of YMCA LI and Mentor New York. She serves as a board member for the Cradle of Aviation, Child Care Council of Suffolk and The Long Island Association. In 2014 she was appointed a member of the Stony Brook University Presidents Council and in 2016, was appointed to the NY Regional Economic Development Council for Long Island.

In March of 2015, Linda and Bethpage was recognized by the Credit Union Times as a trailblazer for political action in the credit union industry. Linda has also been honored for her work by local organizations, including the American Heart Association, Education and Assistance Corporation (EAC), Long Island Business News for the 40/40 and Top 50 Women awards, the Long Island Chapter of the Association of Fund Raising Professionals, and by the Long Island Press Power List as one of its 2016 50 Most Influential Long Islanders. She is a graduate of the University of Maryland, College Park, and is currently pursuing a Masters in Corporate Communications through Northeastern University. Linda resides in Melville with her husband and their two sons.



## Paul Fleishman

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Paul is an accomplished media executive with extensive experience across the broadcasting and publishing fields. As Newsday's Vice President of Public Affairs, Paul oversees Newsday Media Group's external affairs, communications and consumer marketing. This encompasses marketing for Newsday Media Group's brand, products and services, along with media relations, charitable giving and signature community programs such as High School Marching Band Festival, High School Sports and Scholar-Artist Awards, Life's Victories breast cancer awareness program and Newsday Charities, which conducts annual campaigns and makes sizeable grants to local organizations assisting at-risk children and families. Paul has been with Newsday Media Group since 1997.

Paul began his media career as a news reporter/desk assistant at Freeport radio station WGBB in 1970. He spent the next 24 years with Greater Media, Inc., which owned Long Island radio stations WGSM and WMJC, starting as a production assistant, working through various positions including copywriter, operations manager, news director, sales director and from 1990 – 1994, general manager. From 1994 – 1996, Paul was VP/General Manager of Liberty Broadcasting's LI group of stations, WBAB, WBLLI, WGBB and WHFM.

Paul joined Newsday in January 1997 directing sales, marketing, multi-media and school programs for Long Island Our Story, a year-long project which was the largest in Newsday's history. In February 1998, he was named Vice President of Marketing, where he directed the company's consumer marketing, school programs, young reader initiatives, sponsorship sales, strategic research and cross-media partnerships. In 2007 he became Vice President of Public Affairs.

Paul is active in many community, non-profit and business groups. Since 1990, he has served on the Board of Directors of the United Way of Long Island, where he is also on the Board's Executive Committee and Chair of the Marketing Committee. He serves on the Board of Directors of Variety Child Learning Center in Syosset and the Advisory Board of SUNY/Old Westbury's School of Business. In his tenure at Newsday he received the Times Mirror Company Chairman's Innovation Award, the Newspaper Association of America's national Marketing Master of the Year Award and Tribune Company's highest honor, their Robert Reneker Management Award. In 2015 he was honored with the United Way of Long Island's Volunteer Champion of the Year award. He and his broadcasting and Newsday teams have received many other awards for public service, journalism, marketing and community affairs accomplishments.

Paul is a lifelong resident of Long Island, growing up in Long Beach and now living in Hauppauge with his family.