

LAWRENCE PROPERTIES UPDATE

RESIDENTIAL MANAGERS SINCE 1925 • NEWSLETTER • SUMMER 2004

The Pursuit of Happiness

"Happiness", Albert Schweitzer said, "is nothing more than good health and a bad memory." Maybe that kind of philosophy comes from living in equatorial Gabon, but here in New York we prefer our happiness in the present. With a new job, a new apartment, a new romance, or just something new to do, earthly bliss could be ours ... if only we knew where to look.

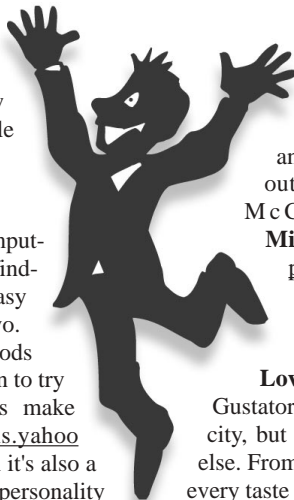
We've been looking and taking notes. The ideas that follow may not be a guarantee of nirvana, but we hope they will help you save a few steps in the pursuit of your unalienable right.

Finding a soul mate

How did people socialize before computers? It seems the Internet has made finding that special someone almost as easy as locating a spare part for your Volvo. We wouldn't forsake traditional methods just yet, but these sites give one reason to try something different. Sheer numbers make **Yahoo Personals** (<http://personals.yahoo.com/>) worth a look. For \$20 a month it's also a bargain. Science, and a very long personality survey, ensure character compatibility at **e-Harmony** — <http://www.eharmony.com/>. While **Match**, <http://www.match.com>, is fun and flirty with features like Match Mobile (peruse potential paramours on your cell phone) and Speed Matching, a cut-to-the-chase whirlwind of introductions followed by the inevitable ranking.

Pet love

If dating has left you less than thrilled, consider finding the unconditional devotion of a four-legged best friend. **The North Shore Animal**



League began in a garage in Port Washington, NY, in 1944. Today it's one of the largest animal rescue and adoption services in the country. See <http://member.nsalamerica.org/site/PageServer> for details or call 516-883-7575. **BARC** grew out of a neighborhood pet store — BQE Pet Supply on North 1st St. and Wythe Avenue in Williamsburg, Brooklyn 718-486-7489 — now over ten years later it is one of the city's most active shelters. See <http://www.barcshelter.org/>

for more info, and don't miss BARC Shelter's 18th Annual Dog Parade & Show, Sunday, September 19, 2004. This year's theme is Wild Wow West; pets and their humans dress up in wacky outfits for the stroll to nearby McCarren Park. Newcomer **MightyMutts** (<http://members.tripod.com/~MightyMutts/frame.html>) is an amateur, but loving effort also based in Brooklyn.

Love to eat?

Gustatory delights are a given in any big city, but New York piles it on like nowhere else. From the corner pizza joint to Lepinasse, every taste is accommodated. Rather than try to fold the city's vast menu of choices into this brief article, we'll just mention a few key guides. **New York Magazine's** online counterpart, <http://www.newyorkmetro.com/index.htm>, has a terrific Food and Restaurants section that will keep the most relentless appetite sated. **CitySearch** (<http://newyork.citysearch.com/section/restaurants/>) also does a fine job navigating New York's changing foodscape, while **The New York Times** (<http://www.nytimes.com/pages/dining/index.html>) serves up a succinct overview. And, of course, **Zagat's** has the comprehensive guide. Zagat's online subscription is only \$20 per annum, see <http://www.zagat.com/>.

Go shopping

The Mayans built the Kukulcán Pyramid at Chichén Itzá as a monument to the sun god; Americans built Manhattan as a temple to shopping. If you can't find the right outfit at the right price here, you're not paying attention. With a little sleuthing around, you can get a designer look for less. Here's where to start:

• **Eileen Fisher's** outlet in the East Village offers

DIRECTOR OF MANAGEMENT

A Career of Management and Professionalism

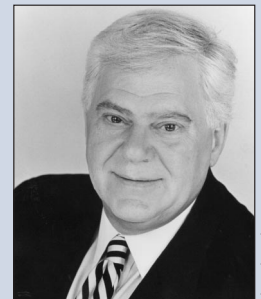


Photo by Bob Newey

The curriculum vitae of Lawrence Properties' new Director of Management Joseph F. Bulfamante reads like a contemporary history of metropolitan New York's real estate community. And in fact, that's exactly what it is. Over the past 30+ years, Joe has honed an unparalleled expertise in every aspect of real estate and asset management and investment, along with a superior ability to motivate and supervise others and an uncanny prowess for getting things done.

"I'm a goal-focused guy," says Joe. "I believe in working within the objectives of the organization and empowering people to achieve those goals. This is a service business, so serving our clients and enhancing value for them is what we must always be about."

Joe speaks with the authority of experience. Immediately prior to joining Lawrence Properties, he was Executive Director of the largest real estate brokerage in Westchester. He has served as Capital Projects Administrator for the City of Yonkers, where he implemented and marketed a successful urban master plan for the revitalization of the downtown and waterfront district. During his career, Joe also has been Facilities Management Officer for MBL Life Assurance Corp., where he was accountable for the company's real estate holdings and, in his first year, reduced operating expenses by 22%, representing \$1,459,000. He also directed MBL's base building capital improvement projects valued at \$1,200,000, and negotiated tax

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Ask Anton

Not a day goes by that Lawrence Properties doesn't respond to our residents with answers to real-life, day-to-day household operating questions. Our Ask Anton column is dedicated to your most frequent inquiries. Doing the answering is our own in-house expert, Director of Operations Anton Cirulli.



Photo by Bob Renney

Question: I'm thinking about making some major renovations to my apartment. I want to do everything properly to avoid problems later on. Where should I start?

Anton responds: When it comes to major renovation work within an individual dwelling unit, there are two primary considerations: your building's renovation/alteration policy, and the qualifications and credentials of the contractor(s) you hire.

With regard to your building's policy, the first step is to contact your Lawrence Properties Management Executive to obtain a copy of your building's alteration agreement. This document should clearly define the type of alteration work that is and isn't allowed in your building. The alteration agreement also should define your responsibilities to the building before, during, and after the renovation (e.g., alerting neighbors adjacent to, above, and below you of impending construction work; removal of all debris on a daily basis; final sign-off on work by the building; etc.); any alteration-related deposits or fees that the building requires (such as those that would cover damage to common areas caused by your renovation activities, etc.); any timing or scheduling-related requirements (e.g., the days and hours when work may and may not be performed, the allowable duration of a renovation project, required visits by the building superintendent, engineer, or Management Executive to observe the project's phased progress, etc.); and all other building stipulations.

Your building's renovation policy also should contain certain requirements regarding the contractors who perform your work. The most common of these requirements are licensing, bonding, and proof of adequate and appropriate insurance coverage. This leads us to your second primary consideration: choosing the right contractor. According to the National Association of the Remodeling Industry (NARI), these are the steps you should take to be sure that the contractor you hire is the right one for you:

- First, determine whether you want and need to engage a general contractor, who can perform most home improvement projects; a full service contractor, who can provide both design and construction services; and/or an architect, who can produce construction drawings and procure permits.
- Employ a contractor with an established business in your area. Your project is not the place for a contractor's learning curve.
- Check the references provided by the contractor and anyone else you can find for whom the contractor has performed work. Also check with the Better Business Bureau and the government's Consumer

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The Pursuit of Happiness (continued from page 1)

the staples of summer at 20 to 35 percent off; 314 E. 9th St.; 212-529-5715, <http://www.eileenfisher.com>.

- **Ina**, a second-hand designer store, keeps the downtown set looking chic for chips. Visit 21 Prince St., near Elizabeth St.; 212-334-9048 or Ina Men, 262 Mott St., near Houston St.; 212-334-2210. Log on to <http://www.inanyc.com/index.htm> for more info.
- **Beacon's Closet** has become a hit in Brooklyn, offering downtown basics and high-end names at two locations — 88 N. 11th St., Williamsburg, Brooklyn 718-486-0816 and 220 5th Ave., Park Slope, Brooklyn; 718-230-1630; also online at <http://www.beaconscloset.com>.
- Men who would rather opt for a timeless style could do a lot worse than **Brooks Brothers** (<http://www.brooksbrothers.com/>) at Madison and 44th. Apply for the Brooks Brothers card to get the advance word on the store's big sales, including the after-Christmas blowout.
- Serious clothes horses may want to stay ahead of the pack by subscribing to the "The S&B Report", Lazar Media's guide to New York's designer sales. You can find more info online here <http://www.lazarshopping.com>.

Nesting

Even the best apartments can suffer from the blahs. Put a new shine on the old abode with suggestions from these homey resources:

- **Antiquarius Imports**, in Brooklyn's DUMBO, assembles unique items from all over the world. Visit them at 183 Concord St., near Duffield St., Brooklyn (take the A or the C to Jay St./Borough Hall) 718-222-2434; open Wednesday to Sunday, 11am-7pm or online at <http://www.antiquarius2000.com>.
- **Fishs Eddy**, the home of vintage tchotchkes and indestructible diner-ware at two locations — 2176 Broadway (77th St.) 212-873-8819 and 889 Broadway at 19th St. 212-420-9020; or online at <http://www.fishseddy.com>.
- **Props for Today** rents stage property to productions all over the city. Every few months they sell off the used props at a deep discount. Check their website, <http://www.propsfortoday.com>, or call 212-244-9600 to get the next sale date.
- If your place is really in a bad way, you could apply for professional help from **America's Ugliest** — <http://tlc.discovery.com/fansites/apply/americasugliest.html> — one of the more than two dozen home makeover shows on the air now. Home and Garden TV also offers some help from **DIY To the Rescue** (<http://www.hgtv.com/hgtv>).
- And don't overlook **Craigslist**. This virtual swap meet was founded in San Francisco, but has quickly become a New York fixture for furnishings and just about everything else — <http://craigslist.org/>.

Changing jobs

Restless New Yorkers rarely stop wondering if another position might not be more suitable. That the perfect job, might be the key to happiness. Although transitions are never easy, one way to try out a new career path before committing to it is to volunteer. **Hearts and Minds** is a directory of volunteer organizations in New York. See <http://www.heartsandminds.org/linksnyc/volnyc.htm> for more info. **Idealist.org** (<http://www.Idealist.org>) is a similar index on a global scale.

Flea markets

A kind of glee can be found in discovering some overlooked treasure. Searchers sift through the goods every weekend at the city's few remaining flea markets. Here's where to look for your diamond in the rough:

- **The Annex Antique Fair & Flea Market**, on Sixth Ave. from 25th to 26th Streets, is probably the best known. It's open every weekend from sunrise to sunset; 212-243-5343. Arrive early to find the bargains.
- **Greenflea** now organizes two markets; one at the corner of Charles and Greenwich Streets on Saturdays and the other at Columbus Ave., between 76th & 77th Streets, on Sundays.
- **The Essex Street Market** is a holdover Mayor LaGuardia's day when indoor markets were created to get pushcarts off the streets of the Lower East Side. It runs from Monday through Saturday at 120 Essex Street, 212-312-3603. See <http://www.essexstreetmarket.com> for more information.
- **Ozone Park's Aqueduct Flea Market** (Rockaway Boulevard and 108th Street, Queens, 516-222-1530) is the city's largest. From May through December every Tuesday, Saturday, and Sunday you can find the hopeful filling the aisles in the Aqueduct Race Track's parking lot.

Yoga

A few years ago when New Yorkers started lining up to unroll their rubber mats in yoga studios, it looked like just another passing fad. But the centuries-old Indian practice has some staying power and Yoga teachers and schools have developed a devoted following. One of the most upscale yoga venues is **Exhale** at 150 Central Park South (212-249-3000; <http://www.exhalespa.com/>) which has carried the meditative theme over into its design with Indonesian-wood floors, and cavernous ceilings draped with billowing gauze. **The Integral Yoga Institute**, at 227 West 13th St., has been disseminating the teachings of Swami Satchidananda for over 30 years. The institute offers everything from basic Hatha yoga classes to workshops on nutrition and seminars in the study of Sanskrit. Call 212-929-0586 or

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SUCH INTERESTING PEOPLE

Such interesting people live in Lawrence Properties-managed buildings. We thought you might like to meet some of them, so each issue we introduce someone we think you'd like to know. This issue we meet:

Charley Steiner: Voice of the Yankees



Is there a sports fan around who doesn't recognize the name, the style, and the sound of Charley Steiner, sports writer, ESPN announcer, and today's voice of the New York Yankees on the YES (Yankees Entertainment & Sports) Network? Recipient of such awards as an Emmy for the Outside the Line series, a Cable Ace, a Clarion, and UPI Best Sportscaster, Charley Steiner is, by his own account, living a Great American Dream: Being paid – and paid well — as he says, “just to play.”

Charley Steiner is a native New Yorker, and baseball has been his thing since as long as he can remember. “I would go downstairs to the basement, turn the TV on, turn the sound down, and watch a ballgame, screaming my fool head off,” recalls Steiner of his youth. “Mom and Dad were upstairs offering such words of encouragements as, ‘Please shut up.’ But the first time I heard Brooklyn Dodgers announcer Vince Scully, I knew I wanted to be an announcer. I heard a voice that came over the crack of a bat and a crowd screaming and some guy off in the distance selling popcorn and beer, and I remember thinking, ‘Wow!’”

And what exactly is the ‘wow’ about baseball that has made it the All-American Pastime and the focus of Charley Steiner's life? “The thing about baseball is that everybody has played some variation of it. Whether it's kickball, stoop ball, stickball, T-ball, or softball, everyone has a basic understanding of the game,” says Steiner. “It has no time limit, so it's at once leisurely but also frenetic. It's strategic yet free-form. It's the battle between the pitcher and the hitter, the defense against the offense. There are so many elements of the game that can be viewed by both a six-year-old and someone who's played at the highest level. There are so many layers to the game.”

Indeed, Steiner's perception of the entire arena of sports is informed by an elevated perspective. “Sports is far bigger than a lot of people give it credit for,” he says. “Whether it's athletes, broadcasters, or writers, we're the court jesters on the stage of real life. We're the diversion. Just take

a look at what sports, and baseball in particular, have done for this country. Right after 9/11, seeing how baseball put a bandage on that wound and that we could get back to some semblance of normalcy was wonderful. It was one of those times where I felt like the sport and I were making a meaningful contribution.”

Although baseball is his first love, Charley Steiner is also known for his work as a boxing announcer. But that relationship has dimmed over the years. “I covered boxing for almost 20 years, and I wanted out,” he says. “I took a look and saw that the game was withering on the vine. Too much competition from other sports. Less and less great athletes. At its purest, boxing is a wonderful sport. But you don't see that much anymore.”

“Here's what I liked about boxing when I covered guys like Muhammed Ali and Sugar Ray and Evander Holyfield,” says Steiner. “You have two guys who are almost buck-naked in the ring. They are putting their heart and soul out there. They have to compete, sometimes in great pain, and they are able to summon up an inner strength, physically and psychologically, to compete and ultimately win. When you have two guys who are essentially the same size and weight, the difference comes from the inside. And there are very few sports that are that pure. However, you just don't see that as often anymore.”

Nor do you see the likes of Steiner's idols, John Lennon, Bob Dylan, David Brinkley, Mel Allen, and especially Mohammed Ali. “They were all great creators,” says Steiner, “and they all began each day with a blank canvas. At the end of the day, they had put something extraordinary together. They had something impressive to show for their efforts. That,” says Steiner, “is what I strive for.”

The creativity and perfectionism Steiner refers to is no stranger to New York Yankees owner George Steinbrenner. What's it like to work alongside such a demanding baseball legend? As Steiner tells it, he was in the office with Yankees General Manager Brian Cashman on a particular day during the time the YES Network was being formed. When Steinbrenner entered the office and asked Cashman to step outside, Steiner took the opportunity to tell Cashman that he would be interested in a position with the new network. When Cashman returned, he told Steiner that Steinbrenner wanted to hire him. The formal offer came six months later, and the rest is broadcast history. “I've known George for 25 years,” says Steiner. “I know what people say about him, but we've always gotten along pretty well.”

“I've had a terrific run,” says Steiner of everything he has earned and experienced, including a guest starring role as himself on his pal Robert Wuhl's hit HBO series, *Arliss*. “I get paid to do what I love. I'm living in New York, my home. I have a wonderful apartment. And I announce for the Yankees. Tell me, what's wrong with this picture?”

If Charley Steiner were to answer his own rhetorical question, he'd be the first to admit that there's nothing at all wrong. Steiner knows he lives a life other people only dream of. And that's not bad for a guy who was told out of college that he didn't have a voice for broadcasting.

Charley Steiner. Such interesting people.

Director Joseph F. Bufamante (cont'd from page 1)

appeal settlements with reductions of more than \$1,278,000 in assessed value, resulting in \$1,000,000 in tax credits. Prior to MBL, Joe was Vice President at Mellon/McMahon, where he managed the Mellon Bank REIT portfolio of 2.3-million square feet with equity value in excess of \$104,000,000, administered the management and maintenance of the entire portfolio, and created operating guidelines, implemented budgets, and oversaw renovations.

“I'm very bottom-line oriented, and I think that's going to benefit us here at Lawrence tremendously,” says Joe. “For example, if we can effect a savings in maintenance expenses while maintaining equal or better services for our clients, that's going to be a very positive benefit.”

Saving money for Lawrence Properties clients is an objective Joe is certain to meet. Once, in a prior position, he managed to negotiate favorable deals for single-service contractors to service five different markets. “We were able to effectuate enormous savings in operating expenses at that time. We can do that here as well,” says Joe, who is actively meeting with LP vendors and suppliers to “pick their brains and see how we can save for our clients.”

In addition to Joe's know-how born of hands-on experience, his acumen is also the product of ongoing professional training. He is a New York State Licensed Real Estate Broker, and a past or present member of numerous industry organizations, including the Building Owners and Managers Association (BOMA), International Facilities Management Association (IFMA), and the National Association of Corporate Real Estate Executives (NACORE), among others.

“I believe that every aspect of my experience will be helpful to me here at Lawrence,” says Joe. “I'm very much into the operations and numbers of property management. My personal and professional philosophy is that our focus must always be on our clients and no one else. That's why coming here to Lawrence has been such an easy fit.”

As you might expect, Joe isn't one who plays very much. “I don't really take that much time to relax,” he says, “but when I do, I'm a frustrated self-taught landscape architect. My work is all around my home. I also enjoy reading contemporary authors, and the occasional night of dining out.” And, says Joe, when he does get away, “Just put me on a Caribbean island, give me palm trees and a pina colada, and I'm a happy camper. But not for too long. I really love what I do.”

An avowed team player, Joseph Bufamante's exceptional abilities are equal only to his outstanding supervisory and people skills.

Ask Anton (continued from page 2)

Affairs Office to ensure that the contractor doesn't have a negative file with them.

- Beware of a contractor whose bid is significantly lower than all other contractors' bids.

- Ask your personal attorney to review the contractor's contract before you sign it. The contract should include the contractor's name, address, phone number, license number, identification of the plans for your project, details of the contractor's services to you, a list of the specific materials the contractor will be using for your project, your project's start date and substantial completion date, all financial terms, all warranties, a binding arbitration clause, written notice of your right to cancel the contract within three days of signing it, and any additional stipulations that you and the contractor have agreed to. Of course, you should sign only a complete contract that contains terms you have read, understood, and accepted. If you attend to the two critical aspects of apartment renovation – your building's alteration/renovation policy, and taking the time to engage the best contractor for your needs – your project should move forward smoothly and uneventfully. Good luck!

Lawrence Properties Director of Operations Anton Cirulli is a veritable font of information when it comes to apartment life in the Big Apple. **We invite you to submit questions for the Ask Anton column by mailing to Lawrence Properties, 855 Avenue of the Americas, NY, NY 10001; faxing to (212) 279-2119; or e-mailing to acirulli@bernsteinre.com.** Submissions must be signed, will not be acknowledged, become the property of Lawrence Properties, and may be edited and used in future issues of the LP Update.

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go to <http://www.iyiny.org/> for more information. Newcomer **Melanie Chevarie** started her own studio after her classes at the local YMCA started overflowing. Now small groups meet at 102 Kent street, in Greenpoint, Brooklyn, to practice their downward dogs. Call 646-229-4250 to reserve space or log onto <http://www.nutryoga.com/>.

Gardening

For city dwellers toiling in the abstract fields of their professions, a chance to plant things in actual dirt may come as a welcome relief.

If dig you must, the city is filled with opportunities. Contact <http://www.greenthumbnyc.org/>, or the unofficial index of community gardens at <http://www.greenguerrillas.org/>. The horticulturally curious will unearth acres of information at **The New York Botanical Garden's** site. Their course catalog includes everything from flower arranging and botanical illustration to landscape design (see <http://www.nybg.org/edu/conted/spsu04/catalog.html> or call 718-817-8747). **The Brooklyn Botanic Gardens** also offer classes and the wonderfully serene Japanese Garden — <http://www.bbg.org/index.html>.

As invisible as air, but just as important, we need happiness in our lives. Finding something you like to do and doing it is a good start. We hope we've given you some ideas about where to begin.

WEB SITE ANNOUNCEMENT

We are pleased to introduce our new web site. Now you can see all about us. You'll find everything there is to know in one complete location. And how, as your managing agent, we are prepared to serve you. Come click.

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