



Gotthelf of Catcove on the most successful way to increase referrals

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How do you and/or your firm use social media? Badly.

What is your biggest leadership challenge, other than the 'glass ceiling'?

Finding employees that have the communication skills, common sense, education and experience, and initiative and follow-through required to excel in today's business world.

What is the most daring thing you've done for your career? How did it turn out for you?

Bought the largest inn, conference center, and restaurant in Southampton. a life changer from real estate development and finance to hospitality and celebrity sightings in the Hamptons. financially good, intellectually absurd.

Which project, deal or transaction was the 'game changer' in the advancement of your career?

The award by the City of New York for the lease of the arches under the Manhattan approach to the Brooklyn Bridge. This established my company as a "developer". adaptive re-use, historic preservation, creative financing using tax credits, bank debt, assignment of leases, equity, and more. And then the commissioner married me.

What do you consider to be the most successful way to increase referrals?

Through personal conversation, meetings, letters (the old fashioned way), introductions through mutual friends and colleagues.

What is the BEST advice you have ever received?

If it doesn't work out, don't worry. the next transaction will. It's a journey... with lots of paths and most will lead to something productive. relax!!!

What is your favorite tip for balanced living?

Go to the beach as often as possible with a good book and appropriate clothing (like a down coat in winter or sunscreen and a hat in summer...).

Where would you like to be in 10 years?

In NYC and Southampton doing the same thing with a healthy family, friends, some concerts, museums, and a good family vacation annually.

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