

LAWRENCE PROPERTIES UPDATE

R E S I D E N T I A L M A N A G E R S S I N C E 1 9 2 5 • N E W S L E T T E R • S U M M E R 1 9 9 7

Reading the Waters: *Is Bottled Water Really Better?*

You've heard it since you were a kid: Drink at least eight 8-ounce glasses of water each day. Exercise regularly, and you need to drink even more. And now, with the warm weather upon us, experts recommend drinking at least 10 glasses of water daily to regulate your body's temperature and prevent overheating and dehydration.

Apparently, most of us are heeding this advice. Americans drink hundreds of billions of gallons of H₂O annually, more than 700 million gallons of which are bottled. According to the International Bottled Water Association (IBWA), about 12 million people drink about 15 billion glasses of bottled water each year. That's *billion*, with a 'b.' And just so you know, we New Yorkers rank third (after California and Florida) in the consumption of bottled water nationwide.

Why is it that so many of us would rather shell out as much as \$3.00 or more for a bottle of water than just turn on the tap and drink for free? Why is bottled water the fastest growing beverage in the country? What's the low-down on bottled water—Is it really better than tap water, or is it yet another example of advertising hype designed to help us spend our money like ... well, like water?

Here are some facts. You decide.

More than 700 different brands of bottled water are produced in the United States, with another 50 brands imported from other countries. All bottled water is supposed to come from an approved source that has been inspected by the appropriate federal, state, and local agencies, and has been designated safe for human consumption. (An approved source can be a natural spring or well, but did you know it can also be the same source that feeds our municipal water supply?) Wherever it comes from, bottled water is never, ever supposed to be just 'tap water in a bottle' but that *has* happened.

To be classified as 'bottled' or 'drinking' water, in addition to meeting source-related standards, the water must be sealed in a sanitary container and be sold specifically for humans to drink. It cannot contain any sweeteners or chemical additives, (other than flavors, extracts or essences, which can comprise less than one percent by weight of the final product), and it must be calorie-free. It may be sodium-free or contain very low amounts of sodium, and may contain natural or added carbonation.

The Food and Drug Administration defines the following varieties of bottled water:

Artesian, or Artesian well water, is bottled water from a well that taps a confined aquifer in which the water level stands at some height above the aquifer. (An aquifer is a water-bearing underground layer of rock or sand. Lay *that* word on your friends while you're playing Scrabble on an arid beach this summer.)

Mineral water is bottled water containing not less than 250 parts per million total dissolved solids. It's distinguished from other types of bottled water by its constant level and relative proportions of mineral and trace elements at the point of emergence from the source. No minerals can be added.

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PROFILE



Photo: Gregory Demaras

**LP Welcomes Anton C. Cirulli
Director of Operations**

We are pleased to introduce Anton C. Cirulli as our new Director of Operations. Anton's professional background spans almost three decades of finance and residential management experience, making him a highly valued addition to our team.

Anton began his career as a property manager, and was promoted through the ranks to senior property management, director of operations, and finally to vice president of operations, the position he held when he decided to make the move to Lawrence. Anton has an MBA in Accounting from New York University, an undergraduate degree in Political Science from Manhattan College, and 17 years of industry-directed training which allow him to master the structural and mechanical aspects of building operations.

In his position with Lawrence Properties, Anton is responsible for overseeing all capital projects, building operations, and preventative maintenance strategies. He interacts with our managing agents as a trouble-shooter to head off problems before they arise, and works closely with Lawrence Director of Management, David Zweig.

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Reading The Waters (continued)

Purified water is water that has gone through the process of distillation, deionization, or another suitable process that meets the definition of 'purified water' in the United States Pharmacopeia.

Sparkling water is water which, after treatment and possible replacement with carbon dioxide, contains the same amount of carbon dioxide it had at its emergence from the source. (So why don't they just leave the natural fizz in?) (By the way, soda water, seltzer water, and tonic water are not considered bottled waters. They're regulated differently, may contain sugar and calories, and are considered soft drinks.)

Spring water is derived from an underground formation from which water flows naturally to the surface of the earth. It must be collected only at the spring, or through a borehole tapping the underground formation finding the spring. Once treated, processed, and bottled, it must have all the physical properties and be of the same composition and quality as the water that flows naturally to the surface.

Well water is bottled from a hole in the ground that taps the water of an aquifer. (There's that word again.)

As consumers, we're inclined to believe that bottled water is safe for several reasons. First, brands bottled in America are regulated on the federal level by the Food and Drug Administration (FDA), and on the state level by state officials. Also, bottlers that belong to the IBWA (which is about 85 percent of water bottlers) must meet industry standards. Imported brands sold in the U.S. must meet all of the same regulations as domestically produced bottled water. And the Centers for Disease Control and Prevention reports that bottled water has never been responsible for an outbreak of waterborne illness. (But that's pretty rare for regulated municipal water supplies, as well.)

Taste and consistent quality are the two main reasons people prefer bottled water. Whereas bottled water is most commonly disinfected through the use of ozone and/or ultraviolet light, both of which leave no taste of chemical trace, tap water contains chlorine, which can leave an aftertaste.

While bottled water originates from sup-

posedly protected sources, tap water comes mostly from rivers and lakes, and the EPA has reported that hundreds of tap water sources have failed to meet minimum standards. Another factor is the distance tap water has to travel, and what it goes through before it reaches your tap. Also, while tap water is tested and treated at its source and/or at the water treatment plant, what comes out of your tap may not be the same as what was tested. When water travels through miles of pipe, it can pick up lead, rust odors, and other unpleasant 'additives.' In contrast, bottled water is supposed to be exactly what was tested, treated, and purified at the plant. According to the IBWA,



there are no shortcuts in monitoring, product testing, treatment processes, purification, equipment, plant inspections, and paperwork. (Did you expect them to say something different?)

All this sounds great. But according to a recent issue of the Berkeley Wellness Letter, until 1990,

there was no assurance that bottled waters were any purer or safer than what comes out of the tap. The Wellness Letter cites a 1989 study in which 24 of 37 bottled water brands were found to be below the standards set for U.S. tap water. Moreover, some were found to actually be repackaged municipal tap water! (That's when and why the FDA assumed its bottled water regulatory function.)

Today, American water is the cleanest in the world. While bottled water producers often tout the health benefits of their products, it is seldom any more pure than tap water, and may actually contain less needed minerals than the water that flows into your sink. Also, New York City's drinking water has consistently been rated among the best tasting water in the country.

If you're still concerned about the purity of the water that comes out of your tap, consider the alternative of a water filtration system that screens out harmful microbes and eliminates contaminants while improving taste. These filtration systems typically mount either under your sink or

directly onto the spigot, and with some you can even run a line to your refrigerator's ice-maker. Although there's an initial investment ranging from a few dollars to hundreds of dollars depending on the model you choose, it won't take long to make up the difference compared with buying individual bottles of bottled water. Or, you can contract with a bottled water company to install a water cooler in your home, and arrange for regular delivery of those huge plastic jugs of water (which you have to replace in the cooler when they're empty, and which you have to store until the company comes to pick them up). Your cheapest alternative is to boil all your drinking water for a minute, and then put it in the fridge to cool before you drink it.

So there's the inside info on bottled water. Of course, no water filtration system and no amount of boiling will ever replace bottled water's snob appeal. But hey, the 80's are over. We're living in the closer-to-real-life 90's now, and we're more educated consumers.

If you want more information about bottled water, contact the International Bottled Water Association at 800-WATER-11.

PROFILE (continued)

"I knew that I wanted to work with Lawrence Properties," says Anton. "This company has a reputation for being a well-established, well-respected, decent company. It's where I wanted to be. I wanted the opportunity to bring my skills to a place where there's a real close-knit environment and where ability matters.

"The best thing about working with Lawrence Properties is the support we all give to and get from each other. Because of that support, things rarely fall between the cracks. That's always been important to me, and I know it's important to our clients."

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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,

Alair Townsend

**Dynamic Publisher,
Inveterate New Yorker**

Cultured, brilliant, celebrated, and hard-working are but a few of the adjectives that describe Alair Townsend, publisher since 1989 of *Crain's New York Business*, the weekly newspaper that covers the issues impacting our city's economy and business community with a particular focus on the regional, national, and international factors that influence them.

Ms. Townsend's illustrious professional credits span the gamut of public and private service. Immediately prior to accepting the position as publisher of *Crain's*, she was New York City's Deputy Mayor for Finance and Economic Development. In that position, she formulated and guided the city's policies to encourage economic growth and the creation of jobs, and she was an integral player in the negotiations to keep NBC and Chase Manhattan Bank in New York, and for developing incentive programs to retain scores of smaller firms. Before becoming Deputy Mayor, she served for three-and-a-half years as the city's Budget Director, the first woman ever to hold that post.

Additionally, Ms. Townsend also served in Washington, D.C., as Associate Director of the Budget Committee of the House of Representatives; Assistant Secretary for Management and Budget of the United States Department of Health and Human Services; and Staff Director of the Subcommittee on Fiscal Policy of the Joint Economic Committee of Congress.

In her current position, Ms. Townsend is responsible for every aspect of producing *Crain's New York Business*. "There are a couple of things that are nice about what I do now," says Ms. Townsend. "Having been in government for so many years, where there's so much process and everyone has to sign off on everything before anything gets done, it's nice to be in a nim-

ble, entrepreneurial organization where, when you decide to try a new concept, the only limit is how fast you can do it."

Ms. Townsend says that her greatest challenge came several years ago, when the city's economy slipped and 10% of all private sector jobs were lost. "It was tough," she recalls. "It takes a lot of doing to sustain a positive sense and keep everybody upbeat when the news you're reporting is gloomy and advertising sales are tough to come by. Managing through that time was hard, but we did it."

With so much responsibility and so many deadlines to be met, Ms. Townsend uses the city's abundant cultural offerings to clear her mind and provide respite and diversion. "I love to go to Lincoln Center, to Carnegie Hall, to the Brooklyn Academy of Music, and to Broadway. There's always something I want to see. It's a constant source of amazement to me that, here in New York, everything is right at your fingertips." These days, she frequents the theater, ballet, and opera as many as four times a week.

A model of possibility for both women and men, Ms. Townsend is the recipient of numerous awards, including the 1989 Leadership Award from the New York City Building Congress; the Front-Runner Award for 'Women Who Run the World' from the Sara Lee Corporation; the Elizabeth Cutter Morrow Award from the YWCA of New York City; and the Iphigene Ochs Sulzberger Award from Barnard College. She is chair of the American Women's Economic Development Corporation and the Leadership Committee of the Lincoln Center Consolidated Corporate Fund, and Vice Chair of the Business Council of New York State. A member of the Women's Forum and Advertising Women of New York, she is also a Governor of the American Stock Exchange; a Director of Armor Holdings, Inc.; and a board member of Lincoln Center and the New York City Partnership/Chamber of Commerce.

Says Ms. Townsend of her most accomplished life, "Having worked for many years so hard that I didn't take time for other things, I would remind people that life is not a dress rehearsal. This is New York City. Get out there and enjoy it."

THE PAPER CHASE: Do You Know Where These Important Documents Are?

Although we're living in what technophiles like to refer to as The Paperless Age, most of us actually live in an avalanche of paper. The fact is, there are some pieces of paper that we just can't do without. This is especially true of our important documents, from birth certificates to title deeds to previously filed tax returns.

Access to these important official and informational documents is often crucial to how we run our lives. So here's a brief discussion of the most important documents and information you should be able to put your hands on right away, and also the best way to store them for easy retrieval as well as security.

Life History-related Documents. The most common important documents to which you should have immediate access are birth certificates and a list of the social security numbers of everyone in your family, including yourself, your spouse, your children, and your parents. Also make sure you have the original, official copies of marriage licenses, divorce decrees, and death certificates. (If you have it, append the title to the cemetery plot to each death certificate.) Wills are especially important, including yours, your spouse's, and anyone else who's counting on you to look after their interests. Attach to the wills the names and addresses of all the people mentioned in them, as well as the name and address of the attorney who prepared them, and information about any pre-need burial arrangements that have been made. (A word to the wise: If you haven't already done so, don't put off preparing your will too much longer. The only one who should decide who gets what is you.)

Asset-related Documents. Make a list of all material assets owned by you personally and/or with someone else. Then assemble the actual title documents of all realty, automobiles, and other titled items owned, including records showing original cost, cost of improvements, and depreciation. Include the insurance policy that covers each asset.

Finance-related Documents. Make a list of all credit cards in your name or jointly held with someone else, the account numbers, and the phone numbers you will need in the event of credit card loss or theft. Keep all life insurance, disability, and other insurance policies together in this category, and include a list of approximate amounts of pensions and/or other benefits you will be entitled to upon your retirement and/or upon the death of your spouse, and each agency responsible for administering your pension plan(s). Include a representative statement of each bank account and all other finance-related accounts held, and the names, addresses, and phone numbers of co-holders and/or contact people associated with each account, including investment advisors, etc. And it's very important to keep copies of your tax returns for at least the past seven years.

Other Important Information. Prepare a list of the names, addresses, and phone numbers
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855 Avenue of the Americas
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UPDATE
LAWRENCE PROPERTIES

Brokerage Report

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

RENTALS

NOHO

357 Bowery Loft \$2,500/mo

GREENWICH VILLAGE

333 Bleecker St. 1 Bed \$1,650/mo

25 Cornelia St. Studio \$ 850/mo

25 Cornelia St. 1 Bed \$1,500/mo

91 Christopher 1 Bed \$1,300/mo

97 Fifth Ave. 1 Bed \$1,750/mo

143 Avenue B Studio \$1,300/mo

55 East 9th St. Studio \$1,375/mo

GRAMERCY PARK

12 East 22nd St. 1 Bed \$1,787/mo

118 East 17th St. 2 Bed \$2,500/mo

108 East 17th St. 1 Bed \$1,854/mo

106 East 17th St. 1 Bed \$1,675/mo

CHELSEA

101 West 23rd Studio \$1,150/mo

254 West 20th Studio \$ 800/mo

MIDTOWN WEST

346 West 56th St. 1 Bed \$1,600/mo

UPPER WEST SIDE

7 West 104th St. 2 Bed \$1,850/mo

131 West 85th St. 1 Bed \$1,525/mo

1 West 85th St. 2 Bed \$3,400/mo

124 West 80th St. 2 Bed \$5,000/mo

2790 Broadway 2 Bed \$1,600/mo

420 Central Pk West 2 Bed \$1,800/mo

710 West End 1 Bed \$1,850/mo

UPPER EAST SIDE

200 East 61st St. 1 Bed \$3,200/mo

334 East 69th St. 2 Bed \$4,000/mo

SALES

TRIBECA

260 West Broadway 2 BR Loft \$465,000

SOHO

79 Grand St. Loft \$500,000

GREENWICH VILLAGE

170 Second Ave 1 Bed \$146,000

39 East 12th St. Loft studio \$125,000

39 East 12th St. Loft studio \$127,500

380 West 12th St. Loft \$600,000

CHELSEA

114 West 17th St. Loft \$350,000

250 West 15th St. Studio \$ 84,000

UPPER WEST SIDE

392 Central Pk West 3 Bed \$404,000

710 West End Studio \$ 92,500

417 Riverside Dr. 2 Bed \$560,000

11 Riverside Dr. 1 Bed \$205,000

UPPER EAST SIDE

530 East 72nd St. 2 Bed \$402,500

401 East 74th St. 2 Bed \$275,000

EXCLUSIVES

GREENWICH VILLAGE

170 Second Ave 1 Bed \$150,000

39 East 12th St. Loft studio \$139,000

39 East 12th St. Loft studio \$150,000

232 East 6th St. 1 Bed \$ 85,000

CHELSEA

254 West 25th St. 2 Bed \$155,000

200 West 20th St. Studio \$ 99,000

250 West 15th St. Studio \$ 80,000

MIDTOWN

430 West 34th St. Studio \$ 87,500

372 Fifth Ave Loft \$200,000

301 East 45th 1 Bed \$250,000

UPPER EAST SIDE

315 East 80th St. 1 Bed \$132,000

401 East 74th St. 1 Bed \$145,000

UPPER WEST SIDE

131 West 85th St. 1 Bed \$120,000

60 West 68th St. Dr. office/1 Bed \$335,000

420 Central Pk West 2 Bed \$275,000

214 Riverside Dr. 1 Bed \$145,000

60 Riverside Dr. Studio \$ 82,500

741 West End Ave Studio \$ 92,500

THE PAPER CHASE (Continued)

of your regularly consulted professionals, such as lawyers, accountants, physicians, financial advisors, and anyone else who has helped you get your affairs in order. Also, write a separate list of the locations, keys, and passwords to safe deposit boxes, and the locations of all the documents mentioned above.

Keeping all this paperwork in a safe deposit box is a good idea as long as someone else you trust is named co-holder of the box and has a duplicate key in case you can't get to it. Alternatively, you can keep all these documents in a fireproof safe or strongbox in your home, as long as you're sure no one who shouldn't have access to them can get to it, or worse, steal it. Of course, you can keep originals in the safe deposit box and copies in a secured place at home with the same caveat.

However you choose to store these important documents, make it a practice to update them regularly, and let someone you trust know where they are and how to get to them.

Often, we procrastinate when it comes to this type of task because it's not fun, and it requires some planning and organization. But once you've assembled everything and gotten your system in place, you'll feel a tremendous sense of accomplishment, you'll have arranged your affairs for your own convenience and for the convenience of those who might need this information, and most important of all, you'll know exactly where everything is and how to find it when you need to.