



# BIG APPLE GREETER NEWS

WINTER 2006/2007

## Dear Friends,



Big Apple Greeter's impact on New York City is felt every day as Greeters and visitors fan out throughout all five boroughs, visiting neighborhoods that represent the best of New York City, bringing the economic benefits of tourism to all areas.

From January through October 2006, we welcomed 7% more visitors than the same period in 2005, and August and September 2006 were record-breaking months for Big Apple Greeter! This activity translates into a direct economic impact on New York City that we estimate at \$7.3 million and an indirect economic impact estimated at \$94.8 million.

Congratulations to *Celebrate New York 2006* Honoree Andrew Mann, and our sincere thanks to Event Chair Anthony Carvette and the Benefit Committee, our volunteer Board of Directors, Executive Director Alicia Pierro and Founder Lynn Brooks, Coordinator of Special Events and Fundraising Elizabeth Holmes, the Big Apple Greeter staff and volunteers for all their hard work.

Paul Insalaco, Chair, Board of Directors



As we start 2007, I can hardly believe it has been nine months since Lynn Brooks moved into her senior advisory role, and I stepped up to become executive director. The transition has gone better than we could have possibly imagined. While I am

now responsible for day-to-day operation of Big Apple Greeter, Lynn is looking to the long-range success the program.

We are very proud of Patricia Ryan, who has made the transition to Director of Volunteers and Access from the position of Assistant Director of Volunteers and Access Coordinator. Since her promotion in May, Patricia has been running regular Sensitivity Awareness Sessions and Greeter Update Sessions for over 300 Greeters! You can read about the 2006 Volunteer Recognition Reception on page 2.

Congratulations to *Celebrate New York 2006* Honoree Andrew Mann, and a big Big Apple Greeter thank you to Event Chair Anthony Carvette, the Benefit Committee, Board Chair Paul Insalaco and the entire Board of Directors, Founder Lynn Brooks, Coordinator of Special Events and Fundraising Elizabeth Holmes, staff and volunteers for a wonderful, successful event!

Alicia Pierro, Executive Director

## Celebrate NY 2006

In the Art-Deco splendor of the historic Toy Building, Big Apple Greeter celebrated New York City in classic style. *Celebrate New York 2006*, Big Apple Greeter's fall cocktail party and auction was held on November 1st at Cipriani 23rd Street, the newest location operated by the legendary restaurant family of the same name. Executive Director Alicia Pierro and Big Apple Greeter Founder Lynn Brooks shared the stage during the evening's activities with Board Chair Paul Insalaco. Andrew Mann, Principal of Gardiner & Theobald, Inc., and Global Partner of Gardiner & Theobald, LLP, was honored for his leadership in the real estate and construction industries, and his ongoing commitment to making New York a better place to live. Anthony M. Carvette, President of Structure Tone, Inc., a leading global construction management firm, was the evening's Benefit Chair.

Anthony Carvette thanked the 350 guests for attending noting, "This is a fitting tribute to this evening's Honoree, Andrew Mann. He's the ultimate tourist. He came to New York from London in 1992 and never left." He praised Big Apple Greeter for its vital role in the revitalization of New York City. Andrew Mann thanked all for accepting him as a real New Yorker and said, "When you greet, you really do greet."

Big Apple Greeter surprised Cristyne Nicholas, CEO and President of NYC & Co., with a special award. "We thank you. You're the best," Lynn Brooks said.

Award-winning reporters Kate Sullivan, anchor of "CBS 2 News This Morning," and Rich Lamb, WCBS radio, made an entertaining and effective team as auctioneers, coaxing high bids for Tiffany jewelry, a backstage tour of TV show "Guiding Light," a behind the scenes tours of Kennedy Airport, VIP seating at the Macy's Thanksgiving Day Parade, and a London weekend. The silent auction featured a wonderful variety of offerings, including special New York hotel packages and restaurant certificates, trips to sunny locales, and much more.

NY Express, sponsored by the Metropolitan Transportation Authority's "Music Under New York," added a jazzy note to the evening. Many thanks to all who contributed to the success of *Celebrate New York 2006!*



Event Chair Anthony M. Carvette presents Honoree Andrew Mann with a congratulatory letter from Mayor Michael Bloomberg, while Founder Lynn Brooks, Executive Director Alicia Pierro and Board Chair Paul Insalaco look on. (l to r) Photo: Jerry Rutolo

### Honoree

Andrew R. Mann – Principal, Gardiner & Theobald; Global Partner, Gardiner & Theobald, LLP

### Special Celebrity Auctioneers

Kate Sullivan – CBS2 News *This Morning*  
Rich Lamb – WCBS radio

### Benefit Chair

Anthony M. Carvette – President, Structure Tone, Inc.

### Benefit Committee

Jonathan Andrew, Gardiner & Theobald, Inc.; Elizabeth A. Baltz, Global Business Development & Management; Garrett R. Bowden, Affirmative Equities; Christopher P. Boylan, Metropolitan Transportation Authority; Robert Derector, Robert Derector Associates; Daniel Doctoroff; James K. Donaghy, Structure Tone, Inc.; Douglas Durst, The Durst Organization; Paul Insalaco, BF9 Media; Mitchell Konsker, Cushman & Wakefield, Inc.; Thomas G. Lewis, Gray Line New York Sightseeing; Dr. Deborah Cross MacFarlane, Thirteen/WNET New York; Charles Maikish, Lower Manhattan Construction Command Center; Cristyne L. Nicholas, NYC & Company; Andrea Nierenberg, The Nierenberg Group, Inc.; Katherine Oliver, Mayor's Office of Film, Theatre & Broadcasting; Anthony P. Schirripa, Mancini Duffy; Joseph E. Spinnato, Hotel Association of New York City, Inc.; Diana L. Taylor, New York State Banking Department; Kenneth Weissenberg, Eisner LLP; Caroline Winston, Winston Communications

Our Visitors Say...We felt we saw the real New York and not just what "normal" tourists would see...Thank you for a magical experience...Was a joy to spend a couple of hours in the Bronx...Keep up the great work... Given a feel of how New Yorkers live... We would not have entered the subway system if our Greeter had not shown us how to go about it... Our Greeter focused on our interests... If all your Greeters were like ours, I bet you have a lot of happy people out there...

## Greeter Recognition Event

We at Big Apple Greeter like to declare that we are "all about the neighborhoods of New York City," and on September 13, 2006, the neighborhoods said, "Thank You!" More than 200 Greeters, office volunteers, Board Members, and staff had the opportunity to meet and exchange stories of their favorite New York City neighborhoods at the Annual Volunteer Recognition Reception held at Pier 17 at South Street Seaport. The evening was hosted by South Street Seaport/General Growth Properties and New York Water Taxi.

Brooklyn Borough President Marty Markowitz praised the choice of venue, saying that he likes



Brooklyn Borough President Marty Markowitz.

Photo: Bernard Saper

nothing better than to look at the beautiful Brooklyn Bridge and Brooklyn skyline. The proclamation he presented to the volunteers named September 13, 2006, as Big Apple Greeter Volunteer Appreciation Day and commended "all of the volunteers of the Big Apple Greeter program who donate their time,

charm and talents so that visitors to our fair city can have an insider experience through the eyes of a real New Yorker."

Theresa J. Osborne, Queens Director of Culture & Tourism, presented a special "Citation of Honor" from Queens Borough President Helen M. Marshall. The citation recognized the Greeters who "put the shine on the Big Apple for many happy visitors."

"The Volunteer Recognition Reception is Big Apple Greeter's opportunity to say thank you in a big way to such dedicated people who put such a caring, friendly, and personal face on New York City," said Director of Volunteers and Access Patricia Ryan.

Manhattan Borough President Scott M. Stringer and Staten Island Borough President James P. Molinaro sent a proclamation and letter, respectively, praising Big Apple Greeter volunteers for their hard - but happy - work on behalf of New York City.

Capping off a delightful evening, New York Water Taxi provided party-goers with a harbor



Theresa J. Osborne, Queens Director of Culture & Tourism.

Photo: Bernard Saper

cruise featuring a beautiful sunset over the Statue of Liberty and lower Manhattan.

### Thank you to our Greeter Recognition Event hosts, sponsors and donors

South Street Seaport/General Growth Properties

Janell Vaughan, Senior General Manager

Shauna M. Gray, Marketing & Events

Department

New York Water Taxi

Travis Noyes, VP Sales & Marketing

Gray Line New York Sightseeing

In New York Magazine

NYC & Company

Bernard Saper

Arthur Gold



Mayor Michael R. Bloomberg greets Big Apple Greeter volunteers Tricia Kwakye (l.) and Christa Deetman (r.), and Director of Marketing and Public Relations Gail Morse at the Mayor's Barbeque in Honor of Volunteerism in New York City on August 9, 2006. The barbeque was held on the grounds of Gracie Mansion. Photo: Mayor's Volunteer Center of NYC

### Greeter Bits...

New York City is just a great big small town: Greeter Richard Darmstadter was crossing the street with his visitors from Scotland when, crossing the other way, he spotted his Louisiana visitors from last year...Greeter Elaine Siegel and her Dutch visitors made an impromptu visit to the Broadway Dance Center to fulfill the wishes of the family's teenager interested in hip hop dance. There they were surprised to bump into the another Dutch dancer: the teenager's Dutch ballet teacher whom he had not seen in many years...All in a day's work: Greeter Chuck Hanrahan reported the highlight of his Italian visitors' stay was rescuing a man who had fallen onto the subway tracks...

### NYC Combined Municipal Campaign

Big Apple Greeter is pleased to have been selected as a participating agency in New York City's 2007 Combined Municipal Campaign. The Combined Municipal Campaign makes it possible for New York City employees to give to their favorite charities through easy payroll deductions. Big Apple Greeter is one of 950 agencies throughout New York City from which city employees can choose to support.

### About Big Apple Greeter...

Founded in 1992, Big Apple Greeter's mission is to enhance New York City's worldwide image while enriching the City experience for its visitors. Connecting with business and leisure travelers from all over the US and the world, Greeters take visitors on informal, unscripted walks through one or more neighborhoods in any of the five boroughs, promote tourism throughout the city, and help visitors discover the ease of using public transportation. Nearly 300 volunteer Greeters speak almost 25 languages and enjoy giving their time and energy back to their hometown. Since its founding, Big Apple Greeter - a free public service - has welcomed over 70,000 visitors and been featured in thousands of newspapers, magazines, and television and radio programs all over the world, reaching an audience of over one billion potential visitors to New York City. Big Apple Greeter is proud to partner with NYC & Company, the Metropolitan Transportation Authority and the Make-A-Wish Foundation ® of Metro New York.

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Executive Committee\*

Our Greeters Say... They were really bowled over by the "goodies" at a Chinatown pastry shop...Interested in seeing some of the less well-known areas... We ended up at Katz's on Houston St where they had lunch...We walked and walked and walked... The visitors were thrilled with Brooklyn Heights and Brooklyn Bridge...

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Big Apple Greeter  
New York City



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