

**Frank Benintendo**  
HTA Board Trustee since 2016

**Role on Current Board**

Frank is a Board Trustee and Chair of the HTA By-Laws Committee. He also sits on the Nominating, Dune Planting, and Marketing Committees. In addition, on the Joint Council of Taxpayers Association of LBI, Frank is a member of the Beach Replenishment Committee. For many years, he has continuously volunteered at HTA events.

**Connection to Holgate**

Frank's family has been vacationing on LBI since he was a young boy in the mid 1950s. It was a dream vacation, because how could a kid growing up in Brooklyn be able to spend 3 weeks every year on LBI? Even back then, he dreamed of owning a home on LBI. That dream began to come true in the mid-1970s, when he purchased land on the beachfront from his aunt. However, he had to wait to build as there was a building moratorium dating back to the 1962 storm. In 1978, that ruling was lifted, and he built his dream home.

**Professional Experience**

Frank's 50+ years in the design and brand building business has taken him from designer, to direct marketing agency owner, to serving as the Chief Creative Officer at Popcorn Indiana, which became a national leader in the Ready-to-Eat popcorn snack category under his branding stewardship. He also shared oversight of the company's R&D, which developed and launched innovative products that led to the company's double-digit annual growth each year and eventual sale to Eagle Brands. Today, Frank heads up his own design firm, FBI Design. The company provides marketing and graphics expertise that leads to commercial success and brand growth for start-up and existing mid-to-large Consumer Packaged Goods companies. In his life and work, Frank has found that his experiences have helped him learn to identify a problem, formulate a solution, and put your strategic plan into place. He also believes, as many of us discovered after Superstorm Sandy, that having setbacks in life and in business also helps round you out, so when times get hard you know what to expect and can power through those difficulties to be successful.

**Personal Profile**

Frank grew up in Brooklyn and lived in Queens, New York. Today, Holgate is the primary residence for Frank and his wife Ann, but they often travel the 75 miles to their other home in Old Bridge, NJ. Frank began surfing in the 1960s, taught the sport to his two sons, and continues to surf today, provided he feels up to it. Frank and his son Travis are founding members of the Silver Sands Surf Club, which is rooted in Holgate.

**Why I Became a Trustee**

"I've always thought of myself as being a steward for the dunes. That's what drives me to volunteer my time to the HTA to plant vegetation and to teach the importance of a healthy dune. Over time, I've felt I could do more for my community here by being an HTA Trustee."