

# LAWRENCE PROPERTIES

# UPDATE

RESIDENTIAL MANAGERS SINCE 1925 • NEWSLETTER • SPRING 1998

## Never Been There, Never Done That: *The Secret Treasures of 'Hidden' New York*

They come for a brief sojourn in this, the greatest city on earth, the tourists with their cameras and maps, and they want to see it all. To which request we denizens of the cultural center of the universe laugh cavalierly and respond, "There's just so much to do here, you can't possibly see it all," and then dutifully shlep them around to our typical 'must see' attractions, to Broadway, to the Statue of Liberty and the Museum of Modern Art. Eventually, our guests return home, convinced that we have guided them ever-so-urbanely through everything New York has to offer.

Ah, yes. But left to our own devices of a weekday evening or Saturday afternoon, how often it comes down to dinner and a movie because we just can't think of anything to do, any place really interesting to go. How often do we, living here in a city of 6,400 miles of streets, 578 miles of waterfront, 1,600 parks and playgrounds, 780 landmark buildings, 3,500 houses of worship, 200 skyscrapers, and 65 bridges, find ourselves sighing, "Been there, done that," with a level of ennui reserved for the terminally bored.

It's easy to take New York for granted when you live here. For many of us, just knowing that we live in the greatest city on earth is enough. But when that is no longer enough, there is a 'hidden' New York to discover — a fascinating New York to delight, to amuse, to entertain, and to inform.

Arthur Marx, one of New York's most creative in-city guides, introduces tourists and

natives alike to a New York they otherwise might never experience. Among Marx's highly recommended and unusual adventures are his signature thematic tours, all affordably priced, with such intriguing titles as, *Greenwich Village Ghosts; Famous Movie Scene-sites; Homes Haunts of the Literati;* and *Soho - Loft living and Artists Haven.* Marx is also quick to recommend a visit to the elegant and awesome 1913 Beaux Arts mansion of the Frick family (One East 70th Street at Fifth Avenue, 212-288-0700), there to enjoy **The Frick Collection**, including exhibits of Old Masters paintings, furnishings, and decorative arts and antiques. (Tuesdays through Sundays. Adults and children over 10 only, please.)

An equally spectacular demonstration of how the other half lives and plays is recommended by Judy Reuter, who arranges group tours and events throughout Manhattan. Judy calls our attention to the **Forbes Magazine Galleries**, (62 Fifth Avenue at 12th Street, 212-206-5548), a stunning exhibit of the Malcolm Forbes collection, including everything artistic from toy soldiers and model boats to the largest assemblage of royal Faberge artifacts in the world. Also included are 70 years of collected autographs from luminaries living and not, and one of the largest displays of Monopoly game sets in the world. Admission is free! (Sorry, no strollers.)

Also free, dancing under the stars. Been to **Lincoln Center** of a summer's eve? No need to spring for box seat tickets — there's **moonlight dancing by the fountain**, a romantic fantasy complete with a carafe of wine at a neighboring cafe, and never a cover charge. And with music in the air, jazz is super-hot, and so is gospel. Join your fellow audiophiles with **Harlem Gospel and Jazz Tours**, 212-391-0900.

New York, of course, is also Shop-Till-You-Drop Land, and although those Martha Stewart bargains are best found in such outer-borough locales as Woodbury Commons and Secaucus, NJ, New York is still a whole-

## VERA LEONETTI: A STUDY IN MANAGEMENT EXCELLENCE



Photo: Bob Newey

Vera Leonetti — her first name is really Elvera, but everyone knows her as Vera — is the type of professional who restores faith in the simple, old-fashioned values of hard work and integrity. Tough, uncompromising, demanding more of herself than anyone else would dare demand, and capable of instilling in others a desire to perform above and beyond, this LP Senior Management Executive is an asset to both Lawrence Properties and to the residences she manages.

Before joining LP 13 years ago, Vera sold commercial real estate. "But I had a feeling the market was going down," Vera recalls, "and I said, 'I've got to do something else.'" In a serendipitous turn of events, one of the people she worked with recommended her to Lawrence, and she has been here ever since. "I wanted to be a managing agent," says Vera. "This is where I feel most comfortable."

Comfort for Vera is slightly different from what others might consider comfortable. Managing a complete portfolio of luxury co-ops and condos averaging more than 100 units each, Vera fields about 60 phone calls a day and does whatever it takes to respond

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## Heaping Helpings (continued)

saler's paradise for home accessories, especially in the Flower District.

So if you're in the mood to spruce up your digs and want to spend a pleasant afternoon amid blooms real and otherwise, visit **Bill's Flower Market** (816 Sixth Avenue at 28th Street, 212-889-8154). There you'll find one of the largest distributors of decorative birds, silk flowers, and wax fruits, and those magnificent hydrangeas that cost \$15 a stem at high-end retailers at a fraction of that oh-so-New York price. Afterwards, a stroll down the street will bring you to **BJ Florist** (103 West 28th Street, 212-564-6086), where you can find all the vases, Spanish moss, baskets, and wire ribbons you need for your flowers, fruits, and feathers.

Like your baubles cheaper by the dozen? For an inexpensive eyeful, stop by **28th Street Display Corp.** (42 West 28th Street between Broadway and Sixth Avenue, 212-213-6224) for two floors of the trendiest costume jewelry along with beautiful gift boxes, gold lame clutches, and velvet drawstring bags to take it all home in. It's a great place to

pick up today's most fashionable necklaces and earrings. And attention all you crafters: You'll find the best prices on jewelers' tools, including pliers, tweezers, hot-glue guns, craft boxes, etc. For the most attention on the floor, stop by after 2:00 PM when all the store buyers have bid adieu.

And before you leave the area (which, by the way, is five blocks north of Ladies' Mile, where you'll find such old friends as Burlington, Bed Bath & Beyond, T.J. Max, Filene's Basement, Staples, and Barnes & Noble), check out the **Toy Block**. Spanning three blocks on 27th Street from Broadway west to Sixth and Seventh Avenues, this is toy wholesaler territory, where, after the large retailers have left in the mid-afternoon, you can get TLC wholesaler-style and enough goodies to stuff even Lady Liberty's Christmas stocking.

Feeling awfully continental these days? Complement your shopping excursion for carpets, antiques, home furnishings, and gifts, with a traditional afternoon high tea at **ABC Carpets and Home's Parlor Cafe**, (888 Broadway at 19th Street, 212-473-3000), open Monday through Friday 10:00 AM to 8:00 PM, and Saturdays and Sundays from 10 to 10. Call for more information on brunch, lunch, and supper, too.

Or how about a Mediterranean high tea of lemon cured salmon tea sandwiches, Portabello mushrooms, and Tunisian spiced chicken, all at the **New York Palace's Istana Restaurant** (455 Madison Avenue between 50th and 51st Streets, 212-888-7000), from 3:00 to 5:30 PM on the Lobby Level. And while you're in the neighborhood, walk just around the block and actually go inside the 1879 Gothic wonder of James Renwick's **St. Patrick's Cathedral** (Fifth Avenue at 51st Street, 212-753-2261). (You went into Westminster Abbey in London, didn't you?) For a return to Americana, visit the **Seventh Regiment**

**Mess** in the Armory (Park Avenue between 66th and 67th Streets, 212-744-4107), there to enjoy a reasonably priced all-American dinner in a campy historic ambiance featuring stone fireplace, magnificent Tiffany clock, and an unusual collection of flags and stuffed moose heads. (Tuesday through Saturday, 5:00 PM to 9:30 PM).

If late-night decadence is more your style, forego the old gourmet standbys and visit **The Velvet Room** (209 East 76th Street between

Second and Third Avenues, 212-628-6633), a tapas bar par excellence serving over 80 hot and cold tidbits in an atmosphere replete with muted candle light and velvet-covered fainting settees. Serving from 6:00 PM to 1:00 AM, reservations recommended.

Looking for unusual family fun? Put on those goggles and see the world of tomorrow right now! Interactive virtual-reality entertainment is the order of the day inside the 13,000 square feet of New York's hottest new **Laser Park Virtual Reality Entertainment Center** (163 West 46th between Broadway and Sixth Avenue, 212-398-3060). Kids ages 8 to whatever.

A rainy day in New York town? No need to stay at home in front of the TV when you and the kids can hop in a cab and sit in front of the 96 TVs at the **Museum of Television and Radio** (25 West 52nd Street at Madison Avenue, 212-621-6800).

And for the almost-armchair tourist, how about experiencing some culture that may not be your own? For a day of eye-opening art and history from continents across the globe, it's down to the Bowery for the **Hall of Chinese History**, a Chinatown jewel (246 Bowery at Houston and Prince Streets, 212-941-7661). Then stroll on over to the **Museum of African Arts** (593 Broadway

at Houston and Prince Streets, 212-966-1313). Slightly farther uptown is the **National Museum of the American Indian** (One Bowling Green across from Battery Park, 212-514-3700), and a short walk west will bring you to the **Museum of Jewish Heritage: A Living Memorial to the Holocaust** (18 First Place in Battery Park City between West Street and Battery Place, 212-968-1800), both enlightening and important experiences for all.

So the tourists are coming back to stay with you again this year, and now they too have been there, done that? No problem. For more information, and more creative ideas, call Arthur Marx at **Tours with a Flair!**, (212) 673-0477. For groups, try Judy Reuter at RMP Travel, (212) 581-8051. Or call the New York Convention and Visitors Bureau at (212) 397-8222.



*The Empire State Building seen through the arch of the Manhattan Bridge.*

### YOUR OWN LAWRENCE PROPERTIES PHONE DIRECTORY

To reach the professional you want, dial our main number, **212-868-8320** and the extension listed below.

	Extension
<b>PRESIDENT</b>	
Asher Bernstein .....	200
<b>DIRECTOR OF MANAGEMENT</b>	
David J. Zweig, CPM .....	209, 217
<b>OPERATIONS AND CONSTRUCTION</b>	
Anton Cirulli, Director .....	332
Ed Milone .....	326
Vincent Tavernite .....	267
<b>SENIOR MANAGEMENT EXECUTIVES</b>	
Karen Dooley .....	530
Lisa Gorelli .....	370
Elvera Leonetti .....	360
Edith Schickendanz, CPM .....	391
<b>MANAGEMENT EXECUTIVES</b>	
Joni Allaire .....	507
Rick Elezi, RAM .....	421
Mark Wiener .....	378
<b>CLOSING DEPARTMENT</b>	
Regina Thomas .....	211
Peggy Garcia .....	524
<b>ACCOUNTING DEPARTMENT</b>	
Howard Kitain, CFO .....	244
Madonna Byrkeland, Administrator .....	273
Pauline Lombardo .....	264
Beth Person .....	221
Lina Shapiro .....	302
Gladys Soto .....	500
JoAnne Yousef .....	249
<b>OWNER'S REPRESENTATIVE</b>	
Anita Goldberg .....	324
<b>SECRETARIAL STAFF</b>	
Lyda Meyer .....	342
Nancy Russo (Mr. Zweig's Assistant) .....	219
Patty Schmidt .....	364
<b>PAYROLL DEPARTMENT</b>	
Jessica Tucci .....	254
Odalys Vasquez .....	216
<b>RECEPTIONISTS</b>	
Karlene Kelly .....	0
Eucasha Rodriguez .....	0
<b>ON-SITE MANAGEMENT EXECUTIVES</b>	
John Byron, Executive Plaza .....	212-765-2789
Gerald Sherman, Joyce Equities .....	718-263-6170

**Fax# 212-643-8275**

# 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,

## Bob Friedman:

*The Entrepreneur's Entrepreneur*



It's called the Midas Touch, and it's the stuff every entrepreneur's dreams are made of: The ability to size up, seize, and squeeze the most out of every opportunity ... and in the process win, win, win. But then again, as consummate entrepreneur Bob Friedman will quickly tell you, success of this sort is the result not of luck or of fate, but of vision, preparation, and hard work.

Today a principal owner and general partner of the Norwich, Connecticut Navigators, the AA affiliate of the New York Yankees, Friedman is also co-owner and managing general partner of the Norwich, Connecticut Comfort Suites Hotel, which he built last year because he couldn't find an acceptable place to stay while visiting his team. The story of Friedman's success reads like a how-to manual for business and life.

Raised on Long Island, holding a degree in Business from Pennsylvania's Wharton School of Business, Friedman began his career after graduation as a commercial banker. With the decision six years later to leave banking and enter real estate came the chance to realize his full potential. As president and Chief Operating Officer of Midwestern Land Development Corp., Friedman was for two decades involved with the development and ownership of hotels, shopping centers, and office buildings in Ohio, Kansas, Massachusetts, Missouri, North Dakota, Maryland, Virginia, and New Jersey.

In 1971, Midwestern acquired control of Hodgson Houses, Inc., a New Hampshire-based manufacturer of modular homes that was founded in 1892 and among whose early customers were various members of the Du Pont and Rockefeller families. Friedman became president and CEO of the company in 1975. Under his stewardship, his product was characterized as 'the Cadillac of modular homes,' and the company was recognized in

both 1986 and 1987 as one of Business Week's 100 Best Small Corporations.

"I retired in 1989," says Friedman, "and spent a year figuring out what I wanted to do." The result of his ruminations yielded a three-pronged area of interest. To begin with, Friedman involved himself in philanthropic and community affairs, becoming, among other things, Chairman of the Board of the Town of Hempstead Industrial Development Agency (and subsequently appointed a member of the Board of the Nassau County Industrial Development Agency), and an active participant on the Board of the Institute for Community Development. The Institute, founded by the principals of CPM Publications, a leading Long Island-based publishing concern, has been immensely successful in creating programs for youngsters at risk. According to Friedman, it's the most successful endeavor of its kind in the United States, and, he says, "We expect to roll out the program nationally."

Next, Friedman, once a die-hard Brooklyn Dodgers fan, fulfilled a childhood dream of owning a baseball team. "This is great," he says with typical enthusiasm of his stake in the Navigators, which were purchased in 1992. Unable to leave his entrepreneurial roots very far behind, he's also especially proud of the Comfort Suites Hotel he developed and which opened to receive guests in October of last year.

Never far from the excitement of competition, Friedman's third passion became the marathon. "I've been involved in athletics my whole life," he says. He began running in 1977, and since then has run in 10 marathons, including those in New York City and Boston. "I've also done a bunch of biathlons," he says.

Friedman and his wife of almost 36 years have a condo in the City to accommodate their active lifestyle. Predictably, Friedman was president of the building until two years ago, when he became treasurer. He's since relinquished that position, but remains involved in the building. "If you're going to be involved in anything," he says, "you have to be actively interested in it. After all, it's very easy to part a fool from his money."

Reflecting on the nature of success, Friedman believes that, "There is no magic formula. It takes very hard work, vision, and dedication. Successful business is based on providing a service or meeting a need that has not yet been fulfilled, and doing so with the highest possible quality.

"And then," says Friedman, "it takes good management to make all the engines run and keep the kittens purring. People are the key to making things work. You'll find that in all areas of life, it's good people who make good things happen."

Bob Friedman. Such interesting people.

## A STUDY IN MANAGEMENT EXCELLENCE

*(continued from page 1)*

right away to as many of them as possible. "Because," she explains, "that's how I want to be treated. I think it's just courteous to let people know that you've received their message, even if you can't help them at that moment." Vera is also a memo freak. "I like to document things. It helps me to cover myself and my boards. It keeps things working smoothly."

In the office as early as 7:30 in the morning and often staying until 7:30 in the evening or later, it's not unusual for Vera to finally get home at 11:30 at night after a full day of work and a nighttime board meeting. But that's the kind of schedule that allows Vera to thrive.

"Every day is diversified. There's always a new challenge. There are always so many details to handle, and at the end of the day, you know you've really accomplished something."

Vera says that the atmosphere at Lawrence is conducive to this type of productivity. "The best part of working here," she says, "is that they treat me like a professional. The staff is very supportive of one another, and that helps a lot."

Vera's dedication is appreciated by her LP colleagues at every level. Company president Asher Bernstein expresses total confidence in her abilities. "Simply put," he says, "she's one of the best." Her fellow managing agents often approach her for advice and support. And the building staff members she oversees respond well to her take-charge, no-nonsense brand of supervision. "I'm good to them so they're good to me," says Vera. "I try to make it easy for people to be good at their jobs. In return, these guys will do stuff for me they wouldn't ordinarily dream of because they know I respect them and because I make them feel competent. I believe that's the way to get the best from people.

"My philosophy," says Vera, "is to do my job the way I would want someone else to do it if I were paying them. I don't know how to work any other way."

Seasoned management professional Vera Leonetti — a true study in management excellence.



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## Brokerage Report

Our Brokerage Department is pleased to report on the following activity. If you wish to rent, sublet, buy or sell, call 212-868-8320, ext. 224.

### RENTALS

#### GREENWICH VILLAGE

89 Christopher	1 Bed	.....	\$1,200/mo
91 Christopher	1 Bed	.....	\$1,250/mo
25 Cornelia St.	1 Bed	.....	\$1,750/mo
120 Thompson	Studio	.....	\$1,093/mo
55 East 9th St.	Studio	.....	\$1,412/mo

#### GRAMERCY PARK

26 Gramercy Pk S.	Studio	.....	\$1,800/mo
104 East 17th St.	1 Bed	.....	\$1,460/mo
108 East 17th St.	1 Bed	.....	\$1,850/mo
110 East 17th St.	1 Bed	.....	\$1,750/mo

#### UPPER WEST SIDE

310 West 79th	2 Bed	.....	\$2,500/mo
229 West 97th	Studio	.....	\$1,100/mo
4-10 West 101st	1 Bed	.....	\$1,050/mo

#### UPPER EAST SIDE

301 East 45th	1 Bed	.....	\$1,650/mo
145 East 48th	1 Bed	.....	\$2,900/mo
401 East 74th	1 Bed	.....	\$1,650/mo
20 East 80th	1 Bed	.....	\$1,918/mo

### SALES

#### BATTERY PARK CITY

300 Rector Place	1 Bed	.....	\$142,500
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#### SOHO

66 Crosby St.	Loft	.....	\$400,000
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#### GREENWICH VILLAGE

232 East 6th St.	1 Bed	.....	\$ 72,000
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39 East 12th St.	Loft studio	.....	\$143,000
140 Charles St.	1 Bed	.....	\$320,000
165 Perry St.	2 Bed	.....	\$630,000

#### CHELSEA

155 West 15th St.	2 Bed	.....	\$475,000
250 West 15th St.	1 Bed	.....	\$149,000
430 West 34th St.	Studio	.....	\$ 68,000

#### UPPER WEST SIDE

2166 Broadway	2 Bed	.....	\$287,000
186 Riverside	2 Bed	.....	\$695,000
201 West 89th	1 Bed	.....	\$125,000

#### UPPER EAST SIDE

212 East 48th St.	1 Bed	.....	\$148,000
420 East 58th St.	1 Bed	.....	\$250,000
300 East 62nd St.	Dplx	.....	\$925,000
343 East 74th St.	1 Bed	.....	\$195,000
401 East 74th St.	2 Bed	.....	\$315,000
170 East 88th St.	1 Bed	.....	\$165,000

### EXCLUSIVES FOR SALE

#### GREENWICH VILLAGE

2 Cornelia St.	1 Bed	.....	\$475,000
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#### CHELSEA

135 West 16th St.	1 Bed	.....	\$175,000
260 West 21st St.	Studio	.....	\$110,000

#### MIDTOWN

201 East 37th St.	Studio	.....	\$120,000
145 East 48th St.	1 Bed	.....	\$260,000
212 East 48th St.	1 Bed	.....	\$160,000
420 East 58th St.	1 Bed	.....	\$290,000

#### UPPER EAST SIDE

343 East 74th St.	2 Bed	.....	\$375,000
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#### UPPER WEST SIDE

2790 Broadway	1 Bed	.....	\$115,000
214 Riverside Dr.	1 Bed	.....	\$135,000
4-10 West 101st	1 Bed	.....	\$ 68,000

LAWRENCE PROPERTIES  
**UPDATE**  
 855 Avenue of the Americas  
 New York, New York, 10001

Lawrence Properties  
 Welcomes Our New  
 Management Assignments:

AMALGAMATED DWELLINGS  
 (504 Grand Street)  
 263-unit cooperative

IRVING HOUSE  
 (26 Gramercy Park South)  
 77-unit luxury cooperative

THE HORATIO ARMS  
 (92 Horatio Street)  
 77-unit cooperative

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