

THE SCOOP



JAMES BERNSTEIN

Debating Wall Street protest, economy fixes

EDUCATION

Occupy Wall Street came to the quiet, tidy campus of Molloy College in Rockville Centre Wednesday night, and while there were no demonstrations or signs, there was an intense debate in a jam-packed lecture hall about the causes of the movement and ways to fix the American economy, whose continuing troubles are at the heart of the protests.

Molloy, a small, independent Catholic college, is one of the first higher-education institutions on Long Island to publicly address the OWS movement, according to college officials. Nearly 300 people, students, professors and guests, crammed into the college's Hays Theater for more than two hours to listen to arguments for and against the protesters who occupied Zuccotti Park in lower Manhattan and continue to demonstrate there.

Molloy vice president Edward J. Thompson, the moderator, said there is "no more contentious issue today" than OWS. The college, Thompson said, has a long history of publicly addressing national and in-

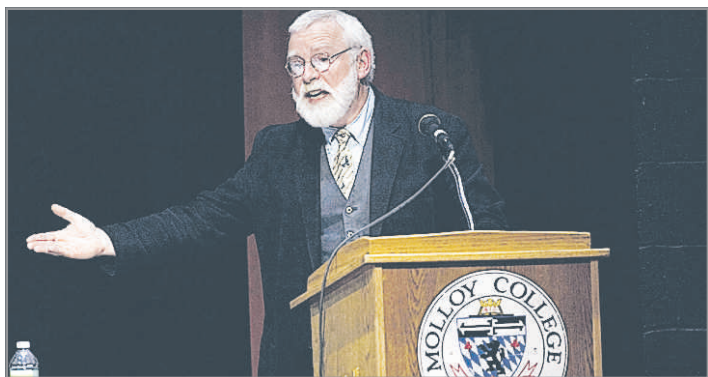
ternational issues, including the war in Iraq and genocide in Rwanda.

Michael Russo, director of Molloy's Center for Social and Ethical Concerns, recently took students to Zuccotti Park, spoke extensively with protesters, and made a 15-minute film of the occupied park. "They're not bubble-headed kids," Russo said. "They're bright and more articulate than the average 20-year-old. The idea that these are Marxists is absurd."

Peter Fallon, a professor of media studies at Roosevelt University in Chicago, drew upon biblical figures such as the apostle **Peter**, who stood for the underprivileged. The "rules of capitalism," Fallon said, can be "quite unfair and unjust."

Thomas J. McNamara, an adjunct business law instructor at Molloy, said that while there may be reason for frustration among OWS protesters, their feelings should be directed toward the federal government, not Wall Street. "What the occupiers want to do is take money and pay it to themselves," McNamara said.

Fixes? Lower taxes and less government regulation, said McNamara. Better living standards for everybody, said Fallon.



Chicago professor Peter K. Fallon talks about the Occupy Wall Street movement at Molloy College in Rockville Centre yesterday.



Doug Snider, left, and brother Mark at the Library Cafe in Farmingdale, the village where they are currently soliciting merchants to buy ads on their area Maptoons. The maps are given to the public.

Putting businesses and downtowns on the map

ADVERTISING

In the world **Mark Snider** and his brother, **Doug**, create late, cars are larger than buildings. A single tooth is the size of a man. Airplanes glide just inches over busy roadways.

This zany universe is all on the maps the brothers — partners in the Bohemia-based company MapToons Inc. — create of Long Island's downtowns. The brothers often use the word "whimsical" to describe their maps, which are drawn by Oceanside artist **Ed Manel**.

But in reality the maps are advertising vehicles for downtown merchants and chambers of commerce.

This week the Snider brothers are in Farmingdale, just having gotten the backing of the local chamber there. They go door-to-door, signing up merchants whose stores will appear on a map.

The price to be included ranges from \$395 to \$995, depending on the size of the display. The maps are distributed to the public by businesses, chambers and libraries.

The chambers pay nothing, and for each merchant who signs up the brothers donate \$50 to the chamber. "It's wonderful for us," said **Jo Wider**, assistant to the Farmingdale chamber's board of directors.

Can a business be made of this? You bet, say the Sniders. Annual sales, they say, are between \$500,000 to \$750,000. They have been in business since 2003. Mark is a former Long Island disc jockey and spent nearly 20 years promoting records for Time Warner and other companies. Doug was a mechanic. Doug, 48, started the business. Mark, 50, joined him soon after. They are president and vice president, respectively.

Doug said he got the idea

after looking at wall maps in restaurants. "I thought they would be more valuable if they could be folded and distributed," he said. The Sniders say they can never run out of downtowns to map, since they redo a map every five years. They admit they have seen many more empty stores these days than in years past.

But they have done about 50 maps since 2003, and local stores seem eager to sign up.

"Literally speaking, it puts you on the map," said **Tony Kathreptis**, who opened a Mexican restaurant, Caracara, in Farmingdale only six months ago. "I've seen this done before, and I just want to be part of it," Kathreptis said.

The Sniders acknowledge the maps are not pinpoint-accurate representations of the downtowns. "We know the roads don't go this way and that," Mark said. "But it's a cartoon." The company's website is maptoonsinc.com.

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