

# Long Island Business NEWS

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## HILLARY NEEDLE

*Hillary Needle Events Inc.*

Hillary Needle is president of Hillary Needle Events Inc. in Dix Hills. With more than 20 years of experience in event planning, Needle is successful in developing and implementing strategies that help organizations brand and grow existing events, in addition to building an event from concept to celebration.

Needle has more than 20 years of senior management expertise in event planning.

"I bring organizational skills and staffing knowledge for a broad spectrum of corporate and not-for-profit special events that include large galas, golf outings, networking receptions, food tastings, fashion shows, art auctions and educational symposiums," Needle said. "For the not-for-profit clients, my experience as a former director of development working with volunteers, donors and board members enables me to create exciting opportunities to generate revenue and gain recognition."

Needle is successful in developing and implementing strategies that help organizations brand and grow existing events in addition to building an event from concept to celebration. "Relationship building between corporations and not-for profit organizations is an important factor in the overall success of events and my experience in networking and developing good matches ensures business community involvement to support the events," she said. "In fact, I consider it one of the most satisfying parts of the assignment."

"Whether it is planning a special event or public relations, creativity is what distinguishes a great event from a good event," Needle noted. "I also organize publicity, write speeches and newsletter articles, and create published materials and event journals. In addition to my not-for-profit background, I am



## WHO'S WHO

*in Women  
in Professional Services*



accomplished in medical marketing and public relations."

Prior to launching Hilary Needle Events in 2009, Needle's event experience includes serving as director of development for the American Heart Association and as an executive vice president for eight years at a prominent event planning corporation active in fundraising event management for not-for-profit organizations.

Among her many recognitions, Needle was selected as a 2015 "Long Is-

land Power Woman in Business" by the Queens Courier Newspaper and Schneps Communications. Among the highlights of her professional career is the production of the Annual Long Island Imagine Awards, now in its sixth year – an awards gala recognizing innovation and leadership in the not-for-profit sector where \$25,000 in grants was distributed to top Long Island charities.

She is Chairperson for Membership of the Nassau County Museum of Art's Corporate Committee, an active member of the Executive Women's Golf Association of Long Island as well as the Long Island Association. Hillary is member of the 2016 class of Molloy College's The Energeia Partnership, a leadership academy dedicated to identifying and addressing the serious, complex and multi-dimensional issues challenging the Long Island region.

Needle is a cum laude graduate of Hofstra University, receiving a bachelor's degree in communications/journalism. She is proud to give back by serving as President of the Lawrence Herbert School of Communications Alumni Association. In 2014, Hofstra University presented Hillary and her mother, a past alumni organization President, with the Marjorie and James M. Shuart Alumni Family Award honoring a family where two or more members have been active alumni, donors and volunteers in their service to Hofstra.

Hillary Needle Events, Inc. is an event planning company offering a broad range of services to corporations and not-for-profit organizations. The company understands it is not just about planning a function — it is about creating a memorable, impressive, seamless event that represents the strength of a client's image and mission. Among the company's myriad of services includes audio/visual components; budgeting; décor; design and production; entertainment; invitations; location; marketing and public relations; not-for profit event management; and printed and electronic marketing materials.