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***PARK AVENUE TAKES HOME THREE “INDUSTRY OSCARS” -
AT THE 2004-20054 BOMA/NY PINNACLE AWARDS;
Patricia Lancaster and the DOB Honored for Department’s “Revolution”***

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NEW YORK, NY --- “We’ve been calling ourselves the Oscars of the Industry for so long, we finally decided to do something about it,” said BOMA/NY President Betsy Jacobs from a stage at the Copacabana adorned by life-sized Pinnacle statuettes, during “A Night to Remember,” the Association’s movie-themed Pinnacle Awards gala on February 10, 2005. “And while we may not have the billion-person audience and scandalous attire of that “other trade association’, Pinnacle nominees have to pass muster on 82 judging criteria—not just one outstanding performance!”

It was Park Avenue buildings that brought home the most statuettes at the building and industry’s leading competitive event, along with the New York City Department of Buildings, which received the special Henry J. Muller Award, given to groups whose vision for New York has made a measurable difference in the City’s business environment.

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The Pinnacles are the local greater New York area level of the TOBY Awards sponsored by BOMA International, which fields the rigorous Regional and International competitions. The 2004-2005 winners (see below) were judged on operating excellence in categories ranging from Historic, New Construction, Corporate Facility and Renovated Building, to three general categories ranking Operating buildings by size. Industry professionals were awarded Pinnacles in the Outstanding Local Member of the Year category, as well as Manager of the Year, which drew a record number of nominees, and even the attention of former President Bill Clinton, who recommended his building manager for the award.

Jacobs noted that the awards have grown even more critical in the last few years as “the spotlight is on us. The standards we set in New York set the standards for the world. These awards carry the BOMA/NY name to the public and confer a sense of pride, security and importance to the tenants of the winners. There is no greater testimony to our importance than having the confidence of the public we serve—New York’s 3 million working men and women,” she told the audience of more than 560 industry professionals.

And in a special farewell to one of BOMA/NY’s leaders of the past 20 years, **John T. Griffin, CPM**, (who also won later as part of the team behind 300 Madison Avenue) was awarded a Life Membership and received the first of several standing ovations for the evening. Griffin, who had served BOMA/NY as President, been a previous recipient of the Outstanding Local Member Award and served as a role model for many throughout the industry.

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The winners of the 2004-2005 Pinnacle Awards are...

OUTSTANDING LOCAL MEMBER: Desmond J. Burke, *President, Firequench, Inc.*

A specialist in fire alarm and suppression systems for more than 25 years, Desmond J. Burke heads BOMA/NY's Emergency Action Plan Task Force and was instrumental in preparing the group's white paper on how the city's high-rises can best prepare for emergency events, and presenting it to the Fire Department of New York for possible incorporation into its own recommendations. He has advised the International Code Council as its NYC representative on local adoption of the International Building Code (IBC), and has lobbied effectively for key provisions to be incorporated into the Code's current draft.

HISTORICAL BUILDING: Lever House – 390 Park Avenue

Lever House started a revolution 52 years ago that continues today. Hailed as America's first modern office building, its signature green steel and glass curtainwall was a groundbreaking use of material, and its daring rectangular slab design defined a generation of architecture. This national landmark is two planes in opposition: a narrow, 20-story tower with the main façade set at 90 degrees to Park Avenue, which "floats" above a one-story horizontal base facing the Avenue. The base encircles an open air courtyard and sculpture garden, and the portion not supporting the tower is itself supported by free-standing columns, converting the entire Avenue blockfront into a plaza with seating and sculpture by the legendary Noguchi. Downlighting showcases works of art and completes the architect's vision—unique at the time—of integrating public art into a private structure.

Owner and Management Co: RFR Realty LLC; Building Manager: Thomas Martorana

CIVIC BETTERMENT: The Children's Aid Society

From adoption and foster care, to health services and education, The Children's Aid Society (CAS) is on the front lines of service to New York City's underserved children and families by providing cutting-edge programs in community centers, camps, public schools, family courts and the childrens' own homes. Every aspect of a child's life is addressed from infancy through adolescence. With more than 150 years of service, more than 40 sites in New York and an annual operating budget of over \$72 million, CAS has grown to be one of the country's oldest and largest non-sectarian child and family welfare agencies.

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NEW CONSTRUCTION: 300 Madison Avenue

Soaring 38 stories above Midtown Manhattan, 300 Madison Avenue exemplifies the classic modernism of corporate America. Clad in alternate bands of stone and glass, the 1.2 million-square-foot tower was built to the highest of standards as the US headquarters of the Canadian International Bank Corporation and PriceWaterhouseCoopers, including custom-designed security and life safety systems incorporating the latest post 9-11 technology and precautionary measures. Twenty-five stories of office space rise atop an 8-story base housing three trading floors, two office floors and a technology floor incorporating an auditorium designed for global electronic interface. Below ground, the cafeteria enjoys natural light introduced by an innovative “light well”.

Owner and Management Co: Brookfield Financial Properties; Building Manager: Frank J. Servello

HENRY J. MULLER ACHIEVEMENT AWARD: *Recognizing Vision for New York*

The New York City Department of Buildings

When Patricia Lancaster, AIA, took over as Commissioner of the Department of Buildings, her mandate from New York’s Mayor Michael Bloomberg was, “Fix it.” And fix it she did. Her approach is now hailed as a model of such change for its focus on forward-thinking, big picture programs, and laser beam-like attention to the smallest detail. The improvements are many, and range from a completely revamped website which has dramatically enhanced efficiency and accuracy, to providing inspectors with hand-held computers, tackling the entrenched bureaucratic culture and enrolling all ranks of personnel in customer relations training. The Department has reached out to the industry as a working partner on many initiatives—none more critical to its future than the adaptation of the International Building Code to the New York City marketplace.

MANAGER OF THE YEAR: Igwe N. Harvey, RPA/FMA, 55 & 215 West 125th St. (3-10 Years of Experience) CRG Management, LLC

No less a tenant than former President Bill Clinton praises Harvey for his “professionalism, expertise, commendable work ethic and dedication to his job.” As head of the largest commercial properties in Harlem, Harvey has taken on the added role of addressing the needs of both the tenants and surrounding community, enjoying excellent relations with both. His ability to address the myriad of details involved in the properties’ recent capital improvements program resulted in smooth, efficient operations that will save thousands of dollars annually for the owner. He also introduced an innovative security program for the properties, and he continues to act as the building’s ambassador, showing space to prospective tenants and interacting with the community-based groups and the 125th Street Business District.

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MANAGER OF THE YEAR: **James J. Whelan, RPA/FMA**, Eleven Madison
(10+ Years of Experience) **Cushman & Wakefield, Inc.**

Whelan's history with the award-winning, 2.3 million-square-foot Art Deco landmark at Eleven Madison has included vast responsibilities ranging from a \$300 million redevelopment project—one of New York's largest—to day-to-day operations. Among his many accomplishments were supervising construction throughout the redevelopment, and ensuring a smooth transition from a building under construction to a profitable real estate investment. His overall responsibilities include all financial reporting, lease administration, rent collection, variance reporting, tenant relations, supervision of 20 professional staff and 70 contract employees, and direct liaison to the owner.

CORPORATE FACILITY: Scholastic Inc. Headquarters, 555-557 Broadway

Home to the mega-hit series of Harry Potter books, the headquarters of Scholastic Inc. at 555-557 Broadway is a blending of two co-joined structures: the 12-story 555 Broadway, originally a turn-of-the-century department store typical of Soho's Cast Iron District, and the new building at 557, designed by the late Aldo Rossi to respect the turn-of-the-century streetwall. Both structures reflect Scholastic's creativity inside and out. An array of paint colors and public corridor carpeting incorporates the company's mission statement into its patterned weave, while the reception area in 557 is reached by an escalator passing behind glass partitions awash with projected images of new projects. The facility also includes a rooftop corporate cafeteria, the Red Bar Café, the Library, Educational Resource Center and a 300-seat, state-of-the-art auditorium.

Owners: Scholastic Inc./Ise New York, LLC; Management Co: CB Richard Ellis, Inc.;
Building Manager: Gregory S. Brown, RPA/FMA

RENOVATED BUILDING: 500 Park Avenue

Created during the late 1950's when Park Avenue was emerging as a corporate design showcase, 500 Park Avenue continued the tradition of innovative design with a sophisticated approach to modernism. Set back from the building line, it features a recessed service core clad in black granite. The same granite is used to create a plaza and extend it outwards to the curb, while above, the building's supporting columns have the effect of "floating" the curtainwall of gray-green glass, aluminum spandrels and polished aluminum mullions. At the time of its construction, such design and materials placed 500 Park in marked contrast to its more traditional neighbors, but its unique character and esthetic interest ultimately earned it a New York City landmark designation.

Owner: PPF OFF 500 Park Avenue, LLC; Management Co. Jones Lang La Salle Americas, Inc.;
Building Manager: Brian O'Flaherty

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OPERATING OFFICE BUILDING: 28 West 44th Street
(100,000-499,999 sq. ft.)

Built 85 years ago in the opulent Beaux-Arts style of the pre-1920's, 28 West 44th Street spans not only architectural eras, but markets as well, with a location equally distant between Grand Central Terminal and Times Square. It features a spacious retail arcade, extending through the building, and on the topmost tenant floor, the space has access to a terraced roof garden complete with Midtown views. The elegant lobby, with its Botticino marble and vaulted ceiling, has been restored and other new touches include a mahogany and glass concierge desk with high-tech card access/security monitoring, and mahogany paneled elevators and security stations.

Owner: Transwestern 25 West 43rd Street, LLC; Management Co: GVA Williams RE Company; Building Manager: Carlos Telleria

OPERATING OFFICE BUILDING: The MetLife Building – 200 Park Avenue
(Over 1 million sq. ft.)

Soaring 59 stories above Grand Central Terminal, the MetLife Building has been a skyline landmark since it opened as the Pan Am Building in 1963. Designed in the shape of an airplane wing by the legendary Walter Gropius, the 2.8-million-sq. ft. tower recently completed a \$70 million capital improvements program to keep it operating at peak efficiency for its 14,000 tenants. Now standing at 100% occupancy, the building's unique location offers unique amenities: more than two dozen shops, restaurants and services, combined with unprecedented access to public transportation and 58 floors of state-of-the-art offices. The recently completed renovation restored the building's signature façade, lobby and retail frontage while incorporating multiple levels of state-of-the-art security—from hundreds of digital surveillance cameras to K-9 patrols. As a fitting service to New York, its huge neon-lit MetLife logo acts a beacon as far away as Soho... or one mile above the City for those who wish to take in the view while airborne.

Owner: Metropolitan Life Insurance Company; Management Co: CB Richard Ellis, Inc.; Building Manager: Alfonse F. Amore

BOMA/NY is the greater New York area Association of BOMA International, with more than 860 members active in all areas affecting the industry—from continuing education to advocacy to codes & regulations updates. It is the sponsor of the real estate

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industry's most prestigious awards—the Pinnacles—recognizing excellence in operations and personal contribution. BOMA/NY is a major source for professional education and is the exclusive provider of the BOMI coursework required for the RPA, FMA, SMA and SMT designations. In recent years, the Association has become an increasingly influential voice at City Hall, the State House in Albany and in Washington, DC, lobbying for issues as diverse as mold remediation to terrorism insurance.