

# LUNCHEBREAK<sup>with</sup>



**Itzy Sorotzkin**

CO-FOUNDER AND COO OF J SYNERGY

AGE  
31

EMPLOYEES  
30

HEADQUARTERS  
New York

FOUNDED  
2010

**BACKGROUND:** J Synergy provides an array of energy services for residential and commercial properties with the aim of reducing costs. Its two-pronged approach reduces usage while simultaneously lowering the cost of the energy itself, by negotiating deals with large providers.

Mr. Sorotzkin explains that many buildings upwards of 40 or 50 years old are energy inefficient. J Synergy is adept at various ways to reduce energy consumption, thereby lowering bills significantly, usually over 30% and sometimes even over 50%. These can include upgrading insulation to "tighten up a house," changing to LED lights, converting from oil to gas, and putting in new boilers, A/C, windows and doors. Commercial projects tend to be more complicated. J Synergy's team of engineers will make recommendations for upgrades like updating "chillers," heating and cooling plans and mechanical systems, as well as installing new automated technology that is smoother and cheaper.



I grew up in Telz-Stone, Israel. I came to Chicago as a 15-year-old *bachur* and studied in Skokie Yeshiva in 2000 and 2001. After that I came to New York and went to Touro while continuing my learning in Sh'or Yeshuv.

"While in college, I worked numerous part-time jobs. I used to wake up at 3 a.m. to deliver kosher food to hospitals. Then I'd spend part of the day in *yeshivah* and then work as a gym teacher in a different school. At night I went to college. So I was very busy during those years!

"I graduated from Touro with a degree in finance and was involved in several other businesses before getting into energy. I

opened a clothing business with my brother, selling ties to a lot of stores. Then I helped another apparel company. I also helped Halpern Optical, a big chain in Israel, open a couple of stores in the US. They had a vision of opening numerous branches here but later decided not to focus on this market, so I left them. Then I worked for a Fortune 500 company for a while as well.

"I got married five years ago and live in Flatbush with my wife and two children. I'm actually moving to Woodmere soon.

"My partner, Yaakov Milstein, and I got into the energy business around 2010 when they started fracking in Pennsylvania. We

## BY GERSHON HELLMAN

heard how they were going into old wells, usually around 100 years old, and extracting the gas. With the new fracking technology they were able to extract 90% more than before. A lot of businessmen started buying up these wells, and we got involved with that.

"From there we were gradually introduced to the energy field. We started purchasing energy and working on creating contacts to obtain good prices. Then we got into energy efficiency after realizing the need for it due to the aging infrastructure in the Northeast. A lot of people were paying much more money for energy than they needed to, so we came up with the idea of offering a service to upgrade buildings to be more energy efficient.

"I remember sitting with one business owner who told me his energy bills were higher than his mortgage. He jokingly told me, 'After one more winter, I think I'll just push my building into the river.' We knew we could get all those people to reduce their monthly bills."

### What's it like working with the government? Is it a bureaucratic nightmare?

Working with the government does involve some hassle. You have to jump through a lot of hoops. They're very strict, and everything has to be done a certain way whether you think it makes sense or not. It's not simple. However, we created a process that streamlines everything. Because we were able to figure out what the government wants, we've become one of the biggest government contractors in a very short time.

So yes, there are hurdles. But if you

## C L A S S I F I E D S

### OPERATIONS POSITION AVAILABLE

A well-established financial management company, with multiple locations in the US, is looking to expand in the Lakewood area. Looking for someone to run the local operations.

Individual applying must have the following skills:  
A thorough understanding of financials and financial reporting.

The ability to run a portfolio of multiple client's needs and have very good people skills.

The ability to run a larger staff (approx 25 people near term).

Excellent pay for right individual. Performance based compensation with unlimited upside potential.

**Email Resume to:**

**Lakewoodfinancialoffice@gmail.com**

### ADMINISTRATIVE ASSISTANT

#### Yeled V Yalda WIC Program

Seeking a F/T Administrative Assistant for busy office with great working environment.

Applicants should have excellent computer, organizational and interpersonal skills.

Office experience required.

Fax resume to Nechama at: 718-686-2498

**Or email to: jobs@yeled.org**

YVY is an EOE

### PARTICIPANT REPRESENTATIVE

#### YELED V YALDA WIC PROGRAM

Seeking F/T Participant Representative

Working with adults and children.

Pleasant environment. Brooklyn location.

Requirements:

Excellent customer service and interpersonal skills.

Computer knowledge, office experience preferred.

Extended hours: One early morning and one late evening weekly.

Please fax resume to Nechama at: 718-686-2498

**Or email to: jobs@yeled.org**

YVY is an EOE

### ADMINISTRATIVE POSITION

Yeled V Yalda is Seeking a highly organized, detail oriented individual with strong people skills.

Computer proficiency and ability to multi task a must.

Office experience required.

Fax resume to: 718-686-2498

**Or email to: jobs@yeled.org**

YVY is an EOE

### YVY HEADSTART TEACHER

YVY Head teacher for UPK class

for new school year (Crown Heights)

Licensed (must have Masters with Ed. credits)

Good behavior management.

**Please submit resume to: ELevitin@yeled.org**

Or Fax to: 718-514-8803 Attn. Esti

YVY is an EOE

### YELED V YALDA ECC (WILLIAMSBURG)

#### HEAD START TEACHER

Head Start Teacher Position Available,

Yiddish Speaking,

90 Credits; Study plan, must have

21 credits in Education, experienced.

**Email resume to: LLanda@yeled.org**

or fax to: 718-514-8823 Att. Raizel

YVY is an EOE

### F/T NUTRITIONIST

#### YELED V YALDA WIC PROGRAM

Seeking F/T NUTRITIONIST

Working with adults & children in a pleasant environment, Brooklyn clinic.

BS, MS or RD in Nutrition req.

Competitive Salary & Benefits.

Excellent customer service skills req.

One evening and early morning req.

Please fax resume: 718-686-2498 Att. Nechama

**Or email to: jobs@yeled.org**

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### SECRETARY/PAYROLL ASSISTANT

Payroll Dept. seeks applicant with

outstanding communication/people

skills required. Must be able to work

in fast-paced environment, quick learner,

proactive, detail oriented & strong computer skills.

**Please send resume to: jobs@yeled.org**

Or Fax to: 718-686-2498 Att. Payroll Dept.

YVY is an EOE

### NURSING HOME CHAIN IS LOOKING TO FILL CONTROLLER ROLE, BRONX.

Objective

Manage finance and accounting departments providing information, primarily financial in nature,

about all company activities that will assist management in making educated economic

decisions about the company's future.

Required Education and Experience

Bachelor's degree in accounting or finance.

Financial experience in the Construction industry.

**Email ypolon@gmail.com**

## For many people a partnership can be tricky. But the main advantage is that you complement each other.

learn the process and do it correctly you'll be able to manage.

### What about residential housing?

The residential program for New York State, which helps homeowners become energy efficient, is about to be reduced significantly. For higher-income homeowners the deadline is September 1, and for lower

incomes it's going to happen on October 1. So if anyone wants to upgrade by putting in a new air conditioning system, a new boiler or insulation, windows or doors, now is the time.

### What are the advantages and disadvantages of working with a partner?

For many people a partnership can be tricky. But the main advantage is that you complement each other. If there's a good synergy (no pun intended) and you know each other's strengths it can really work out great, and you can accomplish much more than each of you could individually.

### How do you find good employees?

Hiring people is a very delicate undertaking. But having good employees is a very important part of the business.

A good employee is someone who has a drive to succeed, and it's not always easy to tell if a prospective employee has that. Sometimes you might need two or three interviews. But I guess once you've interviewed a lot of people you get a sense of what

to look for.

Good employees want a commitment and room to grow. So if you provide these things and set a path for them, both your business and your employees will benefit.

### What are some of the challenges you've had in building up this company?

We expanded very fast, and that in itself brings challenges of its own. You want to grow your business quickly, but you have to make sure that the foundations are strong enough to be able to sustain that growth. We engage consultants to advise us how to retain the benefits we had when we were small, remain focused and avoid distraction.

### Do you see energy as a viable business for a young entrepreneur?

Because of advances in technology the field has really grown, and there are lots of opportunities for many different types of enterprises. There's an awful lot of room for innovation in the industry.

Energy is really what runs the world. Nowadays, if people lose power for a minute they go crazy. There are so many different areas that could be improved upon to create successful business opportunities in the future.

### You're dealing with so many things at the same time: commercial plus residential plus government. How do you manage your time?

That really goes back to having good employees. If you put good managers in place you'll be fine even with a lot going on.

### How do you deal with the pressures of the job?

I'm not someone who's afraid to work hard. I've been doing it ever since I was a kid. The word "lazy" is not in my vernacular. So I don't consider it stress; it's just something I have to do in order to get to where I want to go in life. ●