Volume 18, Number 4, FALL 2010 EVELOPMENTS A Century of Greatness **The Centennial Honorees ALSO INSIDE:** Meet ABO Member **MATTHEW LAPORTE** Quinn and Feiner

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New York City's Greener, Greater Buildings Plan requires that **all commercial buildings over 50,000 SF undergo energy benchmarking by May 1, 2011.** Boro Energy can help you beat the deadline – while using the process to improve your building's value and profitability.

Energy Benchmarking

The City Council and Mayor Bloomberg last year mandated energy benchmarking to develop baseline data for use in measuring the city's carbon emissions. City-owned buildings have already been benchmarked, and privately owned buildings are next. Boro Energy's auditors perform all the necessary tests and calculations to meet the City's requirements and prepare an expert report. Reporting is on an annual basis starting in 2011.

Energy Consulting

As we evaluate a building for benchmarking, we can also perform a comprehensive survey of the energy use. Our certified energy auditors evaluate all energy-use factors, including HVAC systems, the thermal envelope, lighting and fuel options. The energy survey report gives a clear picture of current energy use and highlights important conservation opportunities. It also serves as the blueprint for improvements that will reduce costs, increase profitability and enhance value.

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Boro Energy turns plans into deliverables with expert solutions and services. We write and manage **RFPs for oil, natural gas and electricity supplies** to help our clients secure the lowest prices. We also offer...

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MATTHEW LAPORTE, Senior Account Executive, Quinn and Feiner

Matthew LaPorte joined Quinn and Feiner in 2003, when the company was working on the Solaire, for which he produced the computer graphics for the building's automation system. He worked in the computer department until one day five years ago, he recalls, "my boss said I had a knack for sales."



departments

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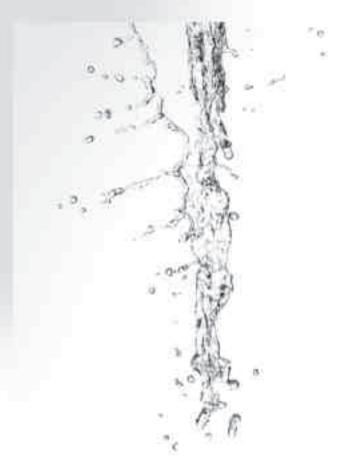
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president's message

utumn is typically the time of year to slow down, take stock, prepare for the long slog of winter. But this year, for ABO it is anything but!

Celebrating 100 years of uniting and supporting the builders of the greatest metropolitan center in the world, on the heels of a triumphant BuildingsNY/GreenBuildingsNY in June, which featured Lieutenant Governor Richard Ravitch as keynote speaker, ABO is staging one of the most spectacular events in our history this fall.

On November 3rd 2010, at our 100th Annual Dinner Dance, ABO honors some of the foremost real estate organizations of the 20th Century and the developers, owners and managers of the great and future buildings in which we will live and work in the 21st Century.

The 15 honorees are revered, rightfully, for their significant achievements in the building trade. But while we honor them, especially now as we move through one of the most difficult periods in decades, we should keep in mind that while their achievements are perhaps larger in scope than most, they are built by us all.

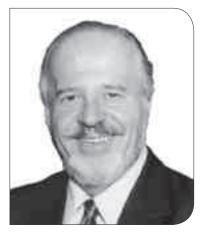
Their successes rise from the foundation laid by the pioneers of the city's building community - some of whom gathered together in Brooklyn in the fall of 1910 for the first meeting of the Brooklyn Builder's Association, forerunner to the Association of Builders and Owners of Greater New York - and they have relied on and are sustained by the network of professionals of which we have all been a proud part since the first brick was laid in the wilderness that was New York City.

Far from getting set to hibernate for the winter, ABO is redoubling it efforts on behalf of our members, working overtime to set the stage for a dynamic recovery. And at the same time, we are planning the next BuildingsNY, scheduled for March 30th and 31st, 2011.

ABO rejoices in honoring some of the brightest of our members and celebrating 100 years of camaraderie and accomplishment.

Have a great Holiday season and New Year's celebration!

) Exme (Zelson



BY JEROME BELSON ABO PRESIDENT

Laurie Zucker

*Sherry Frankel

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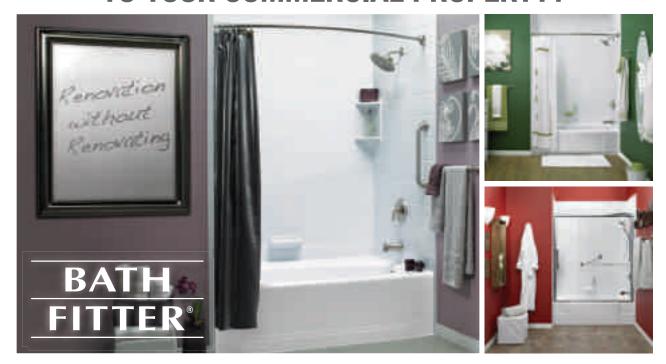
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executive director's message

dvocacy has been the primary business of the Association of Builders and Owners of Greater New York from its inception. For a century we've been working together with (read: informing, leading, cajoling, steering, pushing, demanding) government to create a fertile ground for development in this great region.

Through our lobbying efforts, ABO has helped build a healthy and more and more self-sustaining place for over 19 million people to live and work and develop the architectural and engineering wonders at which nearly 50 million tourists marvel each year.

But the function of lobbying congress and concocting massively detailed legislation operates in the background. It's what ABO's officers do.

The list of our accomplishments in modern times alone includes the complete restructuring in 2008 of a labyrinthine building code which had been hindering rather than helping the real estate industry since 1926; fighting for the 421 A tax abatement; improving rent regulations; and collaborating in the mid-90s with several real estate groups to form a powerful

buying alliance which reinvented the process of acquiring energy in the beginnings of electrical deregulation.

But beyond these very practical, breadand-butter accomplishments, members enjoy a different though perhaps equally important benefit from belonging to ABO, especially during challenging times like these.

According to ABO Co-Chairman Michael Kerr, "There is a greater need to belong to an organization like us during difficult times because of the exposure, the discussions you can have with competitors about market conditions and because of the opportunities that exist in meeting people who are active developers and property managers."

In a nutshell, advises Kerr: "You've got to stay visible. You have to be more aggressive!"

And even beyond the incredible opportunity for networking and career advancement membership offers, according to Eugene Webb, Co-founder of the Harlem-based Webb & Brooker and member of ABO's Board of Governors, "ABO gives you the comrades and the contacts that you need to survive out here."



BY NICHOLAS LAPORTE IR. ABO EXECUTIVE DIRECTOR

We hope each one of you can join us in toasting another Century of Greatness for ABO at the Centennial Annual Dinner Dance at the beautiful Cipriani Wall Street on November 3rd, 2010.

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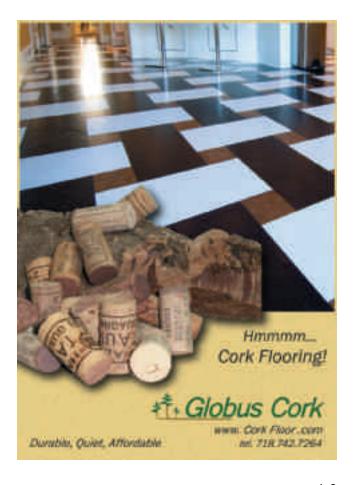
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A Century of

The Centennial Honorees

o commemorate the 100th anniversary of the inception of the Association of Builders and Owners, this year's Annual Dinner Dance - our Centennial - honors an unprecedented number of member organizations and individuals which have transformed the real estate industry of Greater New York while enriching the community it has helped to develop. Each an icon of excellence in their field, these Honorees stand as symbols of the essence of ABO, the brother/sisterhood of and advocate for the builders of this greatest of regions of America and the world.



The Trump **Organization**

A global luxury real estate superbrand responsible for many of the world's most recognized developments, The Trump Organization is renowned for representing the highest level of excellence and luxury in residential, office and retail properties.

Superior quality, detail and perfection are the standards that Trump demands

throughout its projects, from residential to resort, from hotel to golf, from commercial office to retail. One can see the touch of the Trump brand in every aspect of the properties that bear its name. From the design-driven, cutting-edge facades created in collaboration with the world's best architects, to the flawless interiors designed specifically for each market, to the world-class service, no detail is overlooked. With each of its properties, Trump continues to raise the bar of super luxury living.

Donald J. Trump is the Chairman and President of the New York-based Trump Organization. His children, Donald J. Trump, Jr., Ivanka Trump and Eric Trump, all Vice Presidents of the organization, work together with Mr. Trump to manage and grow this global brand.

Mr. Trump's Tower on Fifth Avenue has become one of the most famous landmark buildings in New York City, his Trump International Hotel & Tower in New York City has received the coveted Mobil Five-Star Award and the Trump International Hotel & Tower Chicago was awarded the #1 Hotel in the US and Canada in July 2010 by Travel & Leisure Magazine.



Levine Builders

Levine Builders

Founded in 1979, Levine Builders has built, renovated and rehabilitated thousands of residential units and millions of square feet of commercial space, including hotels, office buildings, retail centers and religious, educational and healthcare facilities. Its affiliates, Douglaston Development and Clinton Management have developed everything from luxury high-rise residential housing, hotels, affordable housing and assisted living facili-

ties. Its mixed-use developments include the largest development built in Harlem in the last 20 years as well as the restoration of the Cass Gilbert landmark 90 West Street to its pre-9/11 glory. Douglaston Development is pioneering premiere new neighborhoods in Clinton, West Chelsea, Midtown Manhattan and Williamsburg, Brooklyn.

Currently a member of ABO's Board of Governors, Jeff Levine has won numerous awards for his contributions to the real estate industry in New York, his tireless service to the community and for the design and development of some of the city's finest buildings. His portfolio includes 325 Fifth Avenue, a 250-unit, 50-story luxury condominium; The Edge, a 1.5 million square foot residential development on the Williamsburg waterfront; 555 West 23rd Street, a 336-unit luxury condominium on Gallery Row in West Chelsea; Hampton Court at 333 East 102nd Street, a 229-unit Cornerstone 80/20 project; and Renaissance Plaza at 116th Street, containing 241 limited equity cooperative apartments. His latest is 312 Eleventh Avenue, The Ohm Building, a 369-unit luxury 80/20 residential rental building on the West Side of Manhattan.



Jerome Belson Associates

A real estate management firm overseeing thousands of conventional and government financed and supervised residences in New York State, Jerome Belson Associates and its affiliated companies have created 50,000 units of non-profit cooperative housing as well as low and moderate income multi-family developments since 1950. The company's major developments include Roosevelt Island with 1,800 units, Concourse Village Cooperative with 1,872

units, Independence Plaza with 1,332 units and the Riverside Park Community with 1,193 units.

Currently serving as President of ABO, Jerome Belson is a member of the Board of Governors of the New York Chapter of Registered Apartment Managers of the National Association of Home Builders; Trustee Emeritus of the Board of Trustees of St. John's University; and former Chairman of the HUD New York City Fair Housing Task Force Support Committee.

Mr. Belson serves as a director of the Citizens Housing and Planning Council of the City of New York and on the Board of Directors of the National Housing Conference. He was awarded the Presidential Special HUD Service Award, conferred April 10, 1984 by President Ronald Reagan and inducted into New York State Builders Association Hall of Fame in 2003.



Urstadt Biddle Properties

A Real Estate Investment Trust founded and listed in 1969 on the New York Stock Exchange, Urstadt Biddle Properties has paid a dividend every quarter since then and has increased the dividend each year for the last 15 years. The REIT owns or has interest in 50 properties, with over 4.5 million square feet of leasable area, primarily open air shopping centers and retail properties in the suburban Metropolitan area. The company manages and leases all the properties in their portfolio and also provides management and leasing for other retail property owners in the area.

Chairman and CEO Charles J. Urstadt was Commissioner of Housing for New York State from 1967-1973, during which time he initiated the "Urstadt Law," which has protected rent control from being taken over by the City of New York since 1971. He was also elected founding Chairman of Battery Park City Authority and supervised its first twelve years. Urstadt was named by the Mayor and Governor as "Father of Battery Park City" and was Governor Pataki's Transition Chairman for Housing and Urban Development in 1994. He was re-appointed to the Authority as Vice Chairman in 1996 until his term expired in 2010.

Willing L. Biddle has been an officer of Urstadt Biddle Company since 1996, and is currently President, Director and Chief Operating Officer of the company. He also serves as an Advisory Director of the Putnam Trust Company.

These Honorees stand as symbols of the essence of ABO, the brother/sisterhood of and advocate for the builders of this greatest of regions of America and the world.

Glenwood Properties

Founded by renowned developer Leonard Litwin, Glenwood Management has been constructing luxury apartment buildings in Manhattan for almost five decades, all rental and all of which they manage to this day. "We've never sold a building that we've built," says Gary Jacobs, Glenwood's Executive Vice President.

The company's portfolio includes 26 rental properties in the city, each possessing the qualities of development and management to which Glenwood is committed: prestigious locations, innovative design, superior construction, outstanding views, elegant lobbies and impeccable services.

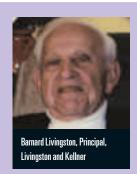
Glenwood's first major project, the 843-unit Pavilion, occupying almost an entire city block at 500 East 77th Street, was the largest building in the city when it was completed in 1961. The Glenwood portfolio includes Barclay Tower, The Brittany, The Belmont, The Regent, The Grand Tier and Emerald Green, a new two-tower complex on West 38th Street.

Leonard Litwin started as a nurseryman with his father over 70 years ago and still maintains the 200-acre Woodbourne Cultural Nurseries in Melville, Long Island, while serving as Chairman of Glenwood Management as well as executive vice president of ABO. Mr. Litwin builds only rental housing, believing it is the lifeblood of the New York City economy. In addition to some of the most luxurious apartments in New York, he has built hundreds of units of low-income housing.

Glenwood executive vice president Gary Jacob, also an ABO vice president, has devoted his entire career to the acquisition, construction, financing and management of high-rise buildings in New York City.

Livingston and Kellner LLC

Now that Jennifer Livingston has joined her grandfather Barnard Livingston in the firm, Livingston and Kellner is a fifth generation family business. Originally a construction company when it was founded in Brooklyn over a century ago, the firm evolved into a developer and manager of rental buildings and now is solely a manager of the buildings in its portfolio.



Based in New Rochelle, the firm owns mostly six-story apartment buildings in Brooklyn, one of which they recently converted to a condominium, two commercial properties in Queens and a 20-story apartment building in Manhattan which they converted to a cooperative.

Mr. Livingston joined the company, owned by his father-inlaw, in 1946, after serving as a pilot during WWII flying B-29s over Japan. Now 93 and still active in the company, Livingston is the oldest member of ABO, having joined the organization in 1946, when it was called the Brooklyn Builders Association.



Joseph Dussich, Jr. – VP, left; James Dussich – Director of Operations, center top; Jeffrey Dussich – CCO, right; Joseph "Dee" Dussich – CEO, President, center bottom seated.

JAD Corporation of America

JAD Corporation has served the Greater New York Metropolitan real estate community with building maintenance supplies for over 50 years. Located in College Point, Queens, the company operates a 100,00-square-foot facility with its own fleet of distinctive delivery trucks. A third generation family-owned business, JAD provides superior customer service, innovative maintenance concepts and educational training seminars for its customers.

JAD began in the trash compactor business after Local Law 14 banned the use of incinerators in New York City. Soon thereafter, the company began manufacturing and distributing the first heavy-duty trash bags. It then expanded to a full-line janitorial supply company, providing its customers with everything they need in order to maintain their property. Even though JAD sells thousands of different building maintenance supplies, its oldest customers still know them as "JAD Bags."

Through new product innovations, improved technology, and unparalleled customer support, JAD continues to establish itself as a leader in the janitorial supply industry.

Merit Operating Corp.

A family-owned, third generation company, Merit Operating Corp. manages approximately 1,000 residential units, two retail strip centers and an office building. Vincent Guffuni joined Merit in the early 1990s and now operates the family business with his cousin JoAnn G. Sher. In addition to managing properties, Merit secures financing and undertakes capital improvements to include renovating apartments, lobbies and hallways, newwindows, parapet, water tank and roof replacements and elevator modernization.

After completing military service in 1970, Mr. Giffuni worked for a developer in Rockland County, New York, where he gave planning board presentations, worked in site and residential construction and sales and assisted in obtaining financing. In 1980, he developed his own properties in Rockland Counties and Litchfield County in Connecticut.



The M&R Family. Pictured left to right: Pamela Harrison Ludwick, Carol Kerr Harrison, Zachary Kerr, Michael Kerr, Evelyn Berfond Kerr

Lieutenant Governor Richard Ravitch

Lieutenant Governor Richard Ravitch

Appointed Lieutenant Governor of the State of New York by Governor David A. Paterson on July 8, 2009, Richard Ravitch has had a long and illustrious career in public service and advocacy for the development of affordable housing. Beginning his career as an attorney for the Government Operations Committee of the House of Representatives in Washington, D.C., from 1959-1960, Mr.

Ravitch later became principal of HRH Construction Corporation, which produced over 45,000 units of affordable housing in New York, Washington, DC, Puerto Rico and other locations.

In 1975, Governor Hugh Carey appointed Mr. Ravitch to serve as Chairman of the New York State Urban Development Corporation, a financing and development agency with 30,000 housing units under construction. Mr. Ravitch assisted New York City and State officials in resolving the City's defaults, helping to create the Municipal Assistance Corporation (MAC), a new special purpose financing agency.

In 1979, Lieutenant Governor Ravitch was appointed Chairman and CEO of the Metropolitan Transportation Authority, which he reorganized completely. For his work at the MTA, Lieutenant Governor Ravitch was awarded the American Public Transit Association's Individual of the Year Award in 1982.

Lieutenant Governor Ravitch was the first Chairman of the Corporation for Supportive Housing and in 1999 was appointed Co-Chairman of the Millennial Housing Commission, where he led a diverse group of 22 housing experts in an intensive 17-month process to rethink America's affordable housing policy.



Cooper Square Realty

The largest residential property management company in New York City, Cooper Square offers an array of services including property management, project management and energy management. The company's portfolio comprises upwards of 400 condominiums, cooperatives and rental properties with an aggregate value of over \$5 billion.

Cooper Square manages more than 60,000 residences that are home to more than 200,000 people, including such distinctive properties as The Plaza Residences, luxury residential towers, new developments, prewar landmark buildings and apartment

complexes. The company holds an interest in Abigail Michaels Concierge, a leading concierge company with more than 50,000 clients.

Cooper Square is designated an Accredited Management Organization by the Institute of Real Estate Management, a prestigious distinction of professionalism and competence held by less than 7% of property management firms nationwide and by just a handful of firms in the New York region. As an AMO firm, Cooper Square adheres to a rigorous code of professional ethics and is required to maintain professional liability and fidelity bonding insurance to ensure that an owner's investment is protected.

Cooper Square Realty is the only two-time recipient of ABO's Management Company of the Year award along with its subsidiary Wentworth Property Management. Cooper Square founder and CEO David Kuperberg has received countless awards in recognition of his contributions to the advancement of industry standards, professionalism and services.

M&R Management

The family-owned M&R Management owns and manages approximately 135,000 square feet of commercial space throughout New York City, including outstanding retail and professional spaces in highly sought-after areas and 10 of Brooklyn's finest residential rental buildings, including the newly developed "Madison," an eight-story, 51-unit luxury rental apartment building in the Madison section of Midwood.

Meyer Berfond started the firm in early 1940s and in under 20 years he grew the business to over 5,000 units. He managed his properties for the length of his life. In 1982, the company was taken over by Meyer's grandson, Michael Kerr, who repaired and upgraded the physical structures and improved services to tenants, creating a model of luxury living for the 20th Century. Today, Zachary Kerr, Michael's son, runs the operations at M&R Management. Zachary has renewed the company's commitment to development and acquisition, adding fresh new energy and value to a once-again expanding portfolio. Zachary accepted ABO's Management Company of the Year award for M&R Management in 2005.



Caran Properties

Founded in 1988 by Sherry Frankel as the selling agent for properties acquired by AFA Services, a real estate investment company, Caran Properties expanded its services in 1993 and began to manage all of AFA's properties in the New York area. Caran also expanded to include management of non-AFA properties, offering the same sophisticated approach and understanding of the importance of protecting and increasing the value of an asset.

Specializing in high-end residential

rental, condominium and co-op buildings in Manhattan and Brooklyn, Caran manages some 2,000 apartments in 15 buildings, providing the hands-on attention of Ms. Frankel and her partner, Managing Director of Property Management Martha McDonald-Goupit, in addition to the individual property managers.

The sales and rental brokerage division, headed by Principal and Executive Director Rebecca Mason, benefits from the company's sophisticated approach to property management and knowledge of buildings and board procedures. Its brokers know the market and understand the issues of importance to buyers, sellers and renters.

Sherry Frankel serves as Secretary of ABO and has twice won the prestigious Emma Lazarus Award for contributions to the real estate industry. She has been honored as one of the "Top 50 Women in Real Estate" by the Association of Real Estate Women and Real Estate Weekly.



Webb & Brooker

Founded in 1968 by Eugene H. Webb and the late George M. Brooker, Webb & Brooker has accumulated an impressive portfolio of large residential and commercial properties in the New York Metropolitan area, many of which are located in the Harlem community.

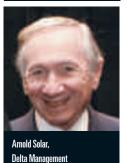
Today, Webb & Brooker remains under the leadership of Eugene Webb, Chairman; Jeffrey R. Brooker, President and son of the original founder*; and Bernard Warren, Executive Vice President. The firm continues to influence Harlem's urban landscape.

As a managing agent, Webb & Brooker ensures that all its properties run more smoothly and efficiently and substantially improve and upgrade. As real estate brokers, the firm understands the complexities and dynamics of a challenging real estate market. As a consultant to owners, Webb & Brooker advises on developing and repositioning properties to increase and enhance their values, drawing on their extensive management experience.

A former president of United Mutual Life Insurance, Eugene Webb has served on the Board of Directors of the Freedom National Bank, the Greater Harlem Real Estate Board and The New York City Chamber of Commerce & Industry. Mr. Webb sits on ABO's Board of Governors.

*ABO sadly notes the passing of Jeffrey Brooker on August 27th, 2010. Our deepest condolences go to his family and to Eugene Webb.





Delta Management

A family business founded by Arnold Sollar's and Elaine Sollar-Eisen's paternal grandfather, Max Sollar, Delta Management owns and manages multi-family apartment buildings and commercial real estate in Manhattan, Brooklyn, Queens, Long Island, Riverdale, Connecticut and Texas.

Through the years, Delta Management has been engaged in many new residential construction projects in Queens, Brooklyn, Manhattan and Connecticut, the majority of which are still owned and managed by the Sollar family. The company was honored as ABO's Management Company of the Year in 2008.

Marilyn Sollar McCormack, Max Sollar's great granddaughter, is part of the executive team. Delta expects to remain a relatively small family real estate business investing, managing and providing well-run, comfortable housing for its tenants. The company maintains offices in midtown Manhattan.

After graduating from Columbia Law School and then practicing law for five years, Arnold R. Sollar joined his father, Ira Sollar, in the real estate construction and management business founded by his paternal grandfather Max Sollar. Mr. Sollar serves as ABO's co-chairman.

Elaine Sollar-Eisen joined Arnold Sollar in the family real estate business after a successful career in merchandising and design. In 1990 she was a founding member and served on the Board of Directors of WITHIT, an organization that mentors, educates and supports women in the home furnishing industry. She is also a member of the Advisory Council of the Center for Children with Attention and Learning Disorders (Promise) at Lenox Hill Hospital. Ms. Eisen is on the Board of Directors of ABO, which named her Woman of the Year in 2005 for her contributions to the real estate industry.



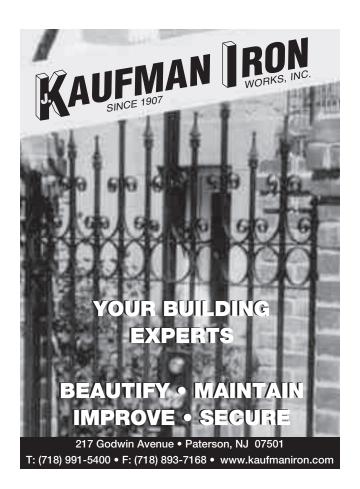
Kreisler Borg Florman principals Robert Borg, Samuel Florman and Joseph Zelazny in front of The Beekman Tower.

Kreisler Borg Florman General Construction Co.

Founded by Robert F. Borg in 1955, Kreisler Borg Florman is one of the top 100 construction firms nationally and is ranked 10th in the Tri-State Area. The company maintains in excess of \$300 million in annual construction value under contract, with over 350 projects built throughout the New York metropolitan area.

The company's experienced professionals have established an outstanding reputation for competence, from their complicated alterations and difficult foundations to the newest computer-aided techniques. KBF's high standards for budget, schedule and quality control have produced countless successful projects, many of which have won top industry awards.

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ABO's Summer Event on a Rooftop Oasis

ABO had much to celebrate, including the success of its recent BuildingsNY and GreenBuildingsNY trade shows, and the upcoming fall events.



Pictured left to right: Clint Taylor, InSinkErator; Shelley Aprea, CPEX Real Estate; Jerome Belson, ABO; Elaine Sollar Eisen, Delta Management; Nicholas LaPorte, ABO

BO hosted its annual summer cocktail party at Midtown's Rare Bar and Grill, on the rooftop of the Shelburne Hotel, where guests enjoyed refreshing seasonal cocktails and a delicious assortment of appetizers. Executive Director Nick LaPorte welcomed guests with opening remarks and ABO's camaraderie and cheerful party spirit were evident as members exchanged stories about their summers in the casual outdoor atmosphere. ABO had much to celebrate, including the success of its recent BuildingsNY and GreenBuildingsNY trade shows, and the upcoming fall events. The weather was on our side. Members and guests were treated to a warm summer evening with balmy breezes and a stunning sunset.



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Matthew LaPorte



Senior Account Executive, Quinn and Feiner

uinn and Feiner has engineered, installed and serviced HVAC systems and automatic temperature control systems in commercial and high-end residential buildings for over 45 years. Together with its affiliate company, T.M. Bier & Associates, which specializes in advanced automations systems, the company has the resources to design, engineer, install and program complete building automation control systems that can integrate HVAC, lighting and security functions to provide optimum efficiency and operating cost savings.

"We are problem solvers," says Matthew LaPorte, Senior Account Executive for both companies. "Our people always have different ideas on the most cost-efficient ways to cool a facility — to save money on energy bills."

A computer-based automation system controls the temperature of every space in a building independently, eliminating waste and slashing energy costs. "The system turns on automatically just before you get in in the morning and then turns off as you leave, so it's not on overnight," says LaPorte.

The principal works with lighting as well. "We can put occupancy sensors into each room," says LaPorte, "so when you walk in the light automatically turns on and stays on as long as you're in the room, and when you leave the room it turns off. The payback on those is less than a year."

Working with a new client, says LaPorte, "we go through every nook and cranny of every piece of air-conditioning equipment the facility has to see if there's anything wrong with any of it, or if it can be upgraded. If everything is okay and it just needs filter changes that's all we do. We set up a schedule of preventative maintenance visits, normally quarterly to six times a year."

When you combine the rebates and tax credits offered today for installing energy-conserving HVAC systems with the high level of efficiency modern units offer, says LaPorte, "new equipment might cost a little more right now, but the payback is about two or three years."

The paperwork required in procuring rebates can be daunting — some applications entail filing 25-page reports — but unlike many installers, Quinn and Feiner completes the entire process without an additional charge.

LaPorte cautions building owners signing up with service providers to check on how their emergency service works in practice. While most service companies claim to offer 24 hour service, "they don't necessarily do that," he says. When put to the test with a middle-of-the-night distress call, "they might wait till seven o'clock in the morning to dispatch the mechanic.

"We are a 24/7 emergency service company," boasts LaPorte. "If you call at 2:00 AM, we will be there at 3:00 AM."

Quinn and Feiner's client list includes Tishman Speyer, Sony, Grubb & Ellis, the Brooklyn Academy of Music, Cohen Brothers Realty Corp., Technicolor and several major banks for which they provide cooling, heating and building automation for hundreds of branches.

A pioneer in the green energy movement, the company works closely with another trend-setter in the sustainable energy field, the Albanese Organization. T.M. Brier installed the automation systems for Albanese's Battery Park buildings, including their first, The Solaire, North America's first environmentally advanced residential rental tower.

LaPorte joined Quinn and Feiner in 2003, when the company was working on the Solaire, for which he produced the computer graphics for the building's automation system. He worked in the computer department until one day five years ago, he recalls, "my boss said I had a knack for sales."

Working as account executive took him "from sitting in basements and dark rooms, clicking away, drawing and programming fans and cooling towers," recalls LaPorte, to serving customers face-to-face.

"I've always been a people person," he says. "Ask anybody. That was five years ago and it's been fantastic ever since."

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