

**AFFORDABLE HOUSING**

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**NEW YORK HOUSING CONFERENCE  
AND NATIONAL HOUSING CONFERENCE**

**35<sup>th</sup> Anniversary Awards Luncheon**

**December 11, 2008**

**New York Marriott Marquis**



**NATIONAL  
HOUSING  
CONFERENCE**

THE BANK OF NEW YORK MELLON CORPORATION, THE CORPORATE SPONSOR



► **One good deed inspires another.**

At the Bank of New York Mellon, we are proud to honor those corporations and individuals who inspire others to make a difference in our communities.

It is with great pleasure that we, as Corporate Sponsor, support the New York Housing Conference, acknowledge the Honorable Mayor Michael Bloomberg for his leadership and congratulate the honorees:

New York Housing Authority

Atlantic Development Corporation

Shaun Donovan, Commissioner, New York City Department of Housing,  
Preservation and Development

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# PROGRAM

## GREETINGS AND OPENING REMARKS

### **Robert O. Lehrman**

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### **John L. Kelly**

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Co-Chair, New York Housing Conference

### **Judy Calogero**

CEO, New York Housing Conference

## WELCOMING REMARKS

### **Gerald L. Hassell**

President, The Bank of New York Mellon Corporation

## PRESENTATION OF AWARDS

### **Special Recognition Award**

#### **New York City Housing Authority**

Tino Hernandez, Chairman

Douglas Apple, General Manager

Presented by Carol Lamberg, Settlement Housing Fund, Inc.,  
Co-Chair, New York Housing Conference

### **Housing Developer Award**

#### **Peter Fine**

Principal, Atlantic Development Group

Presented by Edwin C. Reed, The Greater Allen Development Corp.

### **Public Service Award**

#### **Shaun Donovan**

Commissioner, New York City Department of Housing Preservation and Development

Presented by Michael D. Lappin, The Community Preservation Corporation

## SPECIAL GUEST and REMARKS

### **The Honorable Michael R. Bloomberg**

Mayor, New York City

Introduced by Alan H. Wiener, Wachovia Securities

# The Honorable Michael R. Bloomberg

Mayor, New York City

**M**ichael R. Bloomberg is the 108th Mayor of the City of New York. Born in Boston and raised by middle-class parents in Medford, Massachusetts, Mayor Bloomberg was taught at an early age the values of hard work and civic responsibility. He attended Johns Hopkins University, where he paid his tuition by taking loans and working as a parking lot attendant during the summer. After college, he went on to receive an MBA from Harvard Business School. In 1966, he was hired by Salomon Brothers to work on Wall Street.



Already deeply involved in civic affairs, he officially entered public life in 2001, when he entered the race for Mayor of the City of New York. His election came just two months after the tragic attacks of 9/11, at a time when many believed that crime would return, businesses would flee, and New York might never recover. Instead, under Mayor Bloomberg's forward-looking leadership, and with his determination to build on the spirit of unity that defined the city after the attacks, New York rebounded faster and stronger than anyone expected.

Mayor Bloomberg has a strong interest in preserving and expanding the stock of affordable housing in New York City. At the end of Mayor Bloomberg's first year in office, he announced the New Housing Marketplace Plan. The plan pledged to create or preserve 65,000 units of affordable housing by 2008. In April of 2005 the Mayor increased that commitment to 68,000 units.

Mayor Bloomberg believes that the City can, and should, be doing more to boost its stock of affordable housing. This is why he recently expanded the original five-year New Housing Marketplace Plan to a 10-year plan to create and preserve 165,000 units of affordable housing. This \$7.5 billion plan, which is the largest municipal affordable housing effort in the nation's history, will provide affordable homes for 500,000 New Yorkers by 2013.

The key goals of the plan are:

- ▶ Preserve 73,000 units of affordable housing for 220,000 New Yorkers, with a special emphasis on preserving units where subsidies are set to expire in the near future.
- ▶ Create 92,000 units of affordable housing for 280,000 New Yorkers, including an ambitious middleclass housing program for the 21st Century.
- ▶ Acquire the space we need to build these new units by pursuing innovative strategies that maximize one of New York's most precious resources: land.

To achieve these goals, the City is pioneering new tools and incentives to create affordable housing as part of a larger goal to shift the focus of New York's affordable housing community from preserving the properties taken into city ownership through tax foreclosure, to developing unprecedented levels of new affordable housing.

## SPECIAL REMARKS

### Gerald L. Hassell

President, The Bank of New York Mellon Corporation

**A**s President of The Bank of New York Mellon, Gerald Hassell oversees the Company's broad range of securities servicing businesses, including asset servicing and issuer, broker-dealer, treasury and clearing services. He also has management responsibility for client management, operations and technology.

The Bank of New York Mellon is a global financial services growth company operating in 37 countries and serving institutions and high-net-worth individuals in more than 100 markets worldwide. The Company is a worldwide leader in asset management and securities servicing. It has more than \$23 trillion in assets under custody and administration and more than \$1.1 trillion in assets under management.

Prior to the merger of The Bank of New York Company, Inc. and Mellon Financial Corporation in July 2007, Mr. Hassell was President of The Bank of New York.

Since joining The Bank of New York's Management Development Program more than three decades ago, Mr. Hassell has held a number of key leadership positions in securities servicing, corporate banking, credit, strategic planning and administrative services. He was named to The Bank of New York's senior planning committee in 1994, and elected to its Board of Directors in 1998.

Mr. Hassell holds an MBA in finance from the New York University Stern School of Business and a BA in economics from Duke University.

Mr. Hassell is on the Boards of Directors of The Bank of New York Mellon and Comcast. In addition, he is chairman of the Board of Visitors of The Fuqua School of Business at Duke University; a member of The Financial Services Roundtable and Financial Services Forum; a member of the boards of the New York Philharmonic and the National September 11 Memorial & Museum; and Vice Chairman of Big Brothers/Big Sisters of New York.



# SPECIAL RECOGNITION AWARD

## New York City Housing Authority

Tino Hernandez, Chairman

Douglas Apple, General Manager

**O**n January 20, 1934, New York City Mayor Fiorello H. La Guardia filed a certificate establishing the New York City Housing Authority (NYCHA) as the first public housing authority in the country. Less than one year later, on December 3, 1935, a ribbon-cutting ceremony was held for First Houses, the city's first public housing development. Where tenements had once been, there were now 123 new apartments, each with a private kitchen and bath, electrical outlets, an electric refrigerator and a stove.

Eleven thousand New Yorkers submitted applications for the first apartments.

The New York City Housing Authority is the largest public housing authority in North America, providing affordable housing to over 173,808 low- and moderate-income New York City families through its Conventional Public Housing Program. NYCHA's 12,600 employees serve 403,535 residents — 7.8% of New York City's total population. Since 1934, NYCHA has amassed a housing portfolio of 2,636 buildings within 343 developments spread throughout the five boroughs. NYCHA also has retrofitted 7,639 apartments to meet the needs of the mobility impaired. NYCHA partners with more than 31,000 private landlords to provide 91,084 apartments through its Section 8 Leased Housing Program.

However, NYCHA faces tremendous challenges in meeting the soaring demand for affordable housing — with over 136,000 families on the waiting lists for Section 8 Housing and Conventional Public Housing. The challenge can only be appreciated by recognizing the fact that federal funding for the past seven years has been inadequate. Unless the course is changed by the incoming Administration, NYCHA faces structural deficits of nearly \$200 million for the next several years.

Tino Hernandez has been Chairman of NYCHA since March 28, 2001. The Chairman is no stranger to NYCHA, having been a resident of the Jacob Riis Houses on the Lower East Side as a teenager. In addition to his NYCHA Chairmanship, Mr. Hernandez is a member of the Mayor's Commission on Construction Opportunity, the Department of Youth and Community Development's Youth Council, as well as the Panel on Educational Policy, which advises the Schools Chancellor on education policy.

Douglas Apple was appointed General Manager of NYCHA on May 7, 2001. As General Manager, Mr. Apple oversees the daily operations of the country's largest rental assistance program, serving over 84,000 households, and manages an annual budget in excess of \$3.4 billion. Mr. Apple has instituted numerous improvements to NYCHA operations including the introduction of managerial performance reviews, the move towards an agency-wide project-based focus and the adoption of the construction management format for capital projects. Mr. Apple is a graduate of Boston University and attended the Wagner School of Public Administration at New York University. He graduated from the New York City Leadership Institute and completed the prestigious LaGuardia Fellow Program.



Tino Hernandez



Douglas Apple

## Atlantic Development Group

Peter Fine, Principal

**P**eter Fine grew up in a public housing project in Queens. His father drove a yellow cab in Brooklyn and Manhattan for 40 years and considered himself an ambassador for New York City. Mr. Fine considers his real estate work a continuation of his father's work.

After finishing his PhD work Mr. Fine worked in the social service sector for five years primarily creating and operating service programs for the homeless and mentally ill. It was during this period that Mr. Fine realized how essential decent, affordable housing was to the stability of the clients he was working with as well as for the health of the New York City and the state.

In 1991 Mr. Fine started his own business as a consultant to social service institutions who wanted to build treatment facilities for the mentally ill, homeless and people who were HIV positive. Between 1991 and 1995 he consulted on 12 different treatment facilities of this type.

In 1996 Mr. Fine co-founded, with Marc Altheim, Atlantic Development Group (Atlantic) to build, own and manage apartment houses. To date Atlantic has completed over 6500 units of housing in 60 different buildings including assisted living, luxury and affordable housing, in addition to 150,000 square feet of retail space. Atlantic is currently building Boricua College in the Bronx which will educate 2,000 students when completed in 2009.



## Shaun Donovan

Commissioner, New York City  
Department of Housing Preservation and Development

**M**r. Donovan was appointed Commissioner of the New York City Department of Housing Preservation and Development (HPD) in March 2004 by Mayor Michael R. Bloomberg.

HPD's \$7.5 Billion New Housing Marketplace Plan to build and preserve 165,000 units of affordable housing for 500,000 New Yorkers is the largest housing plan in the nation. In September 2008, Mr. Donovan, together with Mayor Bloomberg, announced that the Plan reached the midway point on schedule with more than 82,500 units funded. Since 1987, HPD has provided over \$7.9 billion to support the repair, rehabilitation and new construction of hundreds of thousands of units of housing.



Before joining the Bloomberg administration, Mr. Donovan worked at Prudential Mortgage Capital Company as managing director of its FHA lending and affordable housing investments. In the affordable housing arena, Prudential Mortgage Capital's portfolio totaled more than \$1.5 billion in debt, including Fannie Mae, FHA and other loan types.

Prior to Prudential, Mr. Donovan was a visiting scholar at New York University, where he researched and wrote about the preservation of federally-assisted housing. He was also a consultant to the Millennial Housing Commission on strategies for increasing the production of multifamily housing. The Commission was created by the United States Congress to recommend ways to expand housing opportunities across the nation.

Until March of 2001, he was Deputy Assistant Secretary for Multifamily Housing at HUD, the primary federal official responsible for privately-owned multifamily housing. At HUD, he ran housing subsidy programs that provided over \$9 billion annually to 1.7 million families and oversaw a portfolio of 30,000 multifamily properties with over 2 million housing units. He also served as acting FHA Commissioner during the presidential transition.

Prior to joining HUD, he worked at the Community Preservation Corporation (CPC) in New York City, a non-profit lender and developer of affordable housing. He also researched and wrote about housing policy at the Joint Center for Housing Studies at Harvard University and worked as an architect in New York and Italy. He holds Masters degrees in Public Administration and Architecture from Harvard University.

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Settlement Housing Fund, Inc.

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- 1974 Albert A. Walsh, Partner, Seward & Kissel
- 1975 Roger Starr, New York City Housing Administrator
- 1976 John G. Heimann, New York State Superintendent of Banks
- 1977 John W. Larsen, President, Bowery Savings Bank  
Alfred S. Mills, New York Bank for Savings
- 1978 Reuben Glick, President, The Glick Organization
- 1979 Clara Fox, Executive Director, Settlement Housing Fund  
Frances Levenson, Director of Urban Housing  
and Vice President, New York Bank for Savings
- 1980 Lee Goodwin, Commissioner, New York State Division  
of Housing and Community Renewal
- 1981 Alan Wiener, Chairman, American Property Financing, Inc.
- 1983 Francis X. Coleman, Partner, Goldman, Sachs & Co.  
(Jan.) Alexander Naclerio, Director of Housing, HUD New York Office
- 1983 Senator Alfonse M. D'Amato (R-NY)  
(Dec.)
- 1984 Stanley Berman, Partner, Robinson Silverman Pearce  
Aronsohn & Berman LLP  
Wallace L. Ford, II, President and CEO,  
State of New York Mortgage Agency
- 1985 Carol Lamberg, Executive Director, Settlement Housing Fund  
Lance Wilson, President, New York City Housing  
Development Corporation
- 1987 Congressman Charles Rangel (D-NY)  
(Jan.) Father Donald Sakano, Director, Department of Neighborhood  
Housing, Catholic Charities Archdiocese of New York
- 1987 Alice Kornegay, Founder, Community Association  
(Dec.) of East Harlem Triangle, Inc.  
Robert C. Rosenberg, President, Grenadier Realty Corp.
- 1988 Aston Graves, Executive Director, Project FIND  
Joel I. Pickett, President, Gotham Construction Corporation
- 1989 Congressman Bill Green (R-NY)  
Congressman Charles E. Schumer (D-NY)
- 1990 Michael D. Lappin, President & CEO,  
The Community Preservation Corporation  
Leah Schneider, Executive Director, Manhattan Valley  
Development Corporation
- 1991 Harry W. Albright, Jr., Of Counsel, Patterson, Belknap, Webb & Tyler  
Raymond V. O'Brien, Jr., Chairman and CEO, Emigrant Savings Bank  
Reverend M. Moran Weston, Ph.D., Chairman of the Board,  
Carver Federal Savings Bank  
Fannie Mae
- 1992 Angelo J. Aponte, Commissioner, New York State Division  
of Housing and Community Renewal  
Jerrold I. Hirschen, Partner, Hirschen & Singer  
Robert O. Lehrman, President and CEO,  
Community Bankers Association of New York State  
The Northwest Bronx Community  
and Clergy Coalition Non-Profit Network
- 1993 Felice L. Michetti, Commissioner, New York City Department  
of Housing Preservation and Development  
Richard Parsons, Chairman and CEO, The Dime Savings  
Bank of New York, FSB  
Jack Rudin, President, Rudin Management Company, Inc.  
Lewis Rudin, Chairman, Rudin Management Company, Inc.  
The Partnership for the Homeless
- 1994 Jerome Belson, Chairman, Jerome Belson Associates, Inc.  
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State Housing Finance Agency  
Sybil Phillips  
Mark A. Willis, President, Chase Community  
Development Corporation
- 1995 Michael Hegarty, Vice Chairman, Chemical Bank Corporation  
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West Harlem-Inwood Mental Health Council  
Stephen M. Ross, President and CEO, The Related Companies, L.P.  
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- 1996 Daniel Brodsky, Partner, The Brodsky Organization  
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Savings Bank  
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Henry Street Settlement House and Urban Family Life Center  
New York City Housing Development Corporation  
New York State Housing Finance Agency
- 1997 George L. Engelke, Jr., Chairman, President and CEO,  
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- 1998 Pamela P. Flaherty, Senior Vice President, Citigroup  
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- 1999 Ann F. Kaplan, Managing Director, Goldman, Sachs & Co.  
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Metropolitan Council on Jewish Poverty  
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Finance Agency
- 2002 Jeff T. Blau, President, The Related Companies, L.P.  
The LeFrak Organization on its 100th Anniversary  
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Services of New York City  
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- 2004 John Zuccotti, Chairman, Brookfield Financial Properties  
Washington Mutual, Donna M. Wilson, Northeast President  
of Community and External Affairs Division  
Bank of America, Banc of America Securities, Phyllis R. Caldwell,  
President, Community Development Banking Group,  
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- 2005 Judith Calogero, Commissioner, NYS Division of Housing  
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- 2006 Richard Ravitch, Principal, Ravitch, Rice & Company  
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## Judy Calogero

CEO, New York Housing Conference



The Board of Directors of the New York Housing Conference is pleased to announce that Judy Calogero will serve as the new head of the Corporation. From 2002 to 2006, Ms. Calogero was Commissioner of Housing for the New York State Division of Housing and Community Renewal (DHCR), where she directed a staff of 1,000 and advised the Governor on all housing policy and community development issues.

Ms. Calogero brings to the New York Housing Conference over 28 years of housing experience, from community organizer to Executive Director of Utica Neighborhood Housing Service Inc, to Executive Director of the New York State Rural Housing Coalition, Inc. She served in various leadership roles for New York State, including: President, then Chair of the Housing Trust Fund Corporation, Deputy Commissioner, then Commissioner of Housing, Chair & CEO, Roosevelt Island Operating Corporation, Board Member, NY State Housing Finance Agency, Board Member, State of NY Mortgage Agency & Mortgage Insurance Fund, Member of the National Council of State Housing Agencies, and several other duties.

Ms. Calogero joined RBC Capital Markets in January 2007 to lead a new Northeast Regional Office where she oversaw the acquisition of real estate, including, financial underwriting and partnership structuring of investments for tax credit and tax-exempt bond projects and pre-development loans.

During her tenure in the NY State DHCR and its sister agencies, nearly \$10 billion was invested in affordable housing in the State of New York. As a result, more than 199,000 affordable housing opportunities were provided for low- and middle-income families. Ms. Calogero and her team created and implemented new programs including an initiative to enhance the economic vitality of Main Streets, a State Low-Income Housing Tax Credit, Homes for Working Families and a program to improve housing accessibility for persons with disabilities. Calogero also helped to negotiate and signed the historic New York/New York III agreement between the State and City of New York.

Ms. Calogero graduated from The College of Saint Rose in Albany with a major in Sociology and a minor in Political Science, and has an M.S. in Urban and Environmental Studies from Rensselaer Polytechnic Institute in Troy, NY.

Ms. Calogero serves as Trustee of the College of Saint Rose, Vice Chairperson of the Glens Falls Industrial Development Agency, Board Member of the Greater Glens Falls Development Corporation, and Board Member of the New York State Association for Affordable Housing.

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