

**April 1, 2002**

**Commissioner Dykstra Announces Reorganization of Executive Structure at the Agency;  
Clarity of Agency's Mission is Enhanced by Two Newly Created Posts**

New York City Consumer Affairs Commissioner Gretchen Dykstra today announced that Jonathan Mintz, an educator and attorney, has been appointed Assistant Commissioner for Consumer and Legal Affairs; and Pauline Toole, formerly of the New York Capital Defender Office, has been appointed Assistant Commissioner for Communications and Technology. Jody Hall will continue to serve as Deputy Commissioner for Finance and Operations. These appointments are part of a restructuring of the executive management team at Consumer Affairs designed to amplify the agency's focus on three key consumer issues: the continued crackdown on the sale of cigarettes to minors, predatory lending and other key consumer issues.

"I have been impressed by the depth of talent and the level of dedication to consumer issues at the agency," said Commissioner Dykstra. "Consumer Affairs will benefit greatly by the energy, experience, dedication and passion that both Jonathan Mintz and Pauline Toole bring with them. Both have a long history of dedication to public service and the hands-on capabilities to execute the goals of the agency."

"Owing to his dual backgrounds as an educator and an attorney, Jonathan Mintz has the unique combination of legal knowledge and light-handed management style. At Consumer Affairs many of the cases we pursue intersect between divisions. As Assistant Commissioner for Consumer and Legal Affairs he will orchestrate the efforts of our Legal, Adjudication, and Consumer Complaints divisions and create a synergy that will benefit both the department and the consumers we serve," said Commissioner Dykstra

"I'm thrilled to be a part of a dedicated, passionate, city agency. From division to division, the people at the Department of Consumer Affairs genuinely care about fairness: fairness to consumers to whom the value of a dollar is dear, and fairness to hard-working business owners trying to do the right thing by their customers and themselves," said Jonathan Mintz.

"All New Yorkers - consumers and business owners alike - have the same goals: ensuring fairness and keeping strong local businesses. I look forward to strengthening the tools that DCA uses to help consumers exercise their rights and businesses fulfill their responsibilities," said Pauline Toole.

"Clarity of mission is essential," said Commissioner Dykstra. "It is vitally important that both the public and the various divisions of the agency understand the mission of Consumer Affairs and our key focus areas. Pauline Toole has extensive experience organizing coalitions and shaping messages. Her addition as Assistant Commissioner for Communications and Technology will help us ensure that we are reaching consumers and the other city agencies and legislative branches to more effectively convey DCA's mission. "



Gretchen Dykstra was named Commissioner of Consumer Affairs by Mayor Bloomberg in December of 2001 and took over as Commissioner of Consumer Affairs on February 19th, 2002. Previously she has served as the founding President of the Times Square BID and Director of Communications and Community Relations for the Charter Revision Commission. Jonathan Mintz holds a Law Degree from Cornell University and will receive his Masters of Education from the Bank Street College of Education this spring. Most recently, he was Assistant Professor of Law at Roger Williams University School of Law and Head Teacher for second grade at the Little Red School House in Greenwich Village. Pauline Toole has served as Director of Administration and Communications at the New York Capital Defender Office since 1995. She has served as the Director of Communications for the Temporary New York State Commission on Constitutional Revision and Press Secretary for New York State Senate Minority Leader Manfred Ohrenstein from 1990 to 1992.

For information regarding this or any other Consumer Affairs topic please contact:

New York City Department of Consumer Affairs  
42 Broadway, 8th Floor  
New York, NY 10004  
(212) 487-4444