



AREW to celebrate "Three Decades of Breaking Ground"

February 25, 2008 - Front Section

At AREW, 2008 has gotten off to a tremendous start that will culminate with our 30th Anniversary Gala to be held on May 8th at the Mandarin Oriental Hotel at Columbus Circle. At the event, AREW will celebrate "Three Decades of Breaking Ground" by honoring outstanding achievements in the following areas of New York real estate: innovative development-Swig Equities, LLC, Kent Swig, president; urban renewal-Forest City Ratner Cos., Joanne Minieri, president and COO; creative capitalization-Apollo Real Estate Advisors, Richard Mack, managing partner. Sponsorship opportunities are available by contacting sponsorship chair Faith Hope Consolo, (212) 418-2000 or sponsorship co-chairs Debra Cole, (212) 251-7071; Barbara Iannucci, (212) 343-4035; or Maryanne Fusco, (212) 769-6509.

We began the year with a vibrant and very well attended networking event at the New York Yacht Club, a grand space generally open only to members and a jewel box of magnificent Victorian architecture.

Our February luncheon featured two financial experts who addressed "Opportunities in a Changing Market: A 2008 economic forecast." Dr. Sam Chandan, Reis's chief economist and senior VP for research, and Jayne Day, senior VP, chief risk officer, GE Real Estate, provided a valuable overview of what to expect from national and N.Y.C. real estate markets in this year of volatility.

In March, AREW is holding both a luncheon and seminar that support our deserved reputation for offering programs that address current, timely topics with speakers who have their fingers on the pulse of the market.

On March 4th at Club 101, 101 Park Ave. at 40th St., AREW's luncheon program will address "Expansion Plans for New York City Universities," which have been hotly debated in their communities.

Guest speakers will be Philip Pitruzzello, VP for Manhattanville Capital Construction with Columbia Univ., who serves as the lead Columbia Univ. facilities representative on the design and construction of the university's Manhattanville initiative, the university's plan for a new 6.8 million s/f, 17 acre campus in West Harlem; and Lynne Brown, senior VP for university relations and public affairs at New York University, who is responsible for the university's interaction with government, community outreach, media and publication operations, and special events. Brown serves as chair of NYU's Advisory Council on Planning and Design, whose mission is to help identify issues and priorities and guide strategic thinking about campus planning and the university's presence in its urban environment.

On March 25th, we will present "Greening Your New York City Office," a seminar featuring experts who will offer a multi-faceted review of the many ways in which companies can move toward the goal of achieving a sustainable office environment.

Panelists, who will present the architect/interior designer, property management and legal points of

view respectively, will be Joan Blumenfeld, FAIA, principal, Perkins+Will; Lance Carlile, sr. VP, Jones Lang LaSalle; Lori Schwarz, Esq., principal, Zetlin & De Chiara, LLP. Peter Syrett of Perkins+Will will serve as moderator.

Discussion topics will include how to achieve higher energy efficiency and lower energy costs; paper and other recycling; creating a healthier working environment; using safer interior finishes and materials; greener cleaning; increasing environment responsibility; and how to work with commercial building landlords on all of these issues.

For information on AREW, our events and an application to become a member, log onto www.arew.org.

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