

2015-J1881

LEGISLATIVE RESOLUTION honoring Lou Formato upon the occasion of his designation as recipient of a Young Professionals Award by the SULLIVAN COUNTY DEMOCRAT

WHEREAS, It is the sense of this Legislative Body to recognize and pay tribute to those young adults within the great Empire State who have made strong contributions to their communities and who serve as role models for their peers; and

WHEREAS, Attendant to such concern, and in full accord with its long-standing traditions, this Legislative Body is justly proud to honor Lou Formato upon the occasion of his designation as recipient of a Young Professionals Award by the SULLIVAN COUNTY DEMOCRAT; and

WHEREAS, Lou Formato, Head Marketing Director of M&M Auto Group, was selected for this esteemed recognition for being hardworking, ambitious, and creative; and

WHEREAS, The son of Dominic Formato, Lou Formato is originally from Fresh Meadows, Queens, New York, and moved with his family to Roscoe, where he graduated from high school in 2002; he went on to receive a marketing degree from SUNY Oneonta in 2006; and

WHEREAS, A self-professed motor enthusiast from an early age, today, Lou Formato is the Head Marketing Director at M&M Auto Group located in Liberty, New York; and

WHEREAS, Expertly in tune to his customers' needs, Lou Formato focuses on an unconventional marketing approach called top of mind marketing which focuses on his company's products including cars, trucks or ATV's being synonymous with M&M Auto Group; and

WHEREAS, In addition to his many responsibilities as Head Marketing Director for M&M Auto Group's regular vehicles, Lou Formato spends his time and energies promoting its sportsman collection of ATV's, and Rocky

Ridge and Polaris vehicles; and

WHEREAS, Under the luminous direction of Lou Formato, M&M Auto Group participates in numerous local event advertising and community outreach projects, such as the M&M Mega Ticket promotion in conjunction with Bethel Woods Center for the Arts; and

WHEREAS, In addition, Lou Formato took part in the King of the Ice fishing tournament this year, passing out hand warmers courtesy of the Sullivan County Conservation Club; and

WHEREAS, When he is not at the office or giving back to his community, Lou Formato enjoys hiking, riding his four-wheelers and ATV, hunting, and skeet shooting; and

WHEREAS, It is the sense of this Legislative Body that those who enhance the well-being and vitality of their community and have shown a long and sustained commitment to excellence certainly have earned the recognition and applause of all the citizens of this great Empire State; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to honor Lou Formato upon the occasion of his designation as recipient of a Young Professionals Award by the SULLIVAN COUNTY DEMOCRAT; and be it further

RESOLVED, That a copy of this Resolution, suitably engrossed, be transmitted to Lou Formato.