

IMPACT

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OCTOBER 2011

THE HANLEY REPORT

Paying Tribute to an Industry Icon – And a Gentleman

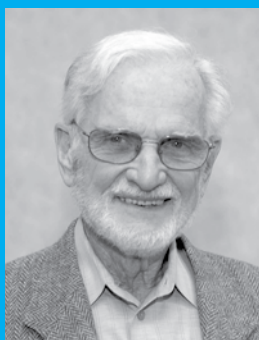
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DANIEL S. FINGER, ESQ.
Finger & Finger, Chief Counsel,
Building & Realty Institute (BRI)
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Severe Storms, Flooding and Collateral Damage Draw Quick Response from State, County & Feds

WHITE PLAINS—With the recent battering from Hurricane Irene and Tropical Storm Lee, government on all levels rose to the task of responding quickly to the devastating floods and related damage inflicted on Westchester County.

In a pre-emptive move, when Westchester County was declared a disaster area by President Obama, residents and businesses were immediately eligible to apply for disaster aid, along with local governments and non-profit agencies.

Coordinating with state and federal efforts, Westchester County Executive Rob Astorino had all relevant county departments put together response plans. The county departments involved included Emergency Services, Public Safety, Communications, Health, Public Works, Transportation, Information Technology, Senior Programs, Environmental Facilities, Social Services and Parks and Recreation.

According to Astorino's office, some 1,500 people or businesses from Westchester have registered with FEMA, of which 250 visited one of the disaster relief centers.

Also, in the wake of the flooding from these recent storms, there have been several moves to begin a coordinated effort among federal, state and local agencies to clear major watercourses like the Saw Mill River Parkway of debris, thereby expanding their capacity to handle storm runoff and reduce flooding.

In the Saw Mill River's case, in particular, items such as tree limbs and oil tanks amassed in the river, raising the water level and disrupting normal flow. This has exacerbated an already chronic flooding problem in communities along the Saw Mill.

U. S. Sen. Charles Schumer, State Senator Andrea Stewart-Cousins and others have recently called for clearing this debris as a way to alleviate some flooding, but acknowledged that such action alone will not be the complete solution to the long term regional problems.

In addition, Astorino has formed a Saw Mill River Watershed Advisory Board, a broad-based citizen, professional and technical advisory group to address the flooding issue. Recently, representatives from his office briefed the Westchester County Board of Legislators on the various flood mitigation efforts initiated by his administration.

A Key Need

Albert Annunziata, a spokesman for the Cooperative and Condominium Advisory Council of Westchester and the Mid-Hudson Region (CCAC), representing over 400 condo and co-op owners in Westchester, acknowledged the efforts of Astorino, Cousins, Schumer

Continued on page 1

Industry Saddened By the Death of Martin Berger

ARMONK—Members of the local building, realty and construction sector were shocked and saddened to learn of the recent death of industry icon Martin Berger.

Berger, a past president of the Building and Realty Institute of Westchester and the Mid-Hudson Region (BRI), died suddenly last month in New York.

Berger was a co-founder of the Robert Martin Company, a firm that eventually became one of the largest developers in the region. According to his obituary in The Journal News, he died of heart failure. He was 81, the report said.

"Our industry, and the Institute in particular, has lost a dear friend," said Albert Annunziata, executive director of the BRI. "Martin Berger was a leader to our industry in so many ways. He will be deeply missed."

Berger served in many roles for the BRI since the 1950's. He was a longtime member of its Board of Trustees, as well as a member of several of its key committees. He recently served as chairman of The Westchester Foundation, a BRI affiliate. He was also a longtime board member of that group.

Robert Martin Company was formed by Berger and his associate, Robert Weinberg, in the 1950's. The company constructed office buildings, corporate complexes and residential facilities throughout Central and Southern Westchester, especially Yonkers, White



Martin Berger

Plains and the Town of Greenburgh.

Eric Lashins, president of the BRI, described Berger as a dedicated member of the association and the building, realty and construction industry.

"Our members would always look forward to the learned and experienced views and suggestions that Marty would express at our committee meetings," Lashins said. "He would attend every meeting and he was always happy to offer assistance and guidance in every way that he possibly could. His tireless efforts on behalf of the BRI say it all. We have suffered a tremendous loss."

—An IMPACT Staff Report

The Tappan Zee Bridge Scenario to Be Reviewed at BRI's October 13th Meeting

WHITE PLAINS—The status of the Tappan Zee Bridge will be the subject of the Building & Realty Institute's (BRI's) October 13th General Membership Meeting, association officials recently announced.

The event, which is open to BRI members and the public, will begin at 6:30 p.m. It will be at the Crowne Plaza Hotel in White Plains.

The meeting's guest speaker will be Robert T. Hintersteiner, PE, a profes-

sional engineer for more than 40 years. Hintersteiner is a specialist in Transportation and Forensic Engineering. An independent consultant for more than 22 years, he also evaluates accidents involving bridge, rail and road facilities.

Hintersteiner has also been featured on The History Channel in an episode highlighting The Tappan Zee Bridge as part of a program focusing on the nation's crumbling infrastructure.

"The Tappan Zee Bridge is, literally,

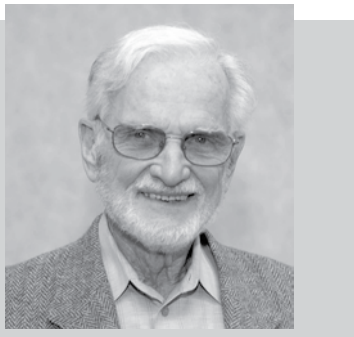
a matter of time, money, life and death," said Albert Annunziata, executive director of the BRI. "It seems like we've been talking about the TZB for a long time and time is the real enemy of the bridge. The BRI is pleased to have a speaker with Mr. Hintersteiner's breadth of experience and knowledge about the TZB."

For more information on the event, contact the BRI at (914) 273-0730, or visit www.buildersinstitute.com.

—An IMPACT Staff Report

CO-OP
CONDO
CORNER

By HERB ROSE



NEW YORK—Heating oil is rated and billed with the numbers six, four and two.

Of these categories, the number six is the least expensive and the heaviest of these possibilities. It gives off the most pollution and requires special equipment to prepare the fuel for burning.

Number Two Oil is the lightest and most expensive of the choices and is used in many smaller residential buildings. Four is a mixture of six and two and is a middle economic choice.

Beginning in 2012, the usage of Number Six Oil in New York City will begin to be restricted and totally banned in 2015. Since the heating of buildings will continue to be necessary, alternatives are needed. City rules will allow Number Four Oil until 2030, making this a temporary alternative.

A BTU is the common measure of heat produced by the burning of fuels, and is approximately the amount of fuel used

to raise the temperatures of one pound of water (one pint), one degree.

A gallon of fuel oil is generally considered to produce 138,000 "BTUS." These numbers may vary depending on the adjustment of the furnace burners.

Natural gas appears as an economic replacement worth considering and is market priced in units of one million BTUS. To make things further complex, utility companies bill per therm (100,000 BTUS), plus the cost of delivery! Are you confused? Welcome to the world of bewildered consumers!

The Basic Facts

In order to be an informed consumer there are a few basic facts you need to know - Natural Gas is billed with the delivery and product priced separately. Delivery is regulated by the Public Service Commission (PSC) and you must buy this service from Con Edison, Orange and Rockland, or whoever is the designat-

ed utility. Product is separate and de-regulated, so you may take the easy way out and buy it from your local utility, or shop for a better deal from one of the many alternate suppliers, such as an Energy Service Company (ESCO).

Let's talk money! In a recent monthly billing period, a residen-

That same month, after doing the tedious math involved, natural gas came to \$ 1.89 for 138,000 BTUS.

Pricing oil is rather simple because the bill indicates the price per gallon. Natural gas is bit more complex since you need to add the supply cost, and the delivery cost which is

history is any guide, you will discover that New York City regulations are often repeated in a reasonable time in Westchester.

In addition, the price differential is very hard to ignore. Natural Gas Futures—which are available in the Wall Street Journal, the New York Times and online—point to continuing low prices, while oil seems to have lofty numbers.

All sorts of conversion deals are available from Con Edison, the New York State Energy Research and Development Authority (NYSERDA), and private contractors. Also, NYSERDA recommends lining the chimney since natural gas has more acidic fumes than oil.

Whatever path your building takes, be sure to get accurate specs, estimates and advice from professionals. Care must be taken for the conversion - and expect delays and inconveniences! Facts and prices can't be ignored, so consider all the possibilities!

Herb's Hints

1) Are you one of the 33 percent who overpay electric bills? Find out at RoseNYrefunds.com!

2) Draw blinds or shades to reduce air conditioning expenses.

Editor's Note: Herb Rose is a co-op and condo consultant. He is also a member of the Board of Directors of The Cooperative and Condominium Advisory Council of Westchester and Mid-Hudson Region (CCAC). Rose can be reached at hrose47563@aol.com.

Paying Tribute to an Industry Icon – And a Gentleman

THE HANLEY
REPORT

By JEFF HANLEY
Associate Director, Building and Realty Institute (BRI)/IMPACT Editor



ARMONK –The term giant is described in Webster's Dictionary as "a person of great size and strength."

That definition is absolutely applicable to the late Martin Berger, a well-respected and widely loved member of the local building and realty industry. Industry members were recently shocked and saddened to learn of his death.

A past president of the Building and Realty Institute of Westchester and the Mid-Hudson Region (BRI), Berger died suddenly last month in New York. He was a co-founder of the Robert Martin Company, a firm that eventually became one of the largest and most well-known developers in the Westchester and Mid-Hudson Region.

People who knew Berger would definitely term him as a giant - as well as an icon - in the industry. And those people would agree that the description also illustrates his personality. Berger was a larger-than-life individual filled with leadership qualities,

endless knowledge and all the definitive components of a true gentleman.

It hardly seems possible that it has been 22 years since Berger went out of his way to help welcome me to the BRI. As he called the meeting of a BRI committee to order in April of 1989, he took the time to issue a sincere and hearty greeting to me in a conference room filled with industry representatives. It was a moment that I will never forget. And it illustrated the type of positive person that Berger was.

That greeting was repeated many times over the years, during phone calls and at meetings. And it was always filled with the same upbeat and warm tone. Here's to you, Marty – it was a pleasure to have known and worked with you.

A page one report gives further details on Berger and his lifetime accomplishments.

Our latest issue of IMPACT also features:

- A report on Collection Pro-

cedures for Co-ops and Condos. The story was written by representatives of Finger and Finger, A Professional Corporation. The firm, based in White Plains, is chief counsel to the BRI.

- An update in Co-op and Condo Corner on choices buildings and complexes are facing regarding the usage of oil. The report was written by Herb Rose, the principal of Herb Rose Consulting of New York.
- A Special Report on Protecting Development Rights in Difficult Economic Times. The story was written by officials of Zarin and Steinmetz, a White-Plains based law firm.
- A summary on how businesses can utilize proper public relations strategies. The article was prepared by Harriet K. Lerner of Go Visible PR, a Hartsdale-based public relations and communications company. Enjoy the issue.

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Westchester Business Alliance Hosts Candidates Forum On September 15

By Jeff Hanley, *IMPACT* Editor

WHITE PLAINS—Four of Westchester County’s leading business organizations recently hosted a forum for candidates seeking seats on the Westchester County Board of Legislators.

The Building and Realty Institute (BRI), The Business Council of Westchester, the Construction Industry Council (CIC) and the Westchester Putnam Association of Realtors (WPAR) were hosts of the Sep. 15 forum. The groups compose The Westchester Business Alliance, a federation that addresses key issues facing the region’s business community.

More than 130 members of Westchester’s business sector participated in the event at the Crowne Plaza Hotel in White Plains.

“We addressed issues that affect the business community, as well as the entire county,” said Albert Annunziata, executive director of the BRI. “All of the staffs of the sponsoring organizations were pleased with the response to the event.”

A photo montage of the conference is featured on this page.



Majority Leader Ken Jenkins (District 16, Yonkers) led his Democratic incumbents and candidates in a lively discussion with their Republican challengers. Jenkins was flanked by Democratic candidate Ted Moustakopoulos (District 15, Yonkers) and Marsha Gordon, PhD., chief executive officer of The Business Council of Westchester, a co-sponsor of the event.



Republican Minority Leader James Maisano (District 11, New Rochelle), offered a spirited challenge to his Democratic opponents. Flanking Maisano are Ross Pepe, chief executive officer of the Construction Industry Council (CIC) and a co-sponsor of the event; and Carmen Gomez Goldberg, Republican challenger in the 17th Legislative District (Yonkers).



Republican Candidates, from left to right, Peter Michaelis, District 2 (Bedford, et. al); Michael Smith, District 3 (Mt. Pleasant, Pleasantville); and Terrence Murphy, District 4 (Yorktown).



John Kope, chairman of the Westchester Putnam Association of Realtors (WPAR), questioned candidates on the high taxes and level of spending in Westchester. WPAR was a co-sponsor of the event.



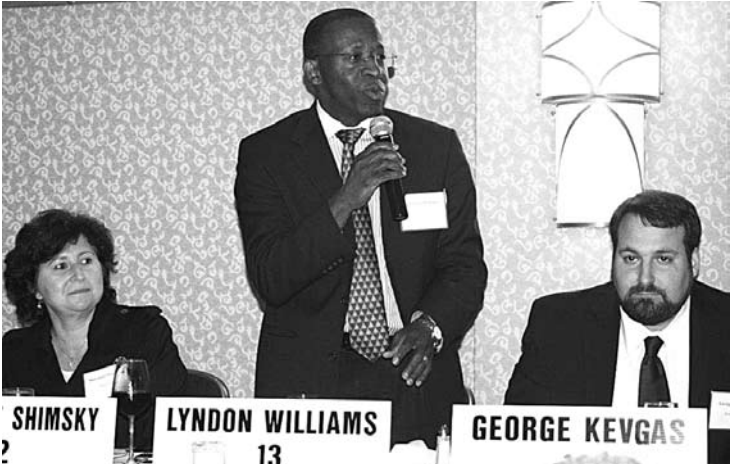
Incumbent Peter Harcham (Democrat/District 2) is pictured while answering a question from the audience.



William Ryan, the Democratic Incumbent from District 5, is shown while answering a question from a member of the event’s panel.



Legislator Michael Kaplowitz is pictured while issuing his presentation. Kaplowitz, a Democrat, represents District 4.



Lyndon Williams, vice chairman of the Westchester County Board of Legislators (D-District 13, Mt. Vernon) makes a point, flanked by Democratic Candidates Mary Jane Shimsky (District 12, Greenburgh) and George Kevgas, challenger, District 14 (Yonkers).

Photos by Myron Marcus

Public Relations (PR) – Just What Is It, Anyway?

By Harriet K. Lerner
HARTSDALE—Even 12 years ago, when I started my business, it was not easy explaining to potential clients exactly what I was offering them.

Now the field has become many times richer and more complex, so, of course, Public Relations (“PR”) is even more difficult to describe.

Yet it offers the best kind of exposure out there – when performed successfully, it portrays a client as “best of breed” and creates a glittering brand.

An Important Image

Public Relations is the public face of a corporation, small business, or independent practitioner. Its goal is to depict those entities in the best possible light, so as to increase the bottom lines of the respective entities. It is not about exaggeration or boasting. It is informational and uses the newest tools of the Internet and So-

cial Media (and that will be described in another column)!

Launching a business isn’t enough – the Public Relations practitioner must elucidate to the press its potential and present new angles and ideas. Public Relations is the preservation of a brand, public image or company name. It can stand for the work the company does for its community. Non-profit entities have turned more and more to Public Relations to explain the work they are doing to improve people’s lives and increase their fundraising efforts.

What it was in the beginning, it still is today. That is, the publicist, or Public Relations Agency, seeks to build excellent relationships with the press, on and off-line, and does so with the basic tool of the well-written, one-page press release.

In that document, the “angle” that makes the client newsworthy is described in as succinct a way as possible. Should the re-

porter need more information, he can find it on the news page of the client’s website, or the Public Relations Practitioners’ website or blog. It is all right to call reporters, but in these days of lean staffs, it’s better to use e-mail as much as possible—and make sure that you complete the subject line! Believe me, when your ship comes in, the reporter calls you!

The Issue of Payment

How are people paid? Usually the fee can depend on an agreed upon time – a sensitive contract before the project begins. However, some Public Relations people get paid on how many placements they get for the client. The longer the Public Relations firm works for the client, the more well-known and highly thought-of the client becomes. Think of the difference between an article written by a reporter and an ad that someone paid for—

which is more believable?

The Advantages of Public Relations

The benefits of a Public Relations Campaign are many. For starters, campaigns are relatively cheap—compare a professional press release to an advertising campaign, no matter how modest. The end result of a Public Relations Campaign for the client could be an interview, quote, feature or editorial.

Think of how being seen in the right magazines, or online publications, or a blog, or a website might feel to the client.

Credibility

The public doesn’t like to be sold – ads do this. But good press coverage (such as a success story or a customer case study) is far more believable.

Recycle

The content of a press release can be reused and turned

into blogs and articles. It could be picked up by other publications and lead to other features and articles. The news content can be repeated on Facebook, LinkedIn and Twitter – more on these formats next time!

Editor’s Note: Harriet Lerner owns Go Visible PR, a Hartsdale-based Public Relations and Communications company. She is a consultant for the Westchester Putnam Association of Realtors (WPAR). She has worked extensively with the Building and Realty Institute of Westchester and the Mid-Hudson Region (BRI). Her clients range from attorneys to mortgage professionals, as well as many other industries. Her profile is on LinkedIn. She is also an active White Plains Rotarian. Her newly designed website is <http://www.GoVisiblePR.com>. Send any questions or comments to harrietlerner@govisiblepr.com.

Severe Storms, Flooding and Collateral Damage Draw Quick Response from State, County & Feds

Continued from page 1

and others. He said that such efforts need to be “of a continuous, focused and sustained nature” if any real flooding relief is to be achieved.

“Many of our member co-ops have been left reeling from almost unremitting flooding,” he said. “There are still co-ops who

ice afloat, then the technology exists to solve the flooding problems here in Westchester.”

Based on information drawn from Astorino’s office and Stewart-Cousins, the following is some helpful information for homeowners, businesses and municipal officials still recover-

Some engineers and planners have maintained that complete mitigation in the flood-plains where the Bronx River, Saw Mill River and Hutchinson River parkways are located is simply not possible. However, as one construction industry veteran noted: “if they can reclaim the sea and keep it at bay in Holland, and if they can keep Venice afloat, then the technology exists to solve the flooding problems here in Westchester.”

are struggling with flooding damage from two-to-three years ago...something must be done to finally solve this problem.”

Some engineers and planners have maintained that complete mitigation in the flood-plains where the Bronx River, Saw Mill River and Hutchinson River parkways are located is simply not possible. However, as one construction industry veteran noted: “if they can reclaim the sea and keep it at bay in Holland, and if they can keep Ven-

ing from Hurricane Irene and Tropical Storm Lee:

General Information for Westchester

- The Federal Emergency Management Administration (FEMA) has a variety of disaster assistance programs ranging from housing assistance to property damage loans. For information by phone, please call 1-800-659-2955 or 1-800-621-3362.

- New York State has \$8 million in grants available for home appliances that were damaged by Hurricane Irene or Tropical Storm Lee. The program will help New Yorkers cover the costs of replacing vital household appliances, such as refrigerators, boilers, washing machines and furnaces, damaged by the recent flooding. For information, go to www.NY-SApplianceRebates.com, or information can be obtained by calling 1-877-NY-SMART (877-697-6278).
- If you have become unemployed as a direct result of Hurricane Irene or Tropical Storm Lee, you may be eligible for Disaster Unemployment Assistance (DUA) relief. To see if you qualify, call the Telephone Claims Center (TCC) at 1-888-209-8124.
- Gov. Cuomo recently announced a \$16 million temporary work program known as the NY Works: Neighborhood Rebuilding Corps to

help rebuild communities affected by Hurricane Irene. Funding for the program came from an emergency grant from the U.S. Department of Labor. Contact your local state assembly or state senate representative for more information.

If You Are a Business Owner

- Business Physical Disaster Loans through the Small Business Association can provide a non-profit or business of any size with up to \$2 million to repair or replace real property, machinery, equipment, fixtures, inventory, and leasehold improvements. Also, the Economic Injury Disaster Loan Program (EIDL) through the SBA can provide up to \$2 million of financial assistance to small businesses or private, non-profit organizations that suffer substantial economic injury as a result of the declared disaster, re-

gardless of whether the applicant sustained physical damage. For information call, 1-800-659-2955, or e-mail DisasterCustomerService@sba.gov.

If You Are a Municipal Official

- The Department of Environmental Conservation (DEC) can expedite the permit process for debris removal and erosion control from Hurricane Irene. Contact Joe Murray, environmental analyst, Division of Environmental Permits at 845-256-3040.
- New York State’s Hurricane Emergency Loan Program (HELP) can provide up to \$1 million in no-interest loans for critical assessment and repair to drinking water and wastewater treatment facilities damaged by Hurricane Irene and Tropical Storm Lee. For assistance with a HELP loan, contact 1-800-882-9721.

—An IMPACT Staff Report

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COUNSEL'S CORNER

By **Kenneth J. Finger, Esq.,**
Carl L. Finger, Esq., and
Daniel S. Finger, Esq.
Finger & Finger, Chief Counsel,
Building & Realty Institute (BRI)



Reviewing Collections for Co-ops & Condos

WHITE PLAINS—Every board member of a cooperative or condominium is faced with a difficult problem when a neighbor falls into arrears.

Unfortunately, in this economy, this problem is becoming more and more prevalent. Many boards believe that they cannot hurt their neighbors and take action to collect the outstanding maintenance and/or common charges. However, this may well be a violation of the fiduciary duty that every board member owes the organization and board that he or she is a board member of.

To take a simplistic example, if you have a 100-unit cooperative or condo with a budget of \$1,000,000, when one unit owner/shareholder does not pay, it means that the other 99 have to make up and subsidize the \$10,000 per year that is not being paid by the defaulting person. Thus, it costs each person an additional \$101+ each year to subsidize the delinquent party.

And with a condominium, this money may be lost forever if a bank comes in and forecloses. Moreover, the more the arrears builds up the harder it is for the delinquent party to make up the arrears and bring themselves back into good standing.

A Course of Action for Boards

Therefore, what is a board to do? We recommend to our clients that the board has no choice but to take some type

of legal action. As a first step, when a unit owner/shareholder falls into arrears, even for one month, the managing agent should first call and/or send a friendly "note" to find out if there is a problem or see if the check was lost.

If the unit owner/shareholder recognizes that there is a problem, a simple pay-out might be worked out with the board. We recommend that this be incorporated in a formal "stipulation" or agreement. If there is an inadequate, or no response, and it is past the 10th of the following month (the second month of arrears), we recommend that at that point the arrears be given to legal counsel for the cooperative or condo. This is the point where the steps to be taken go different paths.

The Steps for a Cooperative

This article will deal with the collection by a cooperative and leave to a future article the condominium's collection procedures.

With a cooperative, the first step is a three-day notice. This is a predicate to an eviction proceeding and has to be "served" with the same formality as legal papers would be served. The contents of the notice are specific, and while a three-day notice can also be oral, we heartily recommend against that option, as, invariably there is a "he says this/she says that" dispute.

A written three-day notice is specific and the terms are standard. Concomitant with this or alternatively, the cooperative could notify the lender (if any) and seek payment from the lender. However, this may well cause the shareholder's mortgage to go into default.

Therefore, many boards are hesitant to do this and would rather follow the so-called "eviction" route, wherein the shareholder may well bring himself/herself back into financial compliance without causing a default under the mortgage.

However, in time, if the shareholder does not pay and the eviction proceeding continues, legal notification to the lender is required under the recognition agreement. The bank may or may not pay the arrears (and all incurred late charges and legal fees) depending on the value of the unit, as well as the amount of the mortgage.

In any case, most times a delinquent shareholder will bring himself/herself back into good standing before a formal (non-judicial) foreclosure either by the bank, or the cooperative, takes place.

From the cooperative's perspective, it will always be protected because it will almost always recoup all of its outstanding maintenance, as well as the attendant fees and late charges and if the lender wants to protect its interest it will have no choice but to pay the cooperative the arrears. The coop-

erative will, if it has to proceed with a foreclosure against the shareholder, have priority before a bank, and therefore the bank will either pay the balance of the monies owed the cooperative to prevent being wiped out or, alternatively, may

work with the board to quickly and efficiently deal with arrears in a manner that is fair to all concerned.

The Condo Scenario

Regarding condominium arrears, it must be recognized

As a first step, when a unit owner/shareholder falls into arrears, even for one month, the managing agent should first call and/or send a friendly "note" to find out if there is a problem or to see if the check was lost.

walk away from the unit if the unit is not worth enough or the mortgage is small enough and the outstanding maintenance and legal fees are significant.

Nevertheless, expeditious action is necessitated both from the point of view of the shareholder (so that the shareholder does not find himself/herself in too much of a hole) and the other shareholders, who basically are subsidizing the delinquent shareholder as well as the cooperative, as an entity, in protecting its financial position.

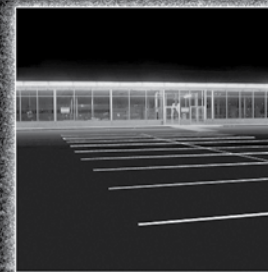
Every board should adopt a consistent policy which not only considers the financial circumstances of a shareholder who comes to it for financial relief or consideration, but also the needs of the cooperative relative to securing payment in as expeditious a manner as possible. Legal counsel can assist in both drafting and implementing such a policy and

that collection of these arrears is quite different than with a cooperative. A future article will deal with proper methodology and the judicial process that is required, but one difference between a cooperative and condominium collection process must be recognized, i.e., that with a condominium, the bank has a superior lien and if the bank forecloses, it will extinguish any common charge lien that the condominium has built up — therefore, there is even more reason to, for reasons to be explained later, move quickly against the delinquent unit owner. Again, there will be more to come!

Editor's Note: The authors are with Finger and Finger, A Professional Corporation. The firm, based in White Plains, is Chief Counsel to the Building and Realty Institute of Westchester and the Mid-Hudson Region (BRI).

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C-III Capital Partners to Acquire NAI Global

Acquisition Brings Expanded Commercial Real Estate Services to NAI Friedland

YONKERS—C-III Capital Partners LLC (C-III) recently announced that it has entered into a definitive agreement to acquire NAI Global, a large network of independent commercial real estate firms worldwide. The acquisition will mean expanded services for local NAI affiliate NAI Friedland, a full service commercial real estate firm headquartered in Yonkers. C-III is led by Andrew L. Farkas, who founded and was chairman and chief executive officer (CEO) of Insignia Financial Group, Inc. NAI Global will continue to operate as a separate company under its current management following the acquisition, officials said.

NAI manages a network of privately owned commercial real estate firms comprising 5,000 professionals and 350 offices in the U.S. The firm is also represented in 55 countries throughout the world. NAI's network members provide a full spectrum of corporate, financial, technology and project management services. The NAI network includes 10 offices in the New York metro area, including NAI Friedland in Yonkers. While a majority of the Westchester-based firm's business is in the county—as well as in the Bronx and Putnam County—NAI Friedland is equipped to facilitate transactions in New

York City, Connecticut and New Jersey because of its relationship with neighboring NAI members. NAI Friedland provides services in the areas of retail, office and industrial commercial real estate, officials said.

Positives

"Our affiliation with the NAI Global Network gives us the necessary national and international contacts when representing Fortune 500 firms and other national or regional corporations in larger-sized retail, industrial and office transactions," said Tony Lembeck, chief executive officer (CEO) of NAI Friedland.

He added: "Combining the global network of NAI and the local expertise of NAI Friedland has made ours a very complementary partnership. There is no doubt in my mind that this new acquisition by C-III will lead to even greater success for our firm and the many other NAI offices around the globe."

"C-III plans to use its asset base, along with strategic acquisitions such as NAI, to create a fully diversified commercial real estate services company," said Farkas. "This is the strategy that was successful for Insignia. C-III is led by the same team that built Insignia, and with C-III's significantly larger asset base, I believe C-III can substantially exceed Insignia's success."

At its height, Insignia managed \$12.5 billion in assets, while today C-III's portfolio approximates \$150 billion in assets. Insignia was one of the largest commercial real estate services companies in the world when it merged with CB Richard Ellis in 2003, spokesmen said.

C-III commenced operations with the purchase of Centerline Capital Group's institutional real estate debt fund management and commercial mortgage loan servicing businesses in March of 2010. Since that time, C-III has successfully launched mortgage origination, investment sales and title insurance businesses from scratch, and expanded its principal investment, loan origination fund management and primary and special loan servicing businesses.

"This acquisition represents a tremendous opportunity for NAI and our members," said Gerald C. Finn, chairman of NAI Global. "By teaming up with Andrew Farkas, one of the world's leading real estate businessmen, we expect NAI will be able to significantly grow its service offerings and present new opportunities to our members."

"We have built the world's leading commercial real estate network, but we now believe it is time to take the enterprise to a new level and add even greater value to our members and our collective corporate and investment clients. The agreement with C-III will provide a depth of resources, talent and tools from which we can draw upon to accelerate our growth," added Jeffrey M. Finn, president and chief executive officer (CEO) of NAI Global. "Rarely do you find partners so perfectly strategically aligned as NAI Global and C-III. This is a natural fit and extremely exciting news for the industry."

The transaction was expected to close in the third quarter of 2011. Financial terms of the transaction were not disclosed, officials said.

Background

C-III Capital Partners LLC is a leading commercial real estate services company engaged in a broad range of activities, including primary and special loan servicing, loan origination, fund management and principal investment. The company's principal place of business is located in Irving, Tex. The firm has additional offices in New York, Greenville, South Carolina and Nashville.

C-III Asset Management LLC, a wholly-owned subsidiary of C-III Capital Partners, is a highly rated servicer (primary and special) of commercial real estate loans. Its clients include issuers of commercial mortgage-backed securities (CMBS) and collateralized debt obligations (CDOs), institutional lenders and other investors. C-III Asset Management is the primary servicer for approximately \$20 billion and the named special servicer for approximately \$127 billion of commercial real estate loans. C-III Asset Management is rated CPS 2 by Fitch and Above Average by Standard and Poor's as a primary servicer. It is one of the highest rated special servicers in the industry with ratings of CSS 1 by Fitch and Strong by Standard and Poor's, officials said.

NAI Global is the premier network of independent commercial real estate firms and one of the largest commercial real estate service providers worldwide, officials said. NAI Global manages a network of 5,000 professionals and 350 offices in 55 countries throughout the world. NAI professionals work together with the global management team to help clients strategically optimize real estate assets. NAI offices around the world completed over \$45 billion in transactions annually. NAI also manages over 200 million square feet of commercial space, spokesmen said.

NAI Friedland, founded in 1970, is a full-service commercial real estate firm covering the entire metropolitan New York area, with a majority of its business in Westchester County and the Bronx, but additionally in Putnam and Rockland counties, New York, Connecticut and New Jersey. Headquartered in Yonkers, Friedland also maintains a satellite office in Manhattan. Friedland sales staff members strive to provide guidance and information that enables clients to make the best lease or purchase decisions. Brokers in Friedland's four divisions—Retail, Industrial, Office and Residential/Development—understand their markets and are supported by a sophisticated computer database of available properties and potential tenants, company officials said.

Rand Realty's White Plains Office Collects \$1,000 For Local Back-To-School Clothes For Kids Project

WHITE PLAINS—BetterHomes and Gardens Rand Realty recently announced that its White Plains office has collected close to \$1,000 for the Back-to-School Clothes for Kids Project. Officials said that the program provides new school clothing to needy children in Westchester County and the Bronx with the help of donations from local corporations, their employees, clubs, individuals and schools. Rand Realty's White Plains office raised the funds through a variety of efforts, including a "snack box" with all of the profits donated to the clothing drive. With the money raised, the office was able to purchase cloth-

ing for seven children from Southern Westchester, with each child receiving at least three outfits, in addition to a coat or sneakers and a toy. "As part of the corporate culture at Better Homes and Gardens Rand Realty, we feel it's extremely important to give back to the communities where we work," said Jo Falcone, assistant manager of Better Homes and Gardens Rand Realty's White Plains office. "Back-to-School Clothes for Kids is a wonderful program, and I'm so proud of our agents who donated their time and money to raise funds for this effort." Connie Kennedy of TAL International Corp. is the President of Back-to-School Clothes

for Kids. For additional information about the organization, visit www.backtoschoolclothes.org. Better Homes and Gardens Real Estate Rand Realty, founded in 1984, is the top real estate brokerage in the Greater Hudson Valley, company officials said. The firm has 25 offices serving Westchester, Rockland, Orange, Putnam and Dutchess counties. Rand has more than 800 sales associates, as well as a commercial real estate company (Rand Commercial Services), a mortgage company (Rand Mortgage), a title company (Hudson Abstract Services) and an insurance agency (The Hudson Group Insurance Agency).

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NARI to Certify Remodeling Project Managers

DES PLAINES, Ill.—The National Association of the Remodeling Industry (NARI) recently announced an industry first: the Certified Remodeler Project Manager (CRPM) Education and Certification Program.

NARI officials said that the program was set to launch as of Sep. 6. Officials added that the initiative addresses a growing trend in the remodeling industry.

"It's becoming more common for remodeling companies to use project managers to supervise projects, rather than lead carpenters or the general contractor," said David Walker of Double Check Builders, Inc., based in Ronkonkoma, N.Y. Walker is a member of the CRPM Committee and the first program facilitator.

In response to that longtime industry practice, NARI tasked a working group of members with direct experience in project management with developing a new certification aimed at professionalizing the project manager role in the residential remodeling industry. As with all of NARI's courses, participants in the program will get

"real world knowledge" about remodeling project management, since the course was designed by a committee of members with vast experience in successful project management, officials said.

Officials said the committee created a set of knowledge domains and sub-domains that include project cost management, communication, project planning, quality assurance, recordkeeping and risk management.

"To create the domains, we drew upon our own experiences in project management to identify the most important areas of study," Walker said. "We also placed higher concentration on domains that are most responsible for project success, with an emphasis on those areas in the prep course study and test."

The CRPM Certification is meant to establish a body of knowledge for project managers that will increase the level of professionalism in how remodeling projects are managed to drive customer satisfaction and profitability for the company, spokesmen added.

"We are confident that those who participate in the CRPM will walk away with a strong foundation for building a successful process to handle all types of projects from beginning to end," Walker said. "The domains from the program hit on all aspects of what a project manager will experience in their roles—everything from triumphs to challenges."

The NARI member price for the CRPM online prep course

and the certification exam is \$820. The non-member price for the CRPM online prep course and certification exam is \$1,120. For more information on the eligibility requirements, registration and sub-domains, please visit www.nari.org/certify/crpm.

NARI members represent a select group from the approximately 800,000 companies and individuals in the U.S. identifying themselves as professional re-

modelers, spokesmen said.

NARI is a professional association whose members voluntarily subscribe to a strict Code of Ethics. NARI is the only trade association dedicated solely to the remodeling industry. The association, which represents member companies nationwide, comprises 63,000 remodeling contractors. It is known as "The Voice of the Remodeling Industry."

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Proper Insurance Programs for Natural Disasters Is Topic of October 24 Co-op and Condo Conference

By Jeff Hanley, **IMPACT** Editor

WHITE PLAINS – "Your Building's Insurance Programs for Natural Disasters – Are You Prepared?" is the topic of the Oct. 24 membership meeting of the Cooperative and Condominium Advisory Council (CCAC).

Association officials recently announced the scheduling of the event. The conference, scheduled for a 6 p.m. start, will be at the Crowne Plaza Hotel in White Plains.

"In the wake of all of the problems associated with Hurricane Irene and all of the harsh weather we have had in recent months, we felt the scheduling of this program is a good idea for our member co-op and condo buildings," said Diana Virrill, chair of the CCAC. "Some of our members are still struggling with the effects of Hurricane Irene."

Virrill said that representatives of Levitt-Fuirst Associates and Finger and Finger, A Professional Corporation, will compose part of the program's panel. Levitt-Fuirst is the insurance manager for the CCAC and its affiliate, the Building and Realty Institute (BRI). Finger and Finger serves as chief counsel to the CCAC and the BRI. Virrill added that additional panel members will soon be announced.

"The reports we have received from some of our member buildings and complexes that are still struggling with problems from Hurricane Irene have been troubling," said Albert Annunziata, executive director of the CCAC. "We feel the scheduling of the program will give our member buildings—as well as their property managers—an update on what policies and precautions should be in place. We urge our members to attend this important meeting."

Annunziata said that further details on the event will soon be mailed to the CCAC membership. He added that the conference is open to all affiliate organizations of the BRI, including the Advisory Council of Managing Agents (ACMA). ACMA is composed of property managers who help oversee the operations of co-ops and condos.

The CCAC is a realty industry membership organization. Formed in 1979, the association is composed of co-op and condo buildings and complexes. The organization strives to help co-ops and condos run their buildings and complexes more efficiently. Meetings, seminars, labor contract negotiations, referral services and group insurance are among the services that the CCAC offers.

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For more information about CPC's *Green Financing Initiative*, please contact Sadie McKeown at (914) 747-2570 or smckeown@communitytp.com.

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Renovation Case Study:

CPC Celebrates the Completion of Upstate Project

ALBANY—The Community Preservation Corporation (CPC) recently joined with local and state officials in celebrating the completion of the renovation of Van Rensselaer Village Apartments in upstate Watervliet.

Officials at the recent event announced that CPC will be providing a \$2,705,000 SONY-MA-insured permanent loan to the \$18,000,000 cost of overhauling the apartment complex. The facility is comprised of 81 units for low-to-moderate income families. The apart-

ments are affordable for families with incomes at or below 60 percent of the area's median income, spokesmen added.

Built in the early 1970's, the Van Rensselaer Village Apartments is an Urban Development Corporation sponsored Mitchell-Lama/HUD 236 project that had been distressed for a number of years. The complex is managed by the Watervliet Housing Authority.

The extensive renovations included reconfiguring the original 12 wood-framed garden apartment buildings to

17 buildings and converting 100 garden apartments to 81 apartments consisting of one to four-bedroom units, as well as one unit for the superintendent.

Additional upgrades included window replacements, improved insulation, the replacement of flat roofs with pitched roofs, the installation of high-efficiency gas boilers and on-demand hot water heaters in each unit, as well as energy efficient appliances in the kitchens and bathrooms, officials said.

In addition to the CPC loan,

funding included low-income housing tax credits administered by the New York State Homes and Community Renewal Agency (HCR), a construction loan from M&T Bank and a NYSERDA Energy Smart Loan.

The borrower is Van Rensselaer Associates, LP. The developer is Omni Housing Development of Albany. The Watervliet Housing Authority will continue to manage the project, officials said.

Christopher Betts, senior vice president and director

of CPC's Eastern Regional Office in Albany, which handled the loan, said: "CPC is pleased to have played a key role in bringing new life to this very important affordable housing resource for Watervliet families."

CPC is a not-for-profit mortgage lender that finances residential multifamily development throughout New York and New Jersey. Since its founding in 1974, CPC has invested more than \$7.8 billion in nearly 143,000 units of housing, spokesmen said.

Westchester Wins an "Award of Excellence" For Affordable Housing Project in Ossining

WHITEPLAINS—Westchester County has received the 2011 "Award of Excellence" from the National Association for County Community and Economic Development (NACCED) for a housing project in the Village of Ossining.

Westchester County Executive Rob Astorino announced the receipt of Westchester's award on Sep. 28.

The award, in the "HOME Investment Partnership Program Category," focuses on the Ossining T.B. Flats project, the conversion of an old bank into 12 affordable condominium units. The award was announced earlier this month at the 36th Annual NACCED Conference in Los Angeles.

"The award acknowledges the county's creative approach to providing fair and affordable housing opportunities that also can help bring life back to a village's main street," Astorino said.

The Ossining National Bank was built in 1873 and is listed on

the National Register of Historic Places. The deteriorated building was empty for decades until its rehabilitation. Re-opened in 2009, the building was adapted into affordable housing, adding to the revitalization of downtown Ossining, officials said.

The units in the Ossining T.B. Flats project were sold to households at or below 80 percent of the Westchester Area's Median Income of \$59,600 to \$85,200—an annual range that varies according to the number of persons in the household.

Four units are still available. The purchase price for the one-bedroom condominiums starts at \$183,000 and for the two-bedroom, \$221,000, officials said.

The total development cost for the six one-bedroom and six two-bedroom units was \$4,639,513. The building's purchase price was offset by more than \$1 million in county-administered funds: \$722,000 from the New Homes Land Acquisition, an \$866,000 federal grant from the Home Investment Part-



A WINNER— Westchester County recently received an award for the Ossining T.B. Flats project (pictured above). The project involved the conversion of an old bank into 12 affordable condominium units. County Executive Rob Astorino announced the receipt of the award on Sep. 28.

nership Program (HOME) and \$240,000 in Community Development Block Grant Funds, officials added.

Spokesmen added that the building is zoned for mixed and commercial use. The developer, Ossining T.B. Flats,

LLC, contributed \$138,000, the cost equivalent to the value of the commercial portion of the building.

Comprehensive Care Expands Headquarters at Hutchinson Metro Center

NEW YORK—The Hutchinson Metro Center recently announced that Comprehensive Care Management (CCM), a not-for-profit member of the Beth Abraham Family of Health Services, has signed a lease for 31,200 square feet for its headquarters on the 10th floor of Tower One at the center.

With the completion of this major transaction, the 280,000-square-foot Tower One is now over 90 percent leased, officials said.

This is the second major lease for CCM at the Hutchinson Metro Center. In early 2010, CCM leased 20,000 square feet on the sixth floor of Tower One and later took an additional 7,500 square feet of space. In total CCM, has leased nearly 60,000 square feet of space, making it the single largest tenant in Tower One.

CCM, which provides home healthcare services to the elderly, disabled and chronically ill in the New York Metro Area, was previously in four different locations in the Bronx.

"We wanted to bring them together in one location and that's when we decided to look at the Hutchinson Metro Center," said Joe Healy, chief operating officer of CCM. "This is a wonderful location in terms of access to any area in the metropolitan region, whether you drive or take public transportation. The amenities here are great and the free parking and shuttle service are another big benefit."

CCM employs more than 150 people at the Hutchinson Metro Center, officials said.

"We are very pleased to have Comprehensive Care Management as a major tenant at the Hutchinson Metro Center. Their move here and recent expansion reaffirm the Hutchinson Metro Center as the premier location for medical practices and healthcare companies that are looking to grow their business in a suburban-style campus setting with state-of-the-art medical space and first-class amenities," said Joseph Simone, president of Simone Development Compa-

nies, the owner and manager of the 42-acre complex.

CCM's expansion is the latest example of healthcare firms and medical practices moving and expanding at the Hutchinson Metro Center, spokesmen said.

Montefiore Medical Center recently opened its Orthopaedic Specialties Department at Tower One, occupying the entire 31,000-square-foot 11th floor. In other recent medical related leases at Tower One, New York Spine and Sport has leased 5,541 square feet of space and Empire State Orthopaedics leased 6,500 square feet. In an expansion move, NY GI Center recently leased 11,000 square feet in Tower One.

Currently, there are over 30 medical practices and healthcare related firms located at the Hutchinson Metro Center, occupying more than 250,000 square feet of space. Among the other medical practices are University Diagnostic Medical Imaging; ENT & Allergy Associates; Hutchinson Metro Dental; Laboratory Corp. of Ameri-

ca; Metro Eye Surgeons; New York Associates in Gastroenterology; Occupational Therapy Associates of New York; Pelham Gardens Oral Surgery Associates; Pro Health Care Associates and Westchester Square Physical Therapy.

The Benefits

The Hutchinson Metro Center offers many benefits to medical tenants, including custom-built medical suites, first-class amenities, a suburban campus setting, free parking and a free shuttle to nearby subway services, as well as a convenient and highly visible location directly off the Hutchinson River Parkway. The complex is also convenient for ambulettes and has diagnostic and physical therapy services on site. The Hutchinson Metro Center is also less than a mile from four major medical institutions -- Albert Einstein College of Medicine, Montefiore Medical Center, Jacobi Medical Center and Calvary Hospital.

Located at 1250 Waters Place, Tower One features

280,000 square feet of Class A space on nine floors with four floors of covered parking. Approximately 18,000 square feet of space remains available in Tower One. A second tower of 320,000 square feet is planned for construction adjacent to Tower One. The two towers will be connected by a common lobby. The first phase of 460,000 square feet at the Hutchinson Metro Center was fully leased in less than two years, officials said.

First-class amenities at the Hutchinson Metro Center include a full-service Metro Café, a fitness center, a state-of-the-art teleconferencing center, an on-site child care facility, an attended gatehouse with 24/7 security, landscaped courtyards with gardens and seating/dining areas, a full-service branch of Hudson Valley Bank, a full-service pharmacy on site, an on-site executive car wash and detailing center, dry cleaners, sundry shop, ATM and complimentary shuttle service to nearby subway stations.

Development Strategies in Difficult Times

By Michael D. Zarin, Esq. and Daniel M. Richmond, Esq.
Zarin & Steinmetz, White Plains

WHITE PLAINS—The current real estate recession has resulted in many developers delaying the commencement of approved projects. This article summarizes several possible creative strategies for preserving development rights until the housing and economic market improves.

Permits

Renewal requests are exempt from SEQRA, meaning that they are considered by law to have no new environmental or other adverse impacts. They should be granted without excessive administrative delay.

The burden is on the regulatory agency to prove, through credible evidence, that there have been unanticipated material changes in conditions that would adversely impact specific health and safety conditions. Indeed, State law **was amended last year to allow planning boards to extend the time for** satisfying the conditions of a final subdivision plat approvals indefinitely, due explicitly to the current economic climate.

Although the statute seemingly grants municipalities broad discretion in consider-

ing such requests, developers have the right to insist on objective local criteria and speedy determinations. Boards should also consider the difficulty of developing under current economic conditions.

Development Rights

A developer in New York can only secure “Vested Rights” to complete a project where it has undertaken “substantial construction and substantial expenditures.” This is unduly restrictive and impractical.

Recent case law has suggested that the courts might allow developers to satisfy this requirement by invoking their approval and permitting costs. If a developer has built one phase of a project, even if completed years earlier, it should seek to invoke the “single integrated project theory,” allowing the developer to seek vesting of the entire project.

Developers should also be aware of the special exception theory, holding that where a municipality, in bad faith, delays certain project approvals or renewals to allow the regulations to be changed, the applicant has a right to have its project re-

viewed under current law.

Dover, N.Y.

This firm recently crafted legislation in Dover, N.Y., under local municipal home rule authority, granting Vested Rights to developers for projects with long-term build-outs. This legislation assures that there will be no zoning or other regulatory changes affecting the project for up to 10-to-15 years, provided that the developer diligently pursues implementation of the project in accordance with current reasonable commercial standards.

SEQRA

The mere passage of time should not compel a developer to update its environmental analysis. Data does not automatically become stale under SEQRA. Nor was SEQRA meant to be a perpetual process.

Supplemental review should only be contemplated by an agency if it can demonstrate through objective evidence that there exists specific, material, unaddressed adverse environmental impacts arising from: (i) proposed project changes; (ii) newly discovered infor-

mation; or (iii) changes in project circumstances. Analysis of purportedly “unaddressed” impacts can often be found in existing SEQRA documentation. This firm has also recently worked with municipalities and developers to create legislation, which allows permitting projects to adjust their program to economic conditions during their build-out without triggering supplemental review so long as certain environmental thresholds are not exceeded.

Fees

Finally, developers should seek to recover and or avoid paying permitting fees (e.g., inspection, recreation or performance bonds) where the proj-

ect is delayed. Permitting fees must be related to either the actual cost or reimbursement of implementing the regulation, or rationally related to mitigating a specific project impact. If the project is delayed, there are no costs or impacts. Nor can municipalities deposit or use such funds for general municipal purposes, without converting the funds to an improper and illegal taxation.

Editor’s Note: Since 2003, The Building & Realty Institute (BRI) has been lobbying aggressively on reform legislation for both the SEQRA review process and the Vested Rights of all New York State property owners, builders and developers.

Readers interested in the actual text of the BRI studies and legislation proposed on these important issues can contact any one of the following:

Albert A. Annunziata, BRI Executive Director
(914) 273-0730 or ataaabri@aol.com
Kenneth J. Finger, BRI Chief Counsel
(914) 949-0308, ext. 4 or at Kenneth@fingerandfinger.com
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Nathaniel J. Parish, Parish & Weiner, Inc.,
Planning and Zoning Consultant to the BRI
(914) 997-7200, or pwm101@verizon.net

GHP Office Realty Completes Sale of White Plains Facility

WHITE PLAINS—GHP Office Realty, an owner and manager of office properties throughout the New York metropolitan area, recently announced that it has sold a 45,000 square-foot office building at 12 Water Street in downtown White Plains.

The building is directly across the street from the Metro North Train Station. The facility was sold for \$3,900,000. The building was vacant at the time of the sale, officials added.

GHP Office Realty purchased the property in 2002. For the last four years, the building has been fully leased to Con Edison. The purchasers are locally based investors. The new owners plan a complete renovation of the property. A re-branding and marketing program will begin as soon as the work is complete, spokesmen said.

In addition to being centrally located, the property has on site parking, operable windows and small floor plates. Jamie Schwartz of GHP Office Realty procured the buyers. The sellers were represented by Elizabeth Smith of Goldberg Weprin Finkel Goldstein, LLP, officials added.

GHP Office Realty is the office building division of Houlihan-Parnes Realtors, LLC.



By Andrea Wagner
Wagner Web Designs, Inc.

YORKTOWN HEIGHTS—A QR Code (Quick Response Code) is a specific matrix barcode (or two-dimensional code) that is machine readable and designed to be read by “Smart Phones.”

The code consists of black modules arranged in a square pattern on a white background. The information encoded may be text, a URL, or other data.

Common in Japan, where it was created by Toyota subsidiary Denso Wave in 1994, the QR code is one of the most popular types of two-dimensional barcodes. The popularity of QR codes has taken the U.S. by storm this year.

Typical bar codes that you see on food and clothing items are linear one-dimensional codes that hold up to 20 numerical digits, whereas QR Codes are two-dimensional matrix barcodes that can hold thousands of characters of information.

QR Codes can be scanned and read by camera-equipped “Smart Phones” via software that’s already installed on your phone, or with an application that you download such as

Lynkee Reader. The software is compatible with a wide variety of modern “Smart Phones,” including iPhone, BlackBerry, Sony, Motorola, Nokia and others.

As an example, you could walk into a store, use your “Smart Phone” to scan an item that has a QR Code on it, and have immediate access to the information. It’s their user-friendliness which makes QR Codes practical for individuals and businesses of all sizes.

Uses

The following are five ways that you can use QR Codes to promote your business:

1. Increase Website Traffic. QR Codes can lead to specific URL’s. You can create codes that are specific to certain pages or products on your site. A Realtor can generate a code that goes directly to a home for sale on their website.

2. Build Your E-Mail Subscriber List. You can build your E-Mail Subscriber List by creating a link to your e-mail signup form. Just make sure you give people a compelling reason to subscribe to your newsletter.

3. Business Cards. Rather than overload your business card with a ton of information, you can just include the bare minimum, then create a QR Code that leads people to your Twitter, Facebook, LinkedIn pages, etc.

4. Contests, Discounts, Sweepstakes and Giveaways. These methods can be very effective when used in conjunction with QR Codes. You can place these codes in your advertisements.

5. Flyers. Suppose you own a restaurant. You could create a QR Code that goes directly to a URL that gives a coupon or a discount on a meal and directions to your restaurant.

You can generate and create your own QR Codes at: <http://qrcode.kawya.com>

Editor’s Note: Andrea Wagner has been creating websites for small business for more than 14 years. Contact her for design, redesign, updates for your site, or to discuss creating a QR Code Campaign for your business. Her company’s web page is www.wagnerwebdesigns.com

NEW SIGNAGE INSTALLED AT PROVIDENT BANK PARK



Workers recently put the finishing touches on the scoreboard at Provident Bank Park, the new home of the Rockland Boulders professional baseball team in the Town of Ramapo. In May, Provident Bank announced it had signed a multi-year agreement that gives the bank exclusive naming rights for the state-of-the-art ballpark. The agreement also designates Provident Bank as the primary marketing partner for the Rockland Boulders. Located off exit 12 of the Palisades Parkway in Pomona, the new Provident Bank Park features more than 4,000 fixed seats, 16 luxury suites and 11 logo boxes, officials said. The park officially opened on June 16.

TECH TALK

QR Codes: What They Are and How to Use Them

ADVERTISE IN IMPACT (914) 273-0730

Platinum Energy Group to Join US Energy Group’s Local Network

FRESH MEADOWS, N.Y.—US Energy Group recently announced that Platinum Energy Group (PEG) will join its regional network of Authorized System Integrators (ASI’s).

Officials for US Energy Group said that the move will bring an enhanced expertise in installation and field service to the firm, as well as a proactive approach to monitoring energy efficiency.

US Energy Group’s ASI’s have undergone advanced training in the installation and commissioning of the company’s flagship Building Energy Management System (BEMS), including the patented Verifier Digital Fuel Gauge. ASI’s are the only entities authorized to install US Energy Group’s BEMS, officials said.

Platinum Energy Group has been advising owners of all types of buildings for 43 years. The firm utilizes an extensive New York area field team of 155 experienced and trained professionals, company spokesmen said.

Officials added that the company has built “a large and extensive portfolio of energy efficient buildings and loyal customers.”

“Platinum Energy Group is proud to be selected as a US Energy Group Authorized System Integrator,” said Stuart Schwartz, chief executive officer of Platinum Energy Group. “Both of our companies recognize the importance of timely and accurate information as an effective approach to building energy management. US Energy Group’s BEMS is an early warning tool that drives fuel, energy and water efficiency.”

US Energy Group’s BEMS reduces fuel usage by 15-to-35 percent with payback within two years - monitoring, highlighting and tracking essential HVAC system information, providing an automated function to identify and respond to in-

efficiencies and maintenance issues and preventing catastrophic boiler malfunction. The system also automates the new benchmarking requirements, spokesmen said.

The Verifier Digital Fuel Gauge accurately tracks and certifies oil deliveries and usage, preventing shortages. Clients can view fuel consumption data in real-time across an entire portfolio of buildings with US Energy Group’s at-a-glance, online USE-Manager system. They also receive real-time text message alerts about maintenance issues which are simultaneously sent to ASI’s who can intervene and correct problems before they require costly repairs, officials added.

“This will certainly be a synergistic relationship - we are proud to welcome Platinum Energy Group to our team of Authorized System Integrators,” said Bruce Kafenbaum, US Energy’s senior vice president of business development.

Officials said that the growth of US Energy Group’s list of ASI’s is in line with the focus on offering innovative technology that delivers real-time essential information and comprehensive building energy management solutions. It follows that the company is selecting and partnering with highly respected, visionary organizations—like Platinum Energy Group—which have extensive field expertise in all types of buildings and energy systems, and an innovative approach to energy management, spokesmen added.

Founded in 1978 by Chief Executive Officer Jerry Pindus, US Energy Group is a building energy management solutions firm. The company develops and integrates energy control, monitoring and analysis hardware and software systems for large residential and commercial properties.

With the slogan “Building

Efficiency Through Information Management,” the company’s three flagship products include:

- USE Manager, an Internet-based building management service which provides information to keep buildings running energy-efficiently and cost-effectively;
- USE Controller Building Energy Management System (BEMS), which controls and monitors energy and fuel use, prevents overheating and provides significant savings with payback in less than two years;
- USE Verifier, a patented ultrasonic measurement system which enables building owners and managers to verify the amount of oil they receive, as well as control their inventory and budget.

The USE Controller BEMS and USE Verifier have received the ETL Mark, indicating superior product safety and quality. With US Energy Group’s products and services, building owners save money, conserve energy and enhance tenants’ comfort, company officials said.

Founded by Schwartz in 1968 as SNS Organization, Platinum Energy Group has become a complete energy source for all types of buildings in New York, Charlotte and Philadelphia, spokesmen said.

With more than 45 current independent energy related projects ranging from \$30,000 to \$36 million, Platinum Energy Group provides a wide-range of services. They include design, installation and repair of commercial and industrial power plant control systems; the repair of low and high pressure vessels; the direct sale of gas and electricity; tank replacement and testing; plumbing and electrical work; boiler installations; energy efficiency retrofitting; NYSE-DA-qualified contracting; and thermographic imaging.

Provident Bank Announces Steps to Fuel Growth

MONTEBELLO—Provident Bank, a subsidiary of Provident New York Bancorp, recently announced that it was taking measures to reduce expenses to better position the bank for enhanced revenue growth.

The repositioning of the company’s expense base will save approximately \$10 million over the next year with about half of the expense savings in personnel, which have been identified, and the remainder in other expenses, officials said.

“Following these expense reductions, Provident Bank will be well positioned for growth and improved financial performance,” said Jack Kopnisky, president and chief executive officer of Provident Bank.

A portion of the cost savings will be redeployed to new, revenue-generating initiatives designed to improve efficiency and enhance customer experience, spokesmen said.

Headquartered in Montebello, Provident Bank, with \$2.9 billion in assets, is the largest independent full-service community bank in the lower Hudson Valley, officials said. The bank operates 35 branches that serve the Hudson Valley Region, including three Commercial Banking Centers in Westchester County and one office in Bergen County (N.J.). The bank offers a complete line of commercial, retail and investment services, spokesmen added.

Goldschmidt and Associates Reports New Rochelle Transaction

NEW ROCHELLE -Goldschmidt and Associates recently announced that it has brokered the sale of 518-522 Main Street in New Rochelle.

The 17,400 square foot property was sold to a private LLC, officials said. The asking sales price was \$1,600,000. The owners are using the property to relocate their juvenile furniture and accessory store from their previous location on North Avenue.

“This was a win-win for everyone,” said Eric Goldschmidt, senior partner of Goldschmidt and Associates. “It was a win for the purchasers, who were able to maintain their long-standing business in downtown New Rochelle. It was also a win for the City of New Rochelle as it confirmed the downtown’s stability as an important area retail hub.”

Ralph DiBart, director of the New Rochelle Business Improvement District (BID), played an important role in the negotiations among the seller, purchaser and city, spokesmen said.

The property was vacant for years following the closing of The Palace Disco. When the seller’s plans for the property changed, Goldschmidt was retained to find a viable user for the property, spokesmen said.

Goldschmidt and Associates was also the broker for the area’s CVS, Citibank, and various Avalon retail transactions, officials added.

Goldschmidt and Associates, celebrating its 20th anniversary, specializes in the leasing and sales of retail, commercial and industrial properties in the New York Metropolitan area.

GHP Office Realty Announces a Major Lease in Elmsford

ELMSFORD—GHP Office Realty, a major owner and manager of properties in Westchester County, recently announced that it represented the landlord in completing a 55,750 square foot lease to Urnex Brands in one of the largest leases, to date, in Westchester for 2011.

Urnex Brands will be relocating and expanding its corporate headquarters, sales, showroom and manufacturing facility from Yonkers to a new, state-of-the-art facility in 700 Executive Boulevard in Elmsford.

Urnex Brands was founded in 1936. It is the world’s leading manufacturer and supplier of specialty cleaning products for coffee and espresso machines, officials said. In 2005 it created the Puro Caff Group, which, in part, has been responsible for the firm’s explosive growth and need for more space.

The 700 Executive Boulevard facility was built in 1970 by Robert Martin Company in the Cross Westchester Executive Park. The facility has been completely redone with new, green energy efficient technologies. A total of 48,000 square feet, with three loading docks, remains vacant and available for lease, spokesmen said.

Bill Anson of Anson Real Estate represented the tenant. Steven Hirsch, Esq. represented the landlord, officials added.

GHP Office Realty is the office building division of Houlihan-Parnes Realtors, LLC.

CPC Closes on Loan to Finance Highview Estates

POUGHKEEPSIE—The Community Preservation Corporation (CPC) recently announced that it has closed on a \$3 million permanent loan to finance Highview Estates, a 139-unit garden apartment cooperative built in 1972.

Located at 26 Cooper Road, Highview Estates is situated with easy access to shopping and services along Route 44 and Route 55, as well as to Route 9, the Taconic Parkway and public transportation, spokesmen said.

The property includes 9 two- and three-story buildings, with 72 one-bedroom units, 59 two-bedroom units, 8 three-bedroom units and 215 parking spaces for owners and guests.

Originally developed as a rental complex, Highview Estates was converted to a co-op in 1987. There are very few co-ops in Dutchess County. The co-op plans to make some capital improvements, officials said.

The borrower is Highview Estates Owners Corp., a co-op housing corporation that was incorporated in the state of New York in 1987.

Doug Olcott, senior vice president and director of lending for CPC’s Hudson Valley Region Office - which handed the loan - said: “CPC is again pleased to invest in a multi-family complex in Poughkeepsie. To date, CPC’s Hudson Valley Office has closed 70 loans for

a total of nearly \$45 million in financing for more than 1,200 units in Poughkeepsie.”

CPC’s loan will be 50 percent insured by SONYMA, spokesmen said. Officials added that the proceeds will refinance the existing CPC mortgage on the property and provide building reserves needed for future capital improvements and repairs identified by CPC’s engineer.

CPC is a not-for-profit mortgage lender that finances residential multifamily development throughout New York and New Jersey. Since its founding in 1974, CPC has invested more than \$7.9 billion in more than 143,000 units of housing, officials said.

VHB Appoints Two Senior Engineers to its White Plains Office

WHITE PLAINS—VHB Engineering, Surveying and Landscape Architecture, P.C. (VHB) recently announced the appointment of two senior engineers, Mike Junghans, PE, PP and John Canning, PE, to serve



Mike Junghans



John Canning

clients in the Westchester and Mid-Hudson Valley area.

VHB has been working in the region for almost a decade. The company acquired the White Plains-based firm of Saccardi & Schiff in 2010 to

augment its New York operations, spokesmen said.

Junghans, who previously served as office manager at VHB's Edison (N.J.) office, will be working on site/civil engineering projects in the Westchester and Mid-Hudson Valley area.

Canning, who joined VHB as a project manager, will lead the White Plains office's transportation division.

A 10-year veteran of VHB, Junghans' areas of expertise include land development, permitting, site design layout, grading and utility design, as well as storm water management, residential development and Brownfields redevelopment. He has worked on retail, corporate, industrial and government projects throughout the New York metropolitan area.

Junghans obtained his Bachelor of Science Degree in Civil Engineering from Northeastern University and his Master of Science Degree in Civil Engineering from Rutgers University. Junghans regularly provides engineering services to Stop & Shop, Garden Commercial Properties, Garden Homes, CVS, Digital Realty Trust, and JP Morgan Chase.

Canning's experience focuses on traffic engineering and transportation planning on projects with a combined construction value exceeding \$2 billion, officials said. The projects include City Center, the Ritz Carlton, Bank Street Commons and Avalon in White Plains, as well as New

Roc City and Trump Plaza in New Rochelle.

In addition to managing projects, staffing and scheduling, Canning provides cost control and quality assurance services and has served as a liaison with public and private clients. He has extensive experience preparing traffic impact studies, accident/pedestrian analyses and parking utilization studies.

Canning's experience includes serving as the transportation consultant for the towns of Bedford, Cortlandt and Woodbury and the Villages of Elmsford, Tarrytown, Port Chester and Nyack. He obtained his degree in civil engineering from the University College of Dublin. Canning is an Irvington resident.

VHB is affiliated with Watertown, Mass.-based Vanasse Han-

gen Brustlin, Inc., an 850-person firm that provides integrated planning, transportation, land development and environmental services from 21 offices along the east coast.

Engineering News-Record ranks VHB 80th of the Top 500 U.S. Design Firms and among the Top 50 Transportation Firms in the nation, company officials said.

Leboffe Joins Provident Bank as Business Manager/Assistant VP

MONTEBELLO—Provident Bank recently announced that Thomas Leboffe has joined the bank as Business Manager and Assistant Vice President.

Leboffe will have the responsibility of managing the overall sales and customer services operations of the bank's Monroe branch.

Leboffe, who has 24 years of experience in the banking and financial services industry, was previously with Key Bank, where he was responsible for hiring, training and coaching the bank's branch teams in Monticello and Marlboro.

Prior to joining Key Bank in 2008, Leboffe was Branch Manager for NBT Bank in Oneonta and Banking Center Man-



Thomas Leboffe

ager for Bank of America's branch in Monticello. He began his career as Vice President of AIG Asset Management in New York City. Leboffe, who earned a Bachelor's degree in Finance from Rowan Uni-

versity, is a member of the Investment Company Institute's Pension Committee. He is a resident of Warwick.

"We are delighted to have someone of Thomas Leboffe's caliber and experience joining the bank as Business Manager of our Monroe branch. He brings to his new position more than 20 years of experience in banking and financial services. We look forward to having him on board," said Richard Jones, executive vice president, business services of Provident Bank.

Headquartered in Montebello, Provident Bank - with \$2.9 billion in assets - is the largest independent full-service community bank in the lower Hudson Valley, officials said.

Houlihan-Parnes Reports New York Transactions

NEW YORK—Houlihan-Parnes Realtors, LLC recently announced that it has arranged for the successful sale of five apartment buildings in the northwest Bronx.

The facilities include two, six-story elevator buildings. Included in the sale are 2710 Valentine Avenue, which contains 36 apartments and 2695 Briggs Avenue, which contains 48 apartments.

Also included are three, five-story walk-up apartment buildings that have been sold. They include:

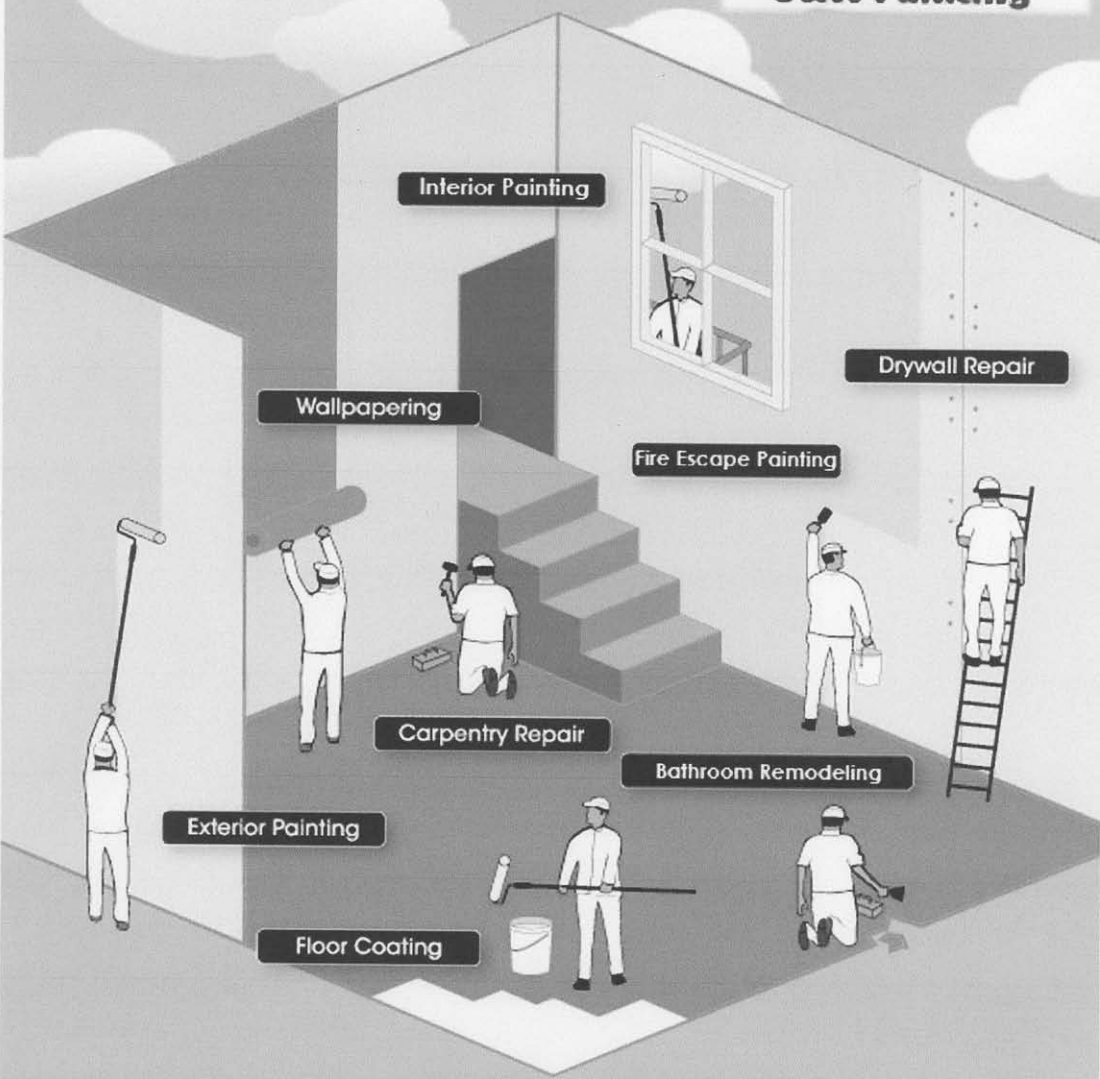

- 2737 Webb Avenue, on the corner of West 195th Street, which contains 26 apartments;
- 3202 Kossuth Avenue, which includes 32 apartments;
- 3215 Hull Avenue, which includes 54 apartments.

Both the Kossuth Avenue and Hull Avenue properties are north of the Mosholu Parkway.

Officials said that the properties had been owned by a group of investors, including members of Houlihan-Parnes Realtors, LLC. The properties were sold in separate transactions to several investors. All of the sales closed during last July, officials added.

Spokesmen said that the properties sold for an aggregated price of just under \$19,000,000. Jim Coleman of Houlihan-Parnes Realtors, LLC, oversaw the sale of several of the buildings and was assisted by John Manous and Michael Cuniberti. Andrew Albstein and Doran Golubchik of Goldberg Weprin Finkel Goldstein, LLP were the attorneys for the sellers in the transactions.

Houlihan-Parnes Realtors, LLC is a real estate investment company headquartered in White Plains. The firm's companies and affiliates are engaged in the acquisition and ownership of all types of commercial real estate investment property in the continental U.S. Its various companies and affiliates specialize in commercial mortgage finance, investment sales, property management, leasing, mortgage servicing and consulting, company spokesmen said.



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Building & Realty Institute
2011 Golf Tournament and Dinner

Tuesday, October 18th, 2011

Anglebrook Golf Club

100 Route 202 Lincolndale, NY

(www.anglebrookgc.com)

\$250 (individual golfer)

\$800 Foursome (includes hole signage)



SCHEDULE:

10:30 am — Registration

11:00 am — Lunch

12:00 pm — Shotgun Start

5:45 pm — Networking, Dinner and Awards

This event will provide a great opportunity to enjoy a crisp, clear Autumn day and network with friends and associates or meet new ones!

Registration is **FIRST COME, FIRST SERVED** and **LIMITED TO 48 GOLFERS** so sign up **NOW!**

Sponsorship opportunities:

- Lunch Sponsor: \$250
- Beverage/Snack Sponsor: \$200
- Tee Sponsor: \$100
- Dinner Sponsor: \$500
- Raffle prize Sponsors: \$100 or merchandise
- Golf Carts: \$300

Registration Form: Please complete and return ASAP as slots are limited!

Name _____ Phone _____
Email _____
Company _____
Address _____
City _____ State _____ Zip _____

YES! I want to participate in the following ways:

- Sign me up as a _____ Sponsor \$ _____
- I will play golf/attend dinner @ \$250 \$ _____
MY HANDICAP: _____
- I have a foursome @ \$800 \$ _____
Name _____ Handicap _____
Name _____ Handicap _____
Name _____ Handicap _____
Name _____ Handicap _____
- _____ I / we can only attend the networking social
and dinner @ \$100 pp. \$ _____

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