

MICHAEL SMITH JOINS BOARD OF TRUSTEES OF CHILDREN'S MEDICAL FUND OF NEW YORK

Michael Smith has joined the Board of Trustees of Children's Medical Fund (CMF) of New York (www.cmfny.org). For the past year Michael and his company Linx Communications has provided CMF with pro bono marketing materials, which have successfully increased awareness and donations to CMF. He will continue to develop strategy and marketing materials aimed at furthering CMF's mission.

Since 1995, Michael has been President and CEO of Linx Communications, a full service strategic consulting, marketing and communications company focused on branding and re-positioning products and services in the healthcare, financial services, retail, high-tech, manufacturing and training industries. Prior to that, he was president of JRS Advertising, a top 100 advertising agency.

Michael's extensive community involvement and support are an integral part of his humanitarian efforts within the business community. An officer of the Young Presidents Organization (YPO), he recently formed a new International network in the YPO – "Helping Disadvantaged Children". He has also been a board member of the federal government's Federal Advisory Board on Public/Private Partnerships in Human Services, as an outgrowth of his co-founding Steward of Change, a company creating a holistic view and consumer centric model of care for families who use human services in America.

Michael holds degrees from Bentley College in Management and Marketing, as well as completing four years of presidents' seminars at Harvard University Graduate School of Business Administration.

Children's Medical Fund of New York (CMF) is a 501 © (3) not for profit organization that ensures children on Long Island and in the New York metropolitan area have access to the best available pediatric care by raising funds to help build and equip medical facilities and sponsor vital programs at Cohen Children's Medical Center of New York.