



## President's message: The Pinnacles - More than just individual achievements

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By Angelo Grima, BOMA

Can't be done in New York! Too old! Too costly!

Our nominees heard it all when they set their goals to rebuild, build green, renovate "greener" and reposition century-old landmarks. Yet each reached them doing what New Yorkers and our industry do so wellâ€”daring to ask the big questions and firing up their teams to innovate, create and reinvent.

The results are extraordinaryâ€”workable, achievable operational models from which we all can benefit:

### Modern History

- \* 522 Fifth (operating building: 500,000-1 million s/f) A 19th century landmark is now a green icon for all of Morgan Stanley's U.S. properties'
- \* The revolutionary Seagram Building (historical) is using its groundbreaking facade for energy management and keeps its landmark interiors in green condition; and
- \* New life can be found in century-old landmarks: the USPO and Courthouse (government) is the touchstone of Brooklyn's renaissance and the U.S. Custom House (historical) is an "energy star" star!

### Market Makers

- \* South of 42nd Street, the timeworn 100 Park (renovated) is once again proving its market muscleâ€”achieving rents above \$100 per s/f with a stunning renovation;
- \* The cornerstone of Harlem's renewal is 215 West 125th Street (operating building: under 500,000 s/f), a fully renovated commercial success and neighborhood anchor; and
- \* Morgan Stanley's elegant headquarters (corporate) tackled its 24/7 energy use to win accolades from the engineering profession and was a major force in establishing Times Sq. as an elite office district.

### Pioneers

- \* 731 Lexington's (new construction) superb architecture seamlessly blends residential and commercial space together while engaging the public; and
- \* The Gold-LEED Hearst Tower (earth award) is a green icon going greener, where Hearst challenges the printing industry to rise to the level of its green expectations and the building team pursues new innovations to meet its own courageous and critical thinking is exemplified by Silverstein Properties (Muller Award) for its combination of vision and staying power that will make Ground Zero one of the most extraordinary re-developments in the world and a symbol of triumph. Local member of the year nominee Louis Mantia, known for his clear-headed leadership on 9/11,

has worked tirelessly on the industry's behalf to meet the challenges of sustainability and energy management.

And our manager nomineesâ€”Jose Toro, Javier Lezamiz, John McMahon, Walter Maher, Jeffrey Sussman and Denise Wokasâ€”were singled out by their bosses as individuals who went above and beyond while inspiring confidence and results from their colleagues.

This year more than ever, all levels of our membership helped propel these nominees to the forefrontâ€”from the cleaning companies championing green cleaning or the sustainability/recycling advisors, contractors, architects and engineers planning together, to the owners that give managers the green light to protect their investments with the best talent and technology available.

The Pinnacles represent the best of BOMA/NY and tonight's ceremony represents the culmination of a year of working on your behalf through seminars, advocacy, networking, information sourcing and much more. Above all, they embody our commitment to help you reach the pinnacleâ€”as your partner in success.

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