

### About Martin S. Begun

Martin S. Begun is a partner of Reiter/Begun Associates, LLC, a consulting firm specializing in a broad range of public policy issues. Prior to joining Reiter/Begun Associates, Mr. Begun worked for over 35 years at New York University School of Medicine and Medical Center as Senior Associate Dean and Vice President. Mr. Begun was recently appointed Chair of the Advisory Board of the School of Public Affairs of Baruch College-City University of New York.

In addition, Mr. Begun has volunteered in a variety of public and community service posts throughout his professional life. After over 6 years of service, he stepped down in 1999 as a Member of the Battery Park City Authority. He is also the immediate past president of the Jewish Community Relations Council of New York. He also served eighteen years as chair of the Community Service Board of the New York City Department of Mental Health, Mental Retardation and Alcoholism Services.

In August 1999, Mr. Begun was appointed to the New York State Hospital Review & Planning Council. Mr. Begun also served as a member of the State's Mental Health Services Council. Until recently, he served by appointment of the Speaker of the New York City Council as a member of the City's Campaign Finance Board.

In September of 1999, Mr. Begun became chair of the Board of the New Milford Hospital Foundation in Connecticut. Also in August of 1999, Mr. Begun was appointed by Mayor Giuliani to the New York City Korean War 50<sup>th</sup> Anniversary Commemorative Commission (in recognition for his service in the U.S. Army Reserve, and for active duty in the Eight U.S. Army and United Nations Command in, Korea (1960-1961). Mr. Begun received, by order of the Secretary of the Army, the Commendation Medal.

During the year 2000, Martin Begun accepted appointments as member of the New York City Parks Council and trustee of the New York Organ Donors Network. In August, 2003 he was appointed to the New York City Economic Development Corporation by the Speaker of the City Council.

Martin Begun is married to Louise M. Sunshine.



# Martin S. Begun

## Curriculum Vitae

### PROFESSIONAL EXPERIENCE:

Founding Partner, Berman & Begun, LLC, Private Sector, Intergovernmental & Community Relations, 2001-

President and Founder, MSB Strategies, Inc., Public Policy Planning and Client Services, 1997-

### ACADEMIC APPOINTMENTS:

Senior Fellow, 1997-; New York University Robert F. Wagner Graduate School Of Public Service.

Vice President, External Affairs, 1979 -1997; Assistant Dean, 1963-1966; Associate Dean, 1966-1997; New York University Medical Center and School of Medicine.

Associate Professor (Medical Administration), New York University School of Medicine, 1976-1997.

Assistant Professor (Medical Administration), New York university School of Medicine, 1968-1976;  
Lecturer, 1964-1968.

Lecturer (Department of Government), Baruch School, City University Of New York, 1961-1962.

Instructor (Political Science), University of Maryland Overseas Division, Far East, Korea and Japan (Simultaneous with Military Service), 1957-1959.

Program Director, U.S. Fulbright Exchange Program (East Asia and Indonesia), Institute of International Education, 1956-1963.

U.S. Secretary, International Associate for the Exchange of Students in Science & Technology (IAESTE), 1956-1963. (Concurrent with Service at the Institute of International Education.)

Chief of Secretariat, Institute of International Education (IIE), 1956-1963.

### EDUCATION:

University Of Wisconsin, Madison. Wisconsin, BA Degree, 1953.

Columbia University, Department of Public Law and Government, MA, 1955.

Columbia University, Post Graduate work, Public Law and Government, 1957.

### BOARDS and COMMISSIONS:

Chair, Liberal Party of the State of New York, 2000-,

Chair, Board of the New Milford Hospital Foundation, New Milford, Connecticut, 2000-.

Chair, Board of Advisors, Baruch School of Public affairs, 2000-

Member, U.S. -Israel Bi-National Commission on Housing and Community Development, 2000-

Member, Parks Council of New York City, 2000-.

Member, New York State Hospital Planning and review Council, appointed by Governor, New York State, 2000-2002.

Member, Board of the New York Organ Donor Network, 1997-.



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Member, Advisory Board, Institution Cervantes, 1997-.

Honorary Director, Coalition for Voluntary Mental Health Agencies, 1997.

Member, Campaign Finance Board, 1996-2000.

Member, Mayoral Task Force on Police/Community Relations, 1997-1998.

President, Jewish Community Relations Council, 1995-1998. Vice President, 1985-1995.

Member, Battery Park City Authority, State of New York, 1993-1999.

Member, Citizen Union, 1991-.

Member, Board of Directors, Lechters, Inc., Audit Committee, Harrison. NJ. 1998-2001.

Member, Committee on Legal Problems of the Mentally III, The Association of the Bar of the City of New York, 1986.

Member, Advisory Board, Taub Urban research Center. New York University, 1984-2002.

Member, Council on the Environment of New York City. 1983-1987.

Member, governor's Search Committee for the State commissioner of Mental Health, Developmental Disabilities and Alcoholism, State of New York, 1983.

Member, Governor's Select Commission on the Future of the Local State Mental Health System, 1983-1984.

Member, Mental Health Services Council, State of New York, 1983-1989.

President, Metropolitan Council of New York, American Jewish Congress, 1983-1986.

Vice Chairman, Governor's Special Advisory Commission on Minority Enrollment in Medical Schools, State of New York, 1982.

Member, Plaza 400 Owners Corporation; Chairman, Board Of directors ( Residential Cooperative), 1981-1989.

Member, Board of Governors, Tel Aviv University, 1979-.

Member, Board of Directors, The Burden Center for the Ageing, New York City, 1977-1978.

Member, Board of Trustees, The City Club of New York, 1977-1979.

Member, Board of Trustee, New York State program, Sackler School of Medicine, Tel Aviv University, 1976-.

Chairman, Group on Student Affairs, Northeast Medical Schools, Association of American Medical Colleges (AAMC), 1976.

National Chairman, Group on Student Affairs, (AAMC), 1975-1979.

Member, Executive Committee, Associated Medical Schools of New York (AMS) , 1974-1995.City



## Martin S. Begun

City Member, Board of Trustees, New York City-Rand Institute, (Santa Monica, CA), 1974-1977.

Chairman and Member, New York Community Services Board, Department of Mental Health, Mental Retardation and Alcoholism Services, 1974-1994.

Member, New York City Economic Development Corporation, 2003-.

### MILITARY SERVICE:

Army National Guard, 42<sup>nd</sup> Infantry Division, New York, Headquarters Detachment, Military Government Section, (Sergeant), U.S. Army Reserve, 1955-1962. Eight U.S. Army and United Nations Command, Headquarters, Seoul, Korea, (Sergeant), Active Duty, 1957-1960.

Commendation Medal, By Order, Secretary of the Army; United Nations Service Ribbon; Republic of Korea Presidential Unit Citation, 1958.

### AWARDS AND CITATIONS:

Communal Award, Metropolitan Council on Jewish Poverty, 2001.

Stanley Isaacs Human Relations Award, American Jewish Committee, 2001.

Recipient of the Ellis Island Medal of Honor, 1996.

Coalition of Voluntary Mental Health agencies Annual Award, 1990.

Nathan S. Kline Medal of Merit, The International Committee Against Mental Illness, 1988.

Citations of Appreciation for Public Service; Governor of the State of New York, December, 1984; January, 1988.

Certificate of Appreciation for Services to the Mentally Disabled; Directors and Staff, The Bridge, Inc., December, 1984.

Honorary Life Member, The Holy Name Society of the Police Department, City of New York, 1983.

Honorary Firefighter, Fire Department, City Of New York, 1982.

Horace M. Kallen Distinguished Community Service Award of the American Jewish Congress, 1982.

### BIBLIOGRAPHY:

"The True Need for public Hospitals in New York City" American Public Health Association Conference, Privatization and Public/Private Partnerships, New York, NY , November, 1996.

"The New Approach to Urban Violence: PREVENTION," Conference of the Universidad Complutense, San Lorenzo de El Escorial, Spain , August, 1993.

The New York Conference The Anatomy of Hate: Saving our Children, co-hosted by Governor Mario M. Cuomo and Elie Wiesel, Foundation of Humanity, Health, Family and Poverty Seminar Workshop, Participant, November, 1992.

"Mental Hygiene in New York City, Directions for the future," Conference of the New York City Department of Mental Health, Mental Retardation and Alcoholism Services, January, 1992.

"The 1990's: A Time to Embrace Change," First Annual Conference of the World Association for Psychosocial Rehabilitation, June 1991.

"Crossroads," The American Journal of Social Psychiatry, Summer, 1985.



## Martin S. Begun

- "Crossroads For the Homeless Mentally III," Empire State report, August, 1985.
- Dedication of The Nathan S. Kline Institute for Psychiatric Research, Keynote Address, Orangeburg, New York, October 20, 1983.
- "Young Musicians Competition," Opening Remarks, Presented by The American Jewish Congress and The Pepsi-Cola Company, November, 1982.
- "Thriving in Turbulent Times," Keynote Address, Financial Aid Administrators, Health Professionals Educational Management Seminar, November, 1982.
- "The New York Experience- Community Mental Health Centers," Keynote Address, Carrier Foundation Symposium. Princeton, New Jersey, September, 1982.
- "The Ethics of Allocation of Funds and Resources from Institution to Department," New York, November, 1981.
- "The Regan Budget and it's Implication for Medical Education," Health Symposium, The New York Academy of Medicine, May, 1981.
- "New York City Health Problems- Emphasis on mental Hygiene," Queens Chapter of The American Jewish Congress, June, 1980.
- "Deinstitutionalization," Public Forum, Department of Mental Health, Mental Retardation, and Alcoholism Services, City of New York, May, 1980.
- "New York City Health Problems," National Conference of Christians and Jews, April, 1980.
- "The Public and Private Health Sector," Twenty-First Anniversary of Garcie Square Hospital, March, 1980.
- "Health Problems- New York City," New Democratic Club, February, 1980.
- "Financial Future of New York City's Hospital System," Financial Women's Association of New York; Seminar, March, 1979.
- "Proprietary Homes and the Mentally Disabled," Testimony Presented at a Public Hearing on Proprietary Homes before the New York State Senate Mental Hygiene and Addiction Control Committee, New York, February, 1979.
- "A Tiger by the Tail- Student Support," Keynote Address, Financial Aid Administrators, Health Professionals Education Management Seminar, November, 1978.
- "Deinstitutionalization and the Community: Final report of the Interagency Task Force on Problems of Deinstitutionalization and the Chronically Mentally III," Department of Mental Health, Mental Retardation and Alcoholism Services, City of New York, July, 1978.
- "The Politics of Finance and Prospects for the Future," Seminar on Minority Medical Education: The Ford Foundation, Closing Address, March, 1978.
- "The Impact of Entebbe," Congress Monthly (Published by the American Jewish Congress), Vol. 43, No. 7, September, 1976.
- "Report on Health and Hospitals Corporation of the City of New York," The City Club of New York, (Co-author), 1975.



## Martin S. Begun

"Legal Considerations Related to Minority Group Recruitment and Admissions," Journal of Medical Education, Vol. 48, June, 1973.

"International Control of Forced Labor in the Twentieth Century," Columbia University Libraries, 1955.

"Misconception of Homelessness," Address to the Metropolitan Council, The American Jewish Congress, March, 1953.

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*About Martin S. Begun.*

Martin S. Begun is President of MSB Strategies Inc., a consulting firm specializing in a broad range of public policy issues. Prior to the establishment of MSB Strategies, Mr. Begun worked for over 35 years at New York University School of Medicine and Medical Center as Senior Associate Dean and Vice President (External Affairs). Mr. Begun was recently appointed as Chairman of a newly created Advisory Board of the School of Public Affairs of Baruch College – City University of New York.

In addition, Mr. Begun has volunteered in a variety of public and community service posts throughout his professional life. After almost 6 years of service, he stepped down in 1999 from a post as Member of the Battery Park City Authority. He is also the immediate past president of the Jewish Community Relations Council of New York. In 1997 he was appointed by the Mayor of the City of New York to the now-disbanded Task Force on Police Community Relations. He also served eighteen years as Chair of the Community Services Board of the New York City Department of Mental Health, Mental Retardation and Alcoholism Services.

In August of 1999, Mr. Begun was appointed by Governor George Pataki to the New York State Hospital Review & Planning Council. Mr. Begun also serves, by appointment of Governor Pataki, as a member of the Mental Health Services Council. Until recently, Martin Begun served by appointment of the Speaker of the New York City Council as a member of the City's Campaign Finance Board.

From 1955 to 1962, Martin Begun served as Sergeant in the U.S. Army Reserve National Guard, 42<sup>nd</sup> Infantry Division, New York, Headquarters Detachment, Military Government Section. From 1957 to 1960, Mr. Begun was in active duty in the Eighth U.S. Army and United Nations Command in Seoul, Korea. By order of the U.S. Secretary of the Army, Mr. Begun was bestowed the Commendation Medal, United Nations Service Ribbon, Republic of Korea Presidential Unit Citation.



**Martin S. Begun**  
**President, Founder**

Martin S. Begun is the founder and president of MSB Strategies, Inc., a firm specializing in health care and social service public policy planning and client services. Mr. Begun also currently holds an academic post at New York University: Senior Fellow at the Taub Urban Research Center of NYU's Robert F. Wagner Graduate School of Public Service.

After 35 years of continuous service, in August of 1997, Martin Begun left New York University School of Medicine and Medical Center. During his tenure, Mr. Begun held several posts including Senior Associate Dean and Vice President (External Affairs).

By appointment of the Speaker of the New York City Council, Mr. Begun serves as one of five members of the New York City Campaign Finance Board, an independent agency that provides public funding to those candidates for City elective offices who choose to participate in the public financing program.

Mr. Begun served, by appointment of the Governor of New York State, as a Member of the Board of the Battery Park City Authority from 1992 to 1999.

Mr. Begun was chosen in 1997 by the Mayor of the City of New York to serve on the Mayoral Task Force on Police/Community Relations, which examined and made recommendations on issues concerning various communities and the New York Police Department.

In July of 1995, Martin Begun assumed the presidency of the Jewish Community Relations Council of New York (JCRC), a representative organization encompassing over 60 major civic, communal, educational and religious groups of New York City's diverse Jewish community. His term as president expired June 1998.

From 1974 to 1994, Mr. Begun served as Chairman of the Community Services Board of the New York City Department of Mental Health, Mental Retardation and Alcoholism Services.

Martin Begun serves often as an advisor to several prominent public figures on the subjects of health care, public health, and community relations.





### Company Info

**eDoctor** was developed by EMX, a New York-based health information services company that develops technologies to access health-related data via the Internet, IVR, health cards and other means. EMX was founded by Americas Partners, a New York investment company, and maintains a significant interest in health related companies.

### Board of Advisors & Executive Leadership

**Marc Adler** is President of *Macquarium Intelligent Communications*, which enables clients to develop and manage Web-centric applications such as Internet, intranet, extranet, and e-commerce enterprise solutions. *Macquarium's* clients include: *BellSouth*, *Cox Communications*, and *IBM*. Mr. Adler has been profiled nationally as an Internet leader, and *Macquarium* ranks among the country's top interactive companies. Mr. Adler is Vice-Chair of the *Superbowl XXXIV Host Committee*, and serves on the National Advisory Board of the International Interactive Communications Society.

**Douglas J. Mello** was President of *Large Business Services* (North) for the *Bell Atlantic Corporation* until April, 1999, where he was responsible for providing telecommunications technology to the largest concentration of Fortune 500 companies in the world. Prior to the *Bell Atlantic-NYNEX* merger, Mr. Mello served *NYNEX* as Vice President of Business Marketing & Sales and as Chairman & President for *NYNEX Business Information Systems*.

**Martin S. Begun** is President of *MSB Strategies Inc.*, a healthcare consulting firm. Mr. Begun was appointed by Governor Pataki in April of 1999 to the New York State Hospital Planning & Review Council. Mr. Begun also serves, by appointment of the Governor, as a member of the Battery Park City Authority and, by appointment of the Speaker of the New York City Council, to the Campaign Finance Board. In 1997 he was appointed by the Mayor of the City of New York to the Task Force on Police Community relations. He also served eighteen years as Chair of the Mental Health Board of New York City. Mr. Begun is a Senior Fellow at the *New York University School of Public Service*. For 35 years, Mr. Begun served at *New York University School of Medicine and Medical Center* as Senior Associate Dean and Vice President.

**John J. Connolly Ed.D.** is President & CEO of *Castle Connolly Medical Ltd.* and Senior Advisor to the merchant banking firm, *Castle Harlan, Inc.* Previously, he was President & CEO of *New York Medical College* for over ten years. Dr. Connolly writes a nationally syndicated column, *The Health Care Advocate*, is



Chairman of the American Lyme Disease Foundation and the Culinary Institute of America, and is a Fellow of the New York Academy of Medicine. He is also editor of "Castle Connolly Guides", "How to Find The Best Doctors - New York Metro Area", "How To Find The Best Doctors", "Hospitals and HMO's For You and Your Family", "The Parent's Helper", "The ABC's of HMO's", and "The Buyer's Guide To The Best Health Care".

**Alexander E. Kuehl, M.D** is Medical Director for *EMX* and previously served as Medical Director, *New York City Health and Hospitals Corporation*; Chairman, New York City Medical Advisory Committee; Chairman, New York City Regional EMS Council, NYC EMS System; Emergency Physician in Chief, *New York Hospital-Cornell University Medical College*; and, Member, Executive Committee, National Association of EMS Physicians. Dr. Kuehl is currently President of the National Academy of Emergency Medical Dispatch and Medical Director of *The Emergency Care Center of Champlain Valley Physicians Hospital*.

**Morad Tahbaz**, President. Mr. Tahbaz is a Co-founder of *EMX* and serves on the Board of Directors of Air Methods Corporation. Mr. Tahbaz is also a partner in Americas Partners, a Manhattan-based firm that invests and is involved in entrepreneurial and commercial development opportunities. Americas Partners has been involved in over one billion dollars of real estate transactions since its inception, including the development of Americas Tower, the 1,000,000 sq. ft. headquarters of Price Waterhouse Coopers in Manhattan. Mr. Tahbaz has a B.A. in Philosophy and Fine Arts from Colgate University and also attended the Institute for Architecture and Urban Studies in New York City. He holds an M.B.A. in Finance from Columbia University Graduate School of Business.

**Joseph E. Bernstein**, Director. Mr. Bernstein is Chairman, CEO & Co-founder of *EMX*. He started his career as a corporate tax attorney on Wall Street at Cahill, Gordon & Reindel and as an international tax attorney at Rosenman & Colin. He also co-founded The New York Land Company, a predecessor to Americas Partners, where he currently is a partner. Mr. Bernstein holds a B.A. in Economics and a B.S. in Agricultural Business Management from the University of California at Davis; a J.D. from the University of California at Davis School of Law; an M.B.A. in Finance from the University of California at Los Angeles Graduate School of Management; and a Master of Laws Degree (LL.M.) in Taxation from the New York University Graduate School of Law.

**Ralph J. Bernstein**, Director. Mr. Bernstein is a Co-founder of *EMX* and a partner in Americas Partners. He currently serves on the Board of Directors of Air Methods Corporation. Mr. Bernstein started his career in trading for Compagnie Noga, S.A, a private multinational conglomerate and later led its U.S. real estate division. In 1981, he co-founded The New York Land Company and developed over three million square feet of commercial real estate in Manhattan. Mr. Bernstein holds a B.A. in Economics from the University of California at Davis.



**Norman Schibuk**, Chief Information Officer. Mr. Schibuk is responsible for strategic planning and technology. He started his career as a Compiler Writer at IBM, developing optimization algorithms for PL/ 1 compilers. Mr. Schibuk later worked for Pfizer, where he developed communications infrastructures for pharmaceutical manufacturing and distribution. Mr. Schibuk has also developed programs and algorithms for large enterprise databases functioning across the Internet. Most recently, he served as Director of Strategic Planning for The Chickering Group, a third party administrator for university health programs. Mr. Schibuk holds a B.S. and an M.S. in Electrical Engineering from NYU and an MBA in Finance and Marketing from Columbia University.

**Michael Gerstenfeld**, MD, Director of Physician Development. Dr. Gerstenfeld developed extensive internet IT experience as Vice President of Financial Services at iTRUST, a Silicon Valley healthcare internet company funded by Hambrecht & Quist and Johnson & Johnson's healthcare venture fund. He was responsible for new client development as well as oversight of software installation and training for physicians. Prior to iTRUST, Dr. Gerstenfeld worked with Health Capital, Inc., a national commercial finance company where he assisted in originating and underwriting in excess of 150 million dollars of structured healthcare finance. Dr. Gerstenfeld graduated from Kenyon College, where he received his degree in Chemistry, and completed his formal medical education at Danbury Hospital/Yale University School of Medicine. He is also a graduate of the University of Connecticut, where he received his MBA.

**Matthew C. Schwartz**, Vice President. Mr. Schwartz currently supports the development of operations and marketing strategies for eDoctor. He started his career with the Pediatric Mobile Intensive Care Unit operated by The North Shore--Long Island Jewish Healthcare System as a researcher and medical technician within the Department of Emergency Medicine. In 1996, he accepted a position with EMX and was responsible for installation and education services relating to the launch of *The EMX Universal Health Card*. Mr. Schwartz was later appointed Vice President of Corporate Communications, and was responsible for organizing and coordinating the company's consumer-based pilot initiative. Mr. Schwartz graduated with honors from Hofstra University.

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Reiter/Begun Associates was founded in August 2003 and represents the merger of MSB Strategies, Inc. and Reiter Consulting Group, LLC .

## WHAT WE ARE

**Reiter/Begun Associates** is a full-service consulting firm specializing in government relations, public policy development, marketing and nonprofit management, with clients from both the business and nonprofit sectors.

In combination, New York City and State provide a unique market in several respects. Its size, diversity, sophistication, and governance structures render it a challenging terrain for any organization – business or nonprofit – seeking to gain a foothold here, capitalize on an already established stake, or navigate the bureaucratic waters.

Our human resources – with their years of experience in the business, nonprofit and government sectors – make **Reiter/Begun Associates** extraordinarily well qualified to provide strategic-planning and plan-implementation guidance, marketing, and counsel on management restructuring, providing, as well, on-going assistance in the day-to-day running of the client organization.

## WHAT WE DO

- **Government and Community Relations** Identify and provide access to government agencies and personnel at neighborhood, city, state and federal levels. Navigate channels to those entities, providing strategic planning, advocacy and personal representation as needed. Reach out to appropriate interest groups to build consensus in support of client's goals.
- **Public Policy Development** Identify the client's and/or community's need, develop a public policy to meet that need, and provide advocacy for implementation of that policy.
- **Business-to-Business and Business-to-Government Marketing** Provide introductions and access to potential new strategic partners and customers.
- **Corporate Sponsorship and Development** Identify potential sources of new revenue and capital, provide advantageous introductions, and assist in negotiating terms and conditions for these new relationships.
- **Management and Marketing Analysis** In-depth review of pre-existing management structures, human resources, and corporate culture, as well as competition studies, if needed, in order to meet client's goals.
- **Strategic Planning and Implementation** Identify short and long-term goals and develop roadmaps to reach these goals, providing on-going oversight of the implementation process.



**Selected current and former clients**

*Alliance for the Arts*

*BTI, Inc.*

*Coalition of Voluntary Mental Health Agencies*

*Dance Theatre of Harlem*

*Eappealsolutions, Inc.*

*Equinox Fitness*

*Fontheim Partners/Prison Health*

*Garage Management Corporation*

*Granary Associates*

*Herzfeld and Rubin, PC*

*Housing & Services, Inc.*

*Mt. Sinai NYU Health*

*NYU Medical Center and Medical School*

*Snug Harbor Cultural Center*

*YMCA of Greater New York*