



Media Release

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FOR IMMEDIATE RELEASE

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Sandra Novick elected Chair of Peconic Landing's Board of Trustees

GREENPORT, N.Y., April 15, 2016 — Peconic Landing is proud to announce longtime board member Sandra K. Novick has been elected as Chair of Peconic Landing's Board of Trustees.

Sandra Novick is a marketing executive with expertise in branding, strategic planning, and market research. Ms. Novick has served as the senior marketing officer at the Suffolk County National Bank (SCNB) since 2009, a position she will be retiring from in early May 2016.

Ms. Novick has been an active member of Peconic Landing's Board of Trustees since 2003 and serves as head of the nonprofit's Board Marketing Committee and a member of the Board's Strategic Planning Committee. During her tenure, she helped guide marketing efforts vital in maintaining high occupancy throughout the community and securing financing for Peconic Landing's \$44 million expansion, set to open in late April.

"Sandra has been an outstanding board member for the past 12 years. She has strong business acumen and is willing to ask the hard questions," said Robert J. Syron, President and CEO of Peconic Landing. "She is a great collaborator and has the skill sets necessary to lead Peconic Landing through its expansion and well into the future."

Paul J. Connor, interim Board Chair and longtime Vice Chair, said her leadership style and commitment to the East End have made her an asset to the Board.

"She is the board's top selection, and we are excited to have her," said Mr. Connor. "She will ensure that Peconic Landing continues to offer new and innovative services while giving back to the greater North Fork community."

Ms. Novick comes to the position after the passing of longtime chair, John M. May, who served for more than a decade.

"I am both proud and humbled to be selected to serve as chair of Peconic Landing's Board of Trustees, and specifically, to follow past chair, John May. John May's leadership and contributions to Peconic Landing's mission and success is indisputable," said Ms. Novick. "Among his major successes was building a talented Board of Trustees with expertise across genre, that serves to steer

an incredibly gifted and professional management team. John's vision for Peconic Landing will guide us as we carry forth."

"I look forward to keeping the needs and best interests of the Peconic Landing community always as our priority through working collaboratively with Robert Syron and his team of directors, Paul Connor, who will continue to serve as vice-chair, and the entire Board," she said.

At SCNB, Ms. Novick has been responsible for the strategic development and direction of the Bank's marketing plan, research, advertising, public relations, the company's annual report, and all branding initiatives. She previously served as Chief Marketing Officer and Corporate Secretary of Bridgehampton National Bank (BNB) and is credited with establishing BNB's brand.

Ms. Novick holds a BA degree from the University of Maryland, magna cum laude, and is a graduate of both the ABA School of Bank Marketing and Management, with distinction, and the ABA Stonier Graduate School of Banking. Ms. Novick has also earned the CFMP financial marketing designation from the American Bankers Association.

She is a long-time supporter of several East End community organizations. Ms. Novick is a member of the Advisory Council of East End Arts, as well as past president, and past treasurer. Ms. Novick has served on the Advisory Committee of the Eleanor Whitmore Early Childhood Learning Center in East Hampton and is a former Board member and active supporter and advisor of Peconic Public Broadcasting, 88.3 WPPB-FM, from its inception.

To learn more about Peconic Landing, its Board of Trustees, or its expansion, please visit www.peconiclanding.org.

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Peconic Landing is an innovative, not-for-profit CCAC-CARF-accredited continuing care retirement community (CCRC) located on the waterfront in Greenport, N.Y., on the North Fork of Long Island. Among its long list of achievements, Peconic Landing is the only equity-based LifeCare community in the state of New York. It is a member of LeadingAge and LeadingAge New York and embraces a healthy, active lifestyle infused with a sense of exploration, creativity and generosity of spirit.