

LAWRENCE PROPERTIES

UPDATE

RESIDENTIAL MANAGERS SINCE 1925 • NEWSLETTER • SPRING 2002

Making A Difference: Volunteering and Donating in New York City

Even before the unspeakable tragedy of 9/11, the year 2001 was designated worldwide as the International Year of the Volunteer. In fact, statistics indicate a rapid rise in the number of American adults who volunteer, with more than 50% of American adults now donating their time and energy to causes where they feel they can make a difference.

In a recent speech, President George W. Bush exhorted Americans to commit to lifelong volunteer service, saying, "My call tonight is for every American to commit at least two years, four thousand hours over the rest of your lifetime, to the service of your neighbors and your nation. Many are already serving, and I thank you." The fact is, while an immediate increase in volunteer activity was experienced in the direct aftermath of September 11th, volunteers are in constant demand. For example, on the day this article was written, www.volunteermatch.org posted 32,569 volunteer opportunities, all searchable by zip code so you can find something close to home. Information on this site includes the name and location of the organization, the type of help needed, and the duration of the volunteer duty, from one-day events to ongoing gigs.

Similarly, at the **All New York SuperGuide** website at www.allny.com, you can get the contact information of organizations from A to Z that need volunteers. And **New York Cares**, which claims to be the largest volunteer organization in New York City, posts a constantly updated list of volunteer opportunities through the city, and offers a catalogue of corporate giving opportunities, including corporate sponsorships, in-kind donations, and promotional opportunities. Log on to www.nycares.org for more information.

If you can donate your time ...

If you'd like to volunteer, here is just a *partial*

list of organizations throughout New York that would welcome your time, talent, and energy.



GENERAL VOLUNTEER INFORMATION

Mayor's Voluntary Action Center
212/788-7550
New York Cares
212/228-5000
The Volunteer Referral Agency
212/889-4805
Volunteer Support Project
212/442-3114

AIDS

AIDS Resource Center (Bailey House)
212/633-2500
Gay Men's Health Crisis
212/367-1000
Children's Hope Foundation
212/233-5133
God's Love We Deliver
212/294-8100

ANIMALS

Bide-A-Wee Association, Inc.
212/532-4455
ASPCA
212/876-7700

THE ARTS

Ballet Hispanico
212/362-6710
Roundabout Theater
212/719-9393
Negro Ensemble Co.
212/582-5860

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SENIOR MANAGEMENT EXECUTIVE BERNICE LUGO *A Lifetime Career of Professionalism and Service*



Photo by Bob Newey

You don't find many like Bernice Lugo these days — the residential management veteran whose career has evolved simultaneously with the industry over the past three-and-a-half decades. She's among the select few, the elite, who have mastered the tasks of managing people's homes and investments, who commit every day to accomplishing an ever-expanding list of challenges, who maintain a healthy sense of humor and personal equilibrium while performing to an exacting standard of responsiveness and productivity. No, there aren't many like Bernice, one of the most experienced real estate professionals in the city. It only makes sense that such an accomplished manager would find herself here at Lawrence Properties.

Born and bred in New York, Bernice began her real estate career in 1968 as a receptionist for a real estate management organization. By the mid-70s, she had become proficient in executing not only the administrative work attendant to real estate management, but also the often intimidating payroll and finance responsibilities. In those days, she worked almost exclusively with subsidized housing, establishing a troubleshooting department between the company and the government agencies that oversaw the properties.

Bernice's introduction to the world of shared-interest property management took the form of a baptism by fire when, in the very early 1980s, she was assigned to manage the company's first co-op property, an expansive development in downtown Brooklyn. Shortly thereafter, Bernice accepted an offer from another residential management firm, this time as site manager of a 1,100-unit community undergoing conversion to cooperative status. For the next seven years, Bernice

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Ask Anton

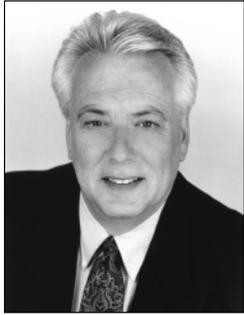


Photo by Bob Newey

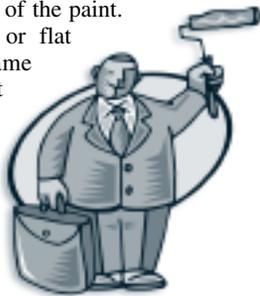
Not a day goes by that Lawrence Properties doesn't respond to our residents with answers to real-life, day-to-day household operating questions. This issue of the LP Update launches Ask Anton, our Q and A column dedicated to your most frequently asked queries. Doing the answering is our own in-house expert, Director of Operations Anton Cirulli.

Question: My apartment needs a new paint job, especially in the kitchen and bath. I want to choose the right paint but I'm confused by the different types of finishes and the wide range of paint prices. What type of paint should I use? What else do I need to know?

Anton responds: Go to a paint store and the first thing the clerk will ask is whether you want a flat, semigloss, or high gloss finish. These terms describe the level of light reflectance, or sheen, of the paint.

For example, matte or flat (they mean the same thing) has a low light reflectance. Typically used for walls and ceilings, matte or flat paint is best applied in low traffic areas because removing stains from it is difficult. Next up is an eggshell finish, which has a slightly higher gloss than matte/flat. Eggshell finish paint is appropriate everywhere you would apply matte/flat, and also on trim, where it gives a less shiny effect than semigloss. A semigloss finish is shinier, more stain-resistant, and easier to clean than matte/flat and eggshell, making it more advisable for high-traffic areas. (Satin or silk finish paints fall between eggshell and semigloss and give different levels of sheen depending on the brand. Your paint retailer will be able to tell you more about the individual brands the store carries.) Finally, there's high gloss, which is the most durable, stain resistant, and easiest to wash but also shows the highest level of surface imperfections. Although you're free to use any finish paint in any room you like, high gloss is usually the finish of choice for kitchen and bathroom walls and room trims.

In terms of price, the range is indeed wide and you generally get what you pay for. Paint prices usually reflect the quality of ingredients that



affect how easy the paint is to apply, how well it hides surface imperfections, how consistent the color will be on the surface, how well the paint will adhere, and how long it will last on the surface. Cheaper paints may seem like a bargain but may require more coats and probably won't last as long. For my money, investing in a high quality paint makes more sense since it will look better and last longer.

(FYI, I've intentionally omitted oil-based paint because it's smelly and allergy-provoking. It's also more difficult to apply, harder to clean up, and takes longer to dry. Its best applications are commercial, anyway. So save yourself the headache. There are better choices.)

Under any circumstances, be sure to follow any building rules and policies regarding apartment painting. For example, your building will probably require proof that your painter is licensed and bonded, and will require a certificate of insurance. There may also be restrictions regarding when work can be performed, and policies about cleanliness in the common areas. Speak with your Lawrence Properties managing agent for more information before you start your project. Good luck!

Question: I have a lovely terrace that attracts pigeons. How can I get rid of the birds? I don't want to hurt them.

Anton responds: Pigeons can be problematic. The first thing to do is make sure that you're not providing a source of food or water for your unwanted visitors. If pigeons still land on your terrace, try affixing a silver-colored or mylar pinwheel to the surfaces where they tend to appear since pigeons don't like to share space with anything else that moves, especially if it's shiny. Strips of colored plastic or aluminum foil that blow in the breeze also may be effective. You can also try installing a scarecrow, an owl statue, or the silhouette of a hawk, all of which scare pigeons and are available in home centers and garden shops. But the sad truth is, pigeons wise up to the decoys eventually, making these imposters progressively ineffective deterrents. While you say you don't want to harm the birds, consider that they are carriers of dangerous bacteria and parasites. If you can't get rid of them yourself, you may need the services of a professional exterminator.

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.



Making A Difference (cont'd from page 1)

BLIND AND DEAF

Helen Keller Services for the Blind
718/522-2122
American Sign Language Institute
212/675-7275
New York Society for the Deaf
212/777-3900

CHILDREN, DAYCARE, GUARDIANSHIP, AND FOSTERING

Big Brothers/Big Sisters of NYC
212/686-2042
Boys Club of New York
212/534-2661
Jewish Board of Family/Children's Services
212/582-9100
Make-A-Wish Foundation
212/505-9474
Volunteer Services for Children
212/867-2220

THE ELDERLY

Alzheimer's Association
212/983-0700

THE ENVIRONMENT

Partnership for Parks
212/360-1330

IMMIGRANTS

42nd Street Public Library
Conversation Workshops
212/930-0501
International Center
212/255-9555
New York Association for
New Americans
212/425-5051

LITERACY

Literacy Volunteer Program
718/723-7662

MEALS

Citymeals on Wheels
212/687-1234

SCHOOLS AND TUTORING

New York School Volunteer Program
212/213-3370

WOMEN

Sanctuary for Families
212/349-6009
Safe Horizons
800/621-HOPE

If you want to make a donation ...

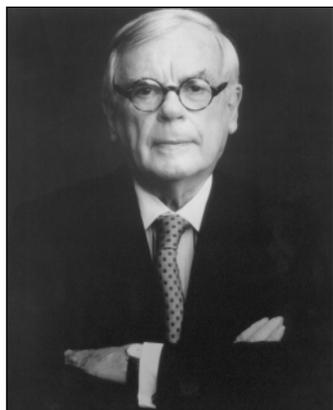
Although the numbers vary depending on the source, on the average more than 60% of Americans responded to the need to 'do something' in the immediate aftermath of the 9/11 attack by reaching into their pockets and making monetary donations, primarily to The United Way and The American Red Cross.

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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, meet:

Dominick Dunne: From the Outside Looking In



At 76, Dominick Dunne has achieved his lifelong goal: fame, fortune, and a place among those whose names and accomplishments have earned a slot in the chronicle of time. He has reached this distinction, in fact, by being a chronicler of our time, the author and journalist who exposes the crimes and misdemeanors, the sins and transgressions, of the wealthy, the famous, and the infamous about whose lives the public cannot seem to get enough. But despite his current position as the ultimate insider, confidant of everyone who is anyone, it wasn't always this way for Dunne, who has led a roller coaster life of personal and professional tragedies and triumphs in the rarified atmospheres of Hollywood and the American justice system.

Born into wealth in Hartford, Connecticut — his father a renowned heart surgeon, his mother an heiress — Dunne was raised with all the trappings of privilege but little of the nurturing necessary for true happiness. A victim of child abuse, he escaped into the fantasy-world of movies and glamour that would become the defining focus of his life. While still in his 20s, he moved to the West Coast, landing jobs first as the floor manager of *The Howdy Doody Show* and then with Robert Montgomery Presents, and became part of the inner circle that embraced such stars as Humphrey Bogart, Lauren Bacall, Henry Fonda, Marilyn Monroe, and Judy Garland.

Married to wealthy railroad heiress Ellen 'Lenny' Griffin, Dunne eventually became a director on CBS's *Playhouse 90*, vice president of Four Star Pictures, and producer of such movies as *Panic in Needle Park* with Al Pacino and *Ash Wednesday* with Elizabeth Taylor, among others. He and his wife hobnobbed with Hollywood's richest and most famous, living

next door to Peter and Patricia Kennedy Lawford and socializing with the likes of Ronald and Nancy Reagan, Natalie Wood and Robert Wagner, Kirk Douglas, Paul Newman, Audrey Hepburn, Truman Capote, and Gore Vidal.

But the 1970s were not kind to Dunne, whose life and career fell apart in a miasma of professional failures, financial excess, drug and alcohol abuse, divorce, and estrangement from the blueblood community he had yearned to be a part of since childhood. In 1979, Dunne left Hollywood and escaped to a cabin in the Oregon mountains where, broke and alone, he stayed for six months to become sober and decide what to do next. It was there that his life took its most dramatic turn and he decided to become a writer.

Dunne's first book was published when he was 53 years old. "It got a terrible review [in the *New York Times*] and I'm sensitive and easily hurt," says Dunne. "But I thought, onward. And my next book was an enormous success." That second book, *The Two Mrs. Grenvilles*, a novel based on the murder of socialite Billy Woodward, was also made into a movie, and it was through *The Two Mrs. Grenvilles* that Dunne finally found his true niche. "Somewhere along the line," says Dunne, "when I was producing movies, it occurred to me, this isn't 'it,' there was more. And of course, what it was, was being a writer."

Today, Dominick Dunne — father of actor/producer/director Griffin Dunne, brother of author John Gregory Dunne, and brother-in-law of essayist Joan Didion — is a best-selling novelist and special correspondent for *Vanity Fair* magazine. His catalogue of books includes, *A Season in Purgatory*; *Sins of the Sons*; *People Like Us*; *An Inconvenient Woman*; *Fatal Charms and other Tales of Today*; *Mansions of Limbo*; *The Way We Lived Then: Recollections of a Well-Known Name Dropper*; and the most recently published, *Justice: Crimes, Trials, and Punishments*. Since 1984, when he witnessed the trial of the murderer of his actress daughter Dominique Dunne (of *Poltergeist* fame), an experience he recounted in the article, *Justice: A Father's Account of the Trial of his Daughter's Killer*, Dunne has written regularly for *Vanity Fair*, covering such high-profile cases as the murder trials of Claus von Bulow, the Menendez brothers, and Kennedy nephew Michael Skakel, among others. But it was his print and broadcast coverage of the O.J. Simpson murder trial, which Dunne immortalized in his book, *Another City, Not My Own: A Novel in the Form of a Memoir*, that catapulted him once again into the public limelight where he thrives.

At this writing, Dunne's most recent offering is his January 2002 *Vanity Fair* article on multi-millionaire Alfred Taubman and the Sotheby's/Christie's auction house price-fixing scandal. He is now working on a novel to be called, *A Solo Act*, and is involved in the investigation of the Chandra Levy disappearance

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Executive Bernice Lugo *(cont'd from page 1)*

served as a portfolio manager, primarily in Lower Manhattan. And in 1998, she joined Lawrence Properties as a Senior Account Executive.

"I'm very happy at Lawrence," says Bernice. "We're a family here. We're all very close. There isn't one employee here who wouldn't help another, from the CEO all the way down. The doors are always open."

Bernice's portfolio ranges from an 18-unit building to a 238-unit property, from So Ho to West End Avenue on 88th Street. In service to the properties she manages, Bernice makes it a practice to perform a walk-through of each at least once a week. "I'm always busy," she says, citing the scores of phone calls and e-mails she responds to daily, the boards that need to be met with and kept informed, the vendors and contractors and attorneys and accountants with whom she constantly interacts. "That's the way I like it," she says. And like it she must, because in addition to performing all the routine duties of a professional manager, Bernice is also currently overseeing an interior lobby and hallway renovation project valued at over a million dollars in one property, and the installation of a new intercom system, elevator refurbishment, and exterior work at another.

In fact, Bernice is an expert at balancing her day-to-day responsibilities with the management of major capital projects. So skilled is she in this area that *Habitat* magazine gave her the 2000 Management Achievement Award in the category of Projects and Improvements for her management of a \$1.5-million facade restoration project on an Upper East Side building. "That was an exciting project," Bernice recalls. "And tough. I would leave a board meeting at 11:00 at night and be back at the building at 7:00 the next morning. But in the end, we brought the project in on time and on budget."

"The greatest challenge of my work," says Bernice, "is finding a way to resolve problems so that everyone can live with the outcome and we all treat each other like human beings in the process." It is this human touch that truly distinguishes Bernice, whose warmth, charm, and natural likeability permeate both her professional and personal lives.

In her private time, Bernice, who resides in the Upper West Side, finds sanctuary in morning walks through Central Park, in reading — she favors mysteries and Latin writers, and recycles books in a circle of literary friends — and in traveling. In fact, she toured the world at an early age and has fond memories of a trip to Casablanca when she was only 18. She enjoys dancing, music, and theater-going. And she feels strongly that being able to laugh and develop positive working relationships with clients are her most valuable skills.

An accomplished problem-solver, a celebrated professional, a career residential property manager, and a delightful individual — these are the qualities that define Bernice Lugo. Congratulations on all your achievements, Bernice. Lawrence is proud to count you among its family. ■

Such Interesting People *(cont'd from page 3)*

case.

"I write every day," says Dunne. "I just love my life. I love what I do. I don't know if I'm a great writer; I'm a popular writer. And I write about a world that people are very interested in. I have access to a world that very few writers have. I see it first-hand. I wanted to be famous. It didn't come to me until very late in life. I've got to tell you, it's fabulous.

"I went from being rich in my first career in show business ... to being out of work, unwanted, and broke. Literally broke. No money. Nothing brings you to your knees more, and makes you face the reality of yourself, than being totally broke. And it lasted a long time. But I got over it and did it all myself. Nobody helps you write the books."

Now an inveterate New Yorker who keeps a second home in Connecticut, Dunne thinks "it's fabulous to live in New York. I love living in the building I live in. I love the apartment I have, ... one of the prettiest apartments in New York. During the winter I can have a fire in the fireplace and snow on the trees on my terrace, and in the hot time I have all the doors open and can eat outside. What I like is to be outside and to see Steven Sondheim's house and Katherine Hepburn's house, and I can see the Waldorf Astoria. I just love this city, love it totally, and I realized how much I loved it even before September 11th."

Dominick Dunne. Such interesting people.

Making A Difference *(cont'd from page 2)*

Certainly, these donations were prompted by the best of intentions. But the focus on what was perceived as immediate need, coupled with a concurrently tanking stock market, declining and/or uncertain corporate profits and personal incomes, increases in bankruptcies, and the cessation of holiday fundraising celebrations in the weeks and months following the attack, all severely impacted other worthy organizations that rely on contributions to do their good works. As a result, numerous charitable organizations throughout New York City are in immediate need of funding in order to carry on.

If making a financial contribution is your way of helping, you will want to make sure that the organization you are giving to is registered as a 501(c)(3) charity. This will ensure that it is a legitimate philanthropy or charity and that your donation is tax deductible. You can get this information from **IRS Publication 78, Cumulative List of Organizations**, which lists most qualified organizations registered in the United States. (Go to www.irs.ustreas.gov for more information.) You can also research various charities through www.Give.org, www.charitywatch.org, and www.ministry-watch.org. The website of the **American Institute of Philanthropy** at www.charity-watch.org posts a list of charities rated highest for the portion of income that goes to actual programs, and the calculator at www.newtithing.org will help you figure out how much it would be reasonable to give in

light of your own personal finances.

But giving doesn't only mean writing a check. There's also a constant need in New York City for donated blood (contact the **New York Blood Center** at 212/570-3000, or **New York Blood Services** at 212/468-2030); food (contact **City Harvest** at 917/351-8700); clothes (contact the **Coalition for the Homeless** at 212/964-5900, the **Partnership for the Homeless** at 212/645-3444, or **The Salvation Army** at 212/645-5500); furniture (contact the **Fortune Society** at 212/206-7070 or **Spence-Chapin Thrift Shop** at 212/737-8448; and tools (contact **Habitat for Humanity** at 718/246-5656).

Remember that when you make a donation, gifts valued at more than \$250 must be verified by a letter from the organization stating the amount you gave and the nature of any goods or services you received in return, and that an appraisal is required for donated items valued in excess of \$5,000.

Whether you give of your time or your money, giving is one of the best ways to inform yourself that you have more than enough and to share your blessings with others who need them.

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