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## SUPPORT BIG APPLE GREETER'S 16TH ANNIVERSARY RECOGNITION BREAKFAST

### Honoring William R. DeCota - Aviation Director, Port Authority of New York and New Jersey

Benefit Chair Larry Kellner - Chairman & CEO, Continental Airlines

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\_\_\_\_ **Contribution:** We cannot subscribe as a benefit sponsorship, but would like to help Big Apple Greeter with a contribution.

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CREDIT CARD:  VISA  MASTERCARD  AMERICAN EXPRESS

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Please mail sponsorship forms to Big Apple Greeter, One Centre Street, New York, NY 10007. Tel (212) 669-3146, Fax (212) 669-3685, email: [events@bigapplegreeter.org](mailto:events@bigapplegreeter.org).  
Big Apple Greeter is a 501(c) (3) nonprofit organization.



# BIG APPLE GREETER NEWS

Spring 2008

## Dear Friends,



As we celebrate our "Sweet 16" anniversary, here at Big Apple Greeter we have much to be proud of and much to be thankful for.

We are proud to welcome our new board chair, Tom Lewis, who has served as vice-chair for the past two years. We look forward to much success with Tom at the helm. Special recognition and thanks go to our tireless outgoing chair, Paul Insalaco, for his dedication, inspiration and guidance these past two years. Thanks go to our founder, Lynn Brooks, for her vision, leadership and ongoing work on securing our future.

Congratulations to our very own Elizabeth Holmes, who was promoted to Director of Development after 4 years as our Special Events Manager, and a warm welcome to Beverly Newsome, who joins the Big Apple Greeter family as Coordinator of Special Events/Development Assistant.

Alicia Pierro, Executive Director



It is an honor to become the new Chair of Big Apple Greeter's Board of Directors. My thanks go to outgoing Chair Paul Insalaco for his strong leadership over the last 2 years, and I am looking forward to continuing the great working relationship I have with Executive Director Alicia Pierro, the Big Apple Greeter staff, and our volunteer Board of Directors.

More than ever, we are planning for the future, making choices that will help Big Apple Greeter build on its great success. We continue to experience incredible growth, with steadily increasing numbers of visitors wanting to meet with a volunteer greeter and the amount of positive press we receive around the world. We also see an increasing number of inquiries from individuals, visitors' bureaus and city tourism organizations asking how to start a local greeter program.

I am proud to be a part of Big Apple Greeter as it touches the hearts of visitors from all over the world.

Tom Lewis, Chair, Board of Directors

## Tom Lewis is New Chair of Big Apple Greeter Board

Thomas G. Lewis, president of Gray Line New York Sightseeing, has become Big Apple Greeter's 6th Board Chair, taking the helm from Paul Insalaco, president of BF9 Media. Lewis has served as vice-chair since December 2005 when Insalaco became the board chair. Insalaco will continue in an active role on the Board of Directors and will co-chair the Fundraising Committee with Stephen Schnall of LRN Corporation. Louise Mormon, who also became a vice-chair in December 2005, will continue in that role.

"It's great that Tom has stepped forward," Big Apple Greeter Executive Director Alicia Pierro said. "For the last 2 years, Paul has guided us through a period of transition here at Big Apple Greeter, and we are a stronger organization because of his leadership." In May 2006, Founder Lynn Brooks took on a newly created and active role as senior advisor within

the organization. Alicia Pierro, who had been deputy director, stepped up to fill Brooks' role, becoming executive director.

"Gray Line has been a supporter of Big Apple Greeter for years, and I've always been a huge fan," said Lewis. "I'm honored to become board chair at this time. Big Apple Greeter is unique, offering a very personal touch to tourism, welcoming visitors as though they were friends, not tourists."

"Big Apple Greeter has been a part of my life for many years," said outgoing chair Insalaco, "and I look forward to being connected for many more years. I've always been very proud of the amount of positive publicity Big Apple Greeter generates for New York City, bringing the message of a friendly, accessible and manageable city to millions of potential visitors worldwide."



Photo Credit: Karen Bell

Bidding was brisk for auction items during Big Apple Greeter's Celebrate New York 2007 fundraiser. See story on Page 2.

**SAVE THE DATE!**  
**Thursday May 8, 2008**

**Big Apple Greeter**  
**16th ANNIVERSARY**  
**RECOGNITION BREAKFAST**

At the  
**New York Marriott Marquis**  
**8:15 - 9:30 A.M.**

*Honoring*

**William R. DeCota**  
Aviation Director  
Port Authority of New York  
and New Jersey

*Benefit Chair*  
**Larry Kellner**  
Chairman & CEO  
Continental Airlines

For further information see  
Sponsorship Form on Page 4  
Or email [events@bigapplegreeter.org](mailto:events@bigapplegreeter.org)  
Or call the Special Events Coordinator at  
212.669.8281

# Celebrate New York 2007

“Glittering” best describes Big Apple Greeter’s fall benefit auction and cocktail party, *Celebrate New York 2007*, on Wednesday evening, November 7, 2007. Honoring Amanda M. Burden, director of the New York City Department of City Planning and chair of the City Planning Commission, the event was attended by over 300 New Yorkers from the non-profit, government, corporate, and travel industries. For the first time, the event was held at Club 101, 101 Park Avenue, in a room with a glass wall overlooking Park Avenue. The benefit was co-chaired by Tim Zagat, co-founder and CEO of the Zagat Survey, and Joseph Spinnato, president of the Hotel Association of New York City, Inc.

Honoree Amanda Burden accepted the Tiffany prism from Event Co-Chair Tim Zagat. “I’m so honored to have been acknowledged by this remarkable organization,” said Amanda Burden. “The Greeter program brings international attention to the building blocks of our thriving city - our neighborhoods- not just Midtown Manhattan- but Astoria, Arthur Avenue, DUMBO, Snug Harbor. All across the five boroughs, Big Apple Greeter is showing international visitors the New York that isn’t all skyscrapers; it’s a real place that real people live and work in, which enhances New York’s perception throughout the country and the world, helping us keep our reputation not just as the global capital but as a livable city.”

Big Apple Greeter Board Vice Chair Louise Morman introduced “Making Connections,” a 3-minute promotional video about Big Apple Greeter produced by Fox5 New York. Fox5 New York continued their support of Big Apple Greeter as *Good Day New York* hosts Jodi Applegate and Ron Corning, who appear onscreen in “Making Connections,” were on hand as auctioneers for the evening’s live auction. Bidding was brisk on the 4 live auction items that included a sterling silver and diamond bracelet donated by Tiffany & Co., a behind the scenes look at Kennedy Airport donated by The Port Authority of New York & New Jersey, a UK travel package donated by London Hilton on Park Lane and EOS Airlines, featuring the world’s only fleet of 757’s, each fitted for just 48 guests, and a spa experience donated by Sphatika International LLC.

The silent auction packages ran the gamut from Broadway theatre tickets to fun-in-the-sun travel packages, shopping sprees to one-of-a-kind experiences that could only happen in New York City. What a way to Celebrate New York!



Benefit Chair Tim Zagat and Honoree Amanda Burden



Auctioneers Jodi Applegate and Ron Corning, Fox5 Good Day New York

Photo Credit: Jerry Ruotolo

Photo Credit: Jerry Ruotolo

## Celebrate New York 2007

*Thank you to our auction and gift bag donors, and to those who bought sponsorships*

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| <p>1010 WINS<br/>A/R Environetics Group, Inc.<br/>Adrienne Silk Stylist<br/>AKRF Inc.<br/>Arbonne International<br/>Barbara Bailey<br/>Elizabeth Baltz<br/>BF9 Media<br/>Bloomingdale’s<br/>Boston Properties, Inc.<br/>Lynn Brooks<br/>Chez Josephine<br/>Chicago Office of Tourism<br/>City Guide Magazine<br/>Linda S. Cleveland, CRPC<br/>Cook+Fox Architects LLP<br/>Crystal Worrell Design<br/>Matthew Daus<br/>Anne Davis<br/>The Durst Organization<br/>Eisner LLP<br/>Don Eugene<br/>Laura Fantini<br/>F.J. Sciamie Construction Co., Inc.<br/>The Glazier Group<br/>GillWright Group<br/>Glenwood Management Corp./Leonard Litwin<br/>Gray Line New York Sightseeing<br/>Guilding Light<br/>Hotel Association of New York City, Inc.<br/>Hotel Indigo<br/>Houston Greeters<br/>The Institute of Culinary Education<br/>J &amp; R Music &amp; Computer World<br/>Kane Kessler, P.C.<br/>Lam Generation, LLC<br/>Le Madeleine<br/>Loews Hotels<br/>London Hilton on Park Lane<br/>LTB Media<br/>Deborah MacFarlane<br/>Mayor’s Office of Film, Theatre and Broadcasting<br/>Metropolitan Transportation Authority</p> | <p>Michael Jordan’s The Steak House N.Y.C.<br/>Millennium Broadway Hotel<br/>Louise Morman<br/>Motion Picture Studio Mechanics-Local 52<br/>MVP NY<br/>New York Express<br/>New York Marriott Marquis<br/>The New York Hotel Trade Council<br/>The New York Says Thank You Foundation<br/>Newmark Knight Frank<br/>Laurie Norris<br/>North Fork Bank<br/>NYC &amp; Company<br/>O’Connor Capital Partners<br/>Office &amp; Professional Employees International Union Local 15<br/>The Palmer House Hilton<br/>PeKo Creative<br/>Alicia PIERRO<br/>The Port Authority of New York &amp; New Jersey<br/>Procter &amp; Gamble Productions<br/>The Related Companies, L.P.<br/>The Ritz-Carlton New York, Battery Park<br/>Jerry Ruotolo<br/>The Shubert Organization<br/>Signature Bank<br/>Sphatika International, LLC<br/>Diana Taylor<br/>Thanet Greeters<br/>Thanet District Council<br/>Tiffany &amp; Co.<br/>Times Square Alliance<br/>Tishman Interiors Corporation<br/>Barbara Tomanelli<br/>Top of the Rock<br/>The Waldorf=Astoria<br/>WCBS TV<br/>Wildlife Conservation Society/The Bronx Zoo<br/>David Wills<br/>WNYW/ Fox 5 &amp; WWOR/MY 9<br/>www.SailtheHudson.com<br/>Zagat Survey</p> |
|---|--|

## JPMorgan Chase Foundation Targets Recruitment

At Big Apple Greeter, part of our mission is to create opportunities for New Yorkers to show pride in and give back to the city they love through rewarding volunteer work. In addition, our volunteer activities provide opportunities for New Yorkers to gain new skills, change careers, or grow in their existing career. Apple Greeter is very proud to say that JPMorgan Chase Foundation is generously supporting Big Apple Greeter's volunteer recruitment effort with a \$25,000 grant. Called "Show Pride in Your Neighborhood," the recruitment campaign allows us for the first time to target recruitment in Upper Manhattan and the Bronx.

In addition to recruitment, the grant underwrites Greeter Trips to neighborhoods in Upper Manhattan and the Bronx, Sensitivity Awareness sessions, Update Sessions for all Greeters, designed to re-energize our volunteers, plus a new Neighborhood Information Profile on a Bronx or Upper Manhattan neighborhood.

"We are grateful to JPMorgan Chase Foundation for their support of our recruitment efforts," said Director of our Volunteers Patricia Ryan. "Every year we

must recruit 50 to 100 new greeters to keep up with visitor demands. This grant has enabled us to reach out to New York City residents in communities that may not know about the greeter program. We are looking for those New Yorkers who find that meeting new 'friends' from around the world is a fun and fulfilling way to give back to the city they love."

Last summer, intern Samuel Sanchez researched agencies that would post recruitment notices in the targeted neighborhoods. He called 40 locations in the Bronx and 15 in Upper Manhattan, explaining the volunteer opportunities available through Big Apple Greeter, then followed up with printed material. Samuel came to Big Apple Greeter through the Futures and Options summer program. Last fall, Do Yeon Hwang, an intern from ELS Language Centers, researched and distributed recruitment public service announcements to radio stations and community newspapers in the Bronx and Upper Manhattan. All materials, including the posters, flyers and public service announcements acknowledge JPMorgan Chase Foundation 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. Over 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 80,000 visitors and been featured in thousands of newspapers, magazines, and television and radio programs all over the world, reaching an audience of over two 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.

s · t · a · f · f

Founder

Lynn Brooks

Executive Director

Alicia Pierro

Director of Volunteers & Access

Patricia Ryan

Director of Marketing & Public Relations

Gail Morse

Director of Development

Elizabeth Holmes

Coordinator of Special Events/Development Assistant

Beverly Newsome



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New York City

**Big Apple Greeter**

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### BIG APPLE GREETER BOARD OF DIRECTORS

Updated 03/11/2008

**Chair\***- Thomas G. Lewis, President, Gray Line New York Sightseeing

**Vice Chair\***- Louise Morman

**Treasurer\***- Joel Gensler, Partner, Eisner LLP

**Founder\***- Lynn Brooks, Big Apple Greeter

**Executive Director\***- Alicia Pierro, Big Apple Greeter

Barbara Bailey - Big Apple Greeter

Garrett R. Bowden - Senior Managing Director, Affirmative Equities

Christopher P. Boylan\* - Deputy Executive Director, Metropolitan Transportation Authority (Chairman Emeritus)

Patty Clark - Sr. Advisor to the Aviation Director for External Affairs, The Port Authority of New York & New Jersey

Patrick W. Condren - President, Patcon Associates, Ltd.  
Matthew Daus - Commissioner, New York City Taxi & Limousine Commission

Merrie L. Davis - President & Publisher, MVP|NY  
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Daniel Friedman - Vice President, General Services, The Bank of New York

Carl M. Gambino - Group Director S.V.P. Signature Bank  
Paul Insalaco\* - President, BF9 Media (Immediate Past Chair)

Greg Janoff - General Manager, 1010 WINS Radio

Peter Kohlmann - Founder, PeKo Creative

Jeffrey Lam - Managing Member, Lam Generation, LLC

Timothy F. McGuinness - Executive Director, NYC & Company

Diane McNulty - Director of Community Affairs, The New York Times

Cristyne L. Nicholas\* - CEO, Nicholas & Lence Communications

Laurie Norris - Big Apple Greeter

David Rothfeld, Esq.\* - Partner, Kane Kessler, P.C.

John J. Ruzich, OBE\* - President & CEO, The TIMM Group, LLC

Stephen Schnall\* - Senior Enlistment Executive, LRN Corporation

Joseph E. Spinnato - President, Hotel Association of New York City, Inc.

Diana L. Taylor - Managing Director, Wolfensohn & Company, L.L.C.

Barbara M. Tomanelli - Big Apple Greeter

Samuel N. Wender

Markly Wilson - Director, International Marketing, New York State Division of Tourism

James H. Yates - Sr. Vice President, Marketing and Economic Development, New York Power Authority

**Chairman Emeritus** - Joel L. Epstein, Chairman & CEO, AIG Consumer Finance (Retired)

**Honorary Lifetime Member** - Elizabeth A. Baltz, Global Business Development & Management

**Honorary Lifetime Member** - Horace Webb, Senior Vice President Public Affairs, Con Edison (Retired)

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Hon. Adolfo Carrion Jr., Bronx Borough President

Hon. Marty Markowitz, Brooklyn Borough President

Hon. Helen M. Marshall, Queens Borough President

Hon. James P. Molinaro, Staten Island Borough President

Hon. Scott Stringer, Manhattan Borough President

Executive Committee\*