

# EMPIRE STATE MAGAZINE

Local Business Guide to New York City

Fall 2007  
**FREE**

## The Green Issue

### The Hearst Tower

Making Skyscrapers  
Green With Envy

### Remembering Fay Wray

### Green NYC: 2012

#### Plus:

Little Known Museums

Guides to NYC Attractions

Fun for Kids in the Big Apple

Apple Picking Upstate

Art of the Business Deal

Restaurants, Shopping,  
Theater, Nightlife,  
Recreation & More



MAPS - COUPONS - REVIEWS - TOURISM INFORMATION - BUSINESS TRAVELER'S GUIDE

Landmark Directory

Vol. 2, Issue 3



IF YOU HAVEN'T  
SEEN NEW YORK  
FROM UP  
HERE, YOU  
HAVEN'T  
SEEN IT  
AT ALL.

EMPIRE STATE BUILDING  
OBSERVATORY

THE HEART AND SOUL  
OF NEW YORK

ESBNYC.COM FIFTH AVENUE AT 34TH STREET 212.736.3100 OPEN DAILY 9:30AM TO MIDNIGHT  
MANAGED BY HELMSLEY-SPEAR, INC

THE EMPIRE STATE BUILDING IMAGE IS A REGISTERED TRADEMARK OF ESBC, LLC

## EMPIRE STATE MAGAZINE



### 6 The Hearst Tower Making Skyscrapers Green with Envy

Discover the Greenest  
Addition to Manhattan's  
Skyline

## Fall 2007 CONTENT

### 10 Remembering Fay Wray

A Seventy-Year Love Affair with New York City.

### 16 Little Known Museums

Discover ships and NYC's port history at the South Street Seaport Museum. Plus, the New York City Police Museum.

### 19 Apple Picking in Upstate New York!

Grab the family and a basket for a fun day out.

### 20 Art of the Deal

Find out what BIDs are, and how they can help your business and community.

### 24 PlaNYC - A Greener, Greater NYC

An indepth look at Mayor Bloomberg's plan to take the Big Apple into a more environmental sound future.

### 32 Business Travelers Guide to NYC

Reviews of The Muse Hotel, Eight Mile Creek, The Hourglass Tavern and Japas 38.

### 40 Fun in NYC for Kids!

Kids are the future, so teach them about the environment at Brooklyn Center for the Urban Environment, City Island North Wind Environmental Center, and Alley Pond Environmental Center.

#### More:

14 Shopping Guide in Midtown Manhattan

30 Recreation and Attractions in Manhattan

31 Theater in New York City

42 Kids' Activity Page





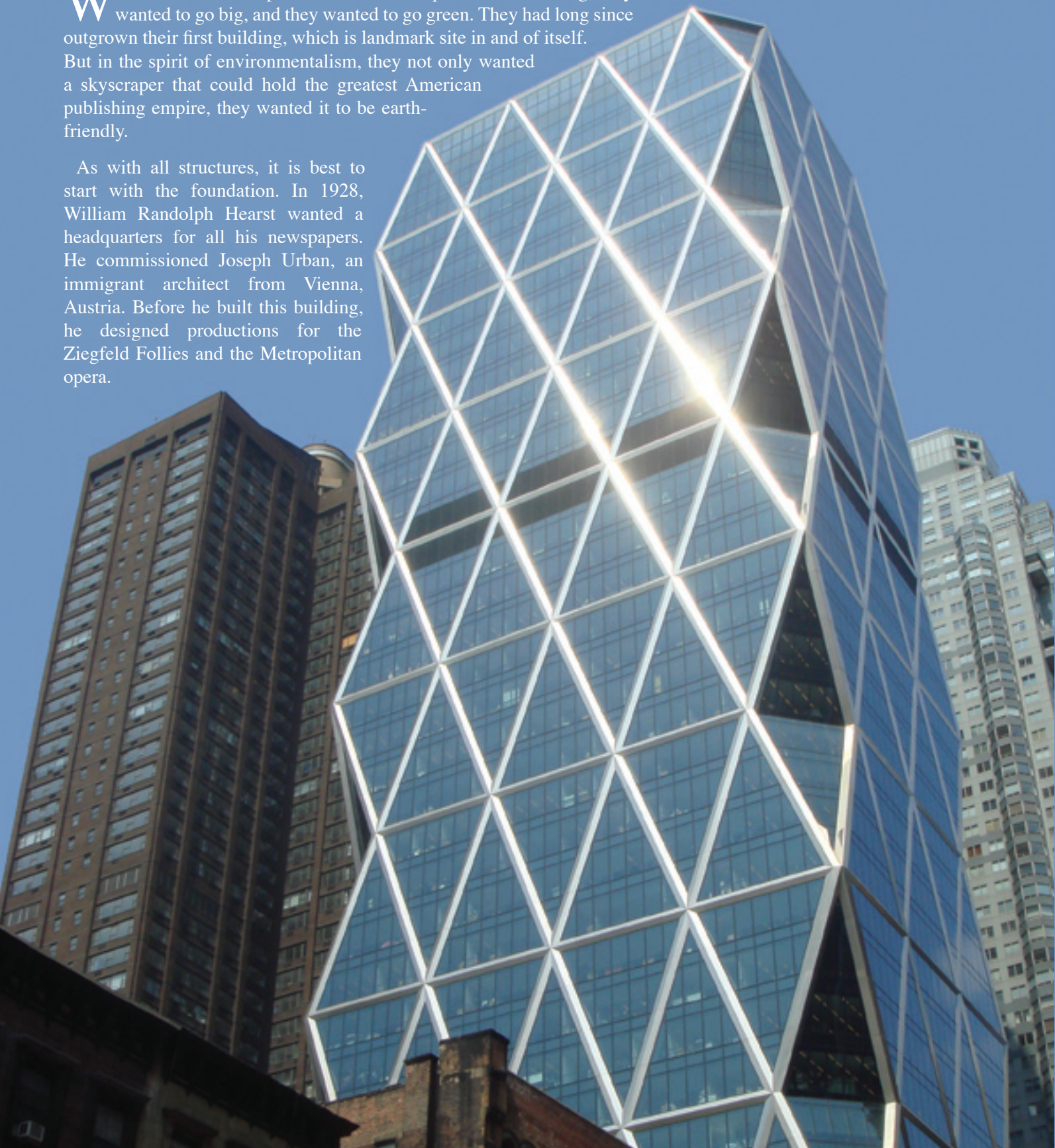


# The Hearst Tower

## Making Skyscrapers Green With Envy

When the Hearst Corporation wanted to update their building, they wanted to go big, and they wanted to go green. They had long since outgrown their first building, which is landmark site in and of itself. But in the spirit of environmentalism, they not only wanted a skyscraper that could hold the greatest American publishing empire, they wanted it to be earth-friendly.

As with all structures, it is best to start with the foundation. In 1928, William Randolph Hearst wanted a headquarters for all his newspapers. He commissioned Joseph Urban, an immigrant architect from Vienna, Austria. Before he built this building, he designed productions for the Ziegfeld Follies and the Metropolitan opera.



### FEATURE: Hearst Tower

#### Located on Eighth Avenue between 57th and 58th Street

His original cast stone facade, a mixture of sand and concrete, was preserved in the new design. Eight allegorical statues, representing Comedy, Tragedy, Music, Art, Industry, Sports, The Sciences and Printing were placed along its fluted columns. He completed the first six stories containing 40,000 square feet in 1928.

This was just to be the base for even grander skyscraper, with twelve more stories towering above. But history would step in the way as the construction was postponed due to the Great Depression. For the next sixty years, the Hearst International Magazine Building would just be that, a building weight for it's tower. In 1988, the building was designated a Landmark Site by the Landmark's Preservation Commission.

By the 1990s, Hearst had 1,800 employees spread around nine different buildings throughout midtown Manhattan. The Hearst Corporation decided it was finally time to complete their skyscraper. They turned to world-renowned builder, Lord Norman Foster of Foster and Partners, a Pritzker Prize-winning architect.

Foster and Partners has an extensive catalog of world famous buildings and projects under their belts. They did the Reichstag (capital building of Germany) redevelopment in Berlin, the Millennium Bridge in London, the London City Hall and are currently completing the reconstruction of Wembley Stadium and the Beijing Airport. But the Hearst Tower is the green jewel in his crown of achievements.

Foster conceived an arresting 46-story glass-and-steel skyscraper that has set the standard for innovative design and environmental achievement. Since it's completion, the Hearst Tower has been the declared the first "green" office building in the history of New York City. It recieved a Gold Rating under the Leadership in Energy and Environmental Design (LEED) rating system by the U.S. Green Building Council.



### Quick Facts:

**Hearst Tower**  
300 West 57th Street on Eighth Avenue  
New York, NY 10019

**Gross Area:** 856,000 ft<sup>2</sup> / 79,500 m<sup>2</sup>  
**Zoning Area:** 721,000 ft<sup>2</sup> / 67,000 m<sup>2</sup>  
**Building Height:** 597 ft (182 m)  
**Number of Stories:** 46

**15 passenger elevators**  
**7 miles of storage filing space**  
**14,000 light fixtures**  
**Over 16,000 ceiling tiles**  
**9,500 metric tons (10,480 tons) of structural steel**  
**Received the 2006 Emporis Skyscraper Award**

**On the Web:**  
[www.hearstcorp.com/tower](http://www.hearstcorp.com/tower)





The entire structure is a dance of a light and space, using all of the building to create a natural-feeling environment. The three-story atrium lobby creates a sense of calm, complete with the sound of cascading water, provided by the Icefall.

The Icefall is a three-story sculpted water feature, flanking the escalators. Constructed of 50 tons of glass, it uses filtered and circulated rainwater that has been collected on the roof of the Hearst Tower. The water cools the atrium in summer, and humidifies it in the winter. By recycling the water, the design saves 1.7 million gallons of water that would have been runoff waste.

Acclaimed environmental artist Richard Long created a monumental fresco, made of earth and water. The earth comes from both the Hudson River in New York and the Avon River of Long’s native England. The art installation comprises nine columns of swirled handprints to rises an impressive 70 feet, complimenting the Icefall in the interior plaza. These two unique touches, combined with natural light flooding in from the massive windows, instantly takes the breath away from visitors and employees alike when they enter Hearst Tower.



Other spaces in the Hearst Tower include the Joseph Urban Theater, a dramatic presentation space that seats over 168 people. This auditorium is used to premiere the work of A&E, ESPN, Lifetime, Hearst-Argyle Television and other Hearst Corporation productions.

On the 29th floor is the famous Good Housekeeping Research Institute. A new cutting-edge consumer product laboratory has been built for *Good Housekeeping* magazine. Since 1901, this institute evalutes consumer products with rigorous scientific test, awarding the best the coveted “Good Housekeeping Promises” Seal.

But what really sets the Hearst Tower apart from other buildings is its construction. It features a revolutionary diagrid (diagonal-grid) structural system, which gives it its honeycomb appearance. The design’s four-story triangular frames of steel and glass not only sets it apart in the Manhattan skyline, it also provided superior structural efficiency.



# First skyscraper to break ground in New York City after September 11, 2001

Lord Foster also used it to cut down on building cost, eliminating the need for approximately 2,000 tons of steel and saved the Hearst Corporation roughly 20 percent compared to other office spaces of the same size. There are also no vertical steel beams on the building’s exterior, a first in North America. And the best part is that it is U.S. built, with less than 10 percent of the total cost of construction coming from overseas.

Another realm of innovation comes from the daily operation of the tower. With its unique design to allow for more natural light along with rain catching techniques, the annual carbon footprint of the building was decreased by an incredible 896 tons. Yes, tons! That is the equivalent of taking 174 cars off the streets of Manhattan. This is coupled with an aggressive recycling program. The diversion rate, which is material not sent to local landfills, like paper, bottles, cans and all the other odds and ends that it takes to run a publishing empire, is tracked by the Hearst Tower. Currently, over 70 percent of the material used by Hearst employees is recycled.

The Hearst Tower is a crowning achievement in going green, and great addition to the skyline of Manhattan. Since the Hearst Corporation has long been an integral part of New York City, it is great they have lead the way in boldness and innovation. With this achievement in combining forward-thinking architecture, modern technology and a green concept for a skyscraper, the Hearst Tower symbolizes its namesakes pioneering tradition.

The Hearst Tower will be making other buildings in the Big Apple green with envy for years.

## Green Trivia:

- ❖ 90% of the Tower’s structural steel contains recycled material.
- ❖ Annual carbon dioxide reduction associated with the decreased energy useage is 896 tons per year.
- ❖ The roof collects rainwater, reducing the amount of water dumped into the city’s sewer system during rainfall by 25%.
- ❖ Hearst Corporations diversion rate (materials not sent to landfills) is currently 75%.
- ❖ First commercial building in New York City to recieve a Gold Rating by the U.S. Green Building Council.



## A Brief History

Though associated with New York, William Randolph Hearst got his start in San Francisco. His father had won the *San Francisco Examiner* gambling, and Hearst became the paper’s publisher and devoted long hours and sweat to make it a success. It was also here that his papers took on a populist tone, crusading civic improvement and exposing municipal corruption.

He then moved to New York City and acquired the *New York Journal*. This began an epic publishing war of the dailies, pitting Hearst against Joseph Pulitzer and his *New York World*. This lead to “yellow journalism,” named after the comic strip “Yellow Kid” in Hearst’s journal. Pulitzer and Hearst printed sensational stories, scandals and all around muckracking to generate sales. Their battle also fanned the flames of war, creating a popular environment for the Spanish-American War in 1898.

After winning the circulation battle, he expanded to other cities including Chicago, Los Angeles and Boston. By the mid-1920s he had a nationwide string of 28 newspapers. He also diversified into book publishing and magazines, including *Cosmopolitan* and *Harper’s Bazaar*. He also started two news services still in use today, Universal News and International News Service. He also expanded into film with the King Features Syndicate.

The Hearst Corporation, like the rest of the country, took a big hit during the Great Depression. Some of his newspapers and the film company were shut down, though World War II did help restore his circulation and advertising revenues. It was enough to keep the company private when William Randolph Hearst died of a heart attack in 1951.

Today, his family is still involved in the ownership and management of the company. But from the humble begins of a single newspaper, the company today is an international corporation with global holdings in a wide variety of media.

### Magazines

- \* Cosmopolitan
- \* Country Living
- \* Esquire
- \* Good Housekeeping
- \* Harper’s Bazaar
- \* Marie Claire
- \* O, The Oprah Magazine
- \* Popular Mechanics
- \* Redbook
- \* Seventeen
- \* Town & Country
- \* Veranda

### Newspapers

- \* Albany Times Union
- \* Beaumont Enterprise
- \* Houston Chronicle
- \* Jasper Newsboy
- \* Laredo Morning Times
- \* Midland Daily News
- \* San Francisco Chronicle
- \* Seattle Post-Intelligencer
- \* San Antonio Express-News

### Television and Cable

- \* A&E Television Networks (Shared with Disney and NBC Universal)
- \* ESPN (owns 20%; shared with Disney, which owns the other 80%)
- \* Hearst-Argyle Television (owner of 26 local television stations)
- \* Lifetime Television (joint venture with The Walt Disney Company)



# Remembering Fay Wray

## A Seventy-Year Love Affair with New York City

By Justin Clayton

It's no secret that throughout Fay Wray's long and celebrated life, she loved and preferred to reside in New York City, rather than Los Angeles or any place else in the world. She was forever fascinated by the city's pace and tempo, its throngs of people coming and going at all hours of the day and night, the many restaurants, theatres, museums, art galleries, churches, and its spectacular architecture, including an extra special affection for the Empire State Building which spanned over a seventy-year period. In Wray's own words: "Each time I arrive in New York and see the skyline and the exquisite beauty of the Empire State Building, my heart beats a little faster. I like that feeling. I really like it!"

Fay Wray was a legend and a myth in her own lifetime all because of one movie (although she appeared in approximately 100 silent and sound films). But what a movie! Released in 1933, "*King Kong*" was a universal hit and an instant classic, foreshadowing and eclipsing anything else the actress would ever do. In time, Wray learned to accept "*King Kong*" and its place in her life, and

graciously appeared at public functions to receive honors and awards bestowed upon her and this masterpiece of film art.

My association with Fay Wray began with one fan letter when I was all of twelve years old after seeing "*King Kong*" on television. Wray replied, and so did I in return, and the correspondence went on for over forty years. Although we met a couple of times at public events in Los Angeles, our in-person friendship happened during the last twelve months of her life, when, at age 96 she invited me to visit at her Trump Tower condominium in the winter of 2003. From that moment on, I visited Fay almost every single weekend, which included quiet walks around Manhattan, dining at home or at her favorite restaurants, watching classic films on television, and listening as she quietly reminisced about her fascinating life and career. I was especially interested in the early years, and her association (either thru work or friendship) with such film legends as Gary Cooper, Clark Gable, Loretta Young, Janet Gaynor, Cary Grant, Jeanette McDonald, Gloria Swanson, Jimmy Stewart, Robert Taylor, Barbara Stanwyck, Lillian Gish, Spencer Tracy, Joel McCrea, Joan Crawford, Harlow, Dietrich, Garbo, and countless others. Fay remembered it all as though it happened

just yesterday, and spoke in a most matter-of-fact manner, completely modest and seemingly unaware that she too was a part of Hollywood's great Golden Era, and she too was one of the great screen legends.

As grateful as Fay was for her film career, she fell completely in love with Manhattan back in the early 1930s and, hence, would always reside in both Los Angeles and New York City. In her later years, in particular when I came along in 2003, she was content with quiet, leisurely strolls down Fifth Avenue and the surrounding streets, gazing at all the storefront windows, completely enchanted by all that she saw. She was fond of Tiffany's, which was right under Trump Tower where she lived. Although she admired the items on display, it was merely for aesthetics and not because she especially liked or wanted expensive jewelry. Fay loved our sunny weekend walks through Central Park, with a fascination for people-watching. She found children at play in the park of special interest, and at one point she observed a man carrying a young child on his shoulders. "I wish my father had carried me that way," Fay softly lamented. I asked if she wanted me to put her up on my shoulders? She burst out laughing at the very idea! Another favorite place in the park was dining at the lavish Tavern on the Green, which she had been to many

times before. A preferred dish was smoked salmon, almost Cajun style.

Fay also loved the Plaza Hotel, and



dined at the same window table for over seventy years. When she entered, the staff would recognize her immediately and fussed to make the star comfortable. Other patrons who were dining also recognized her from time to time. Fay was always so gracious and appreciative of all the attention, and even signed autographs when people came to her table. As a life-long practice Fay visited Elizabeth Arden's salon, or as she would say "the red door," usually weekly, to have her hair done, and for special events her make up was artistically applied by the Arden staff.

In early May 2004 Fay expressed an interest in visiting her beloved Empire State Building once more. It had been several years since she went to the top and another journey seemed to be on her mind. Then, on a quiet sunny afternoon on May 15th, through special arrangements with the building's public relations department, Fay Wray returned to the Empire State Building for what would be her final visit, along with me, her long-time personal assistant Yolanda Turcios, legendary film animator Ray Harryhausen, and author Mark Vaz, who were in town visiting on business. The press had a field day! A crush of television crews, reporters and photographers descended on Fay and her entourage when we emerged from our cab. We were privately escorted through the lobby, while the tourists stared in utter fascination, whispering "Look, there's Fay Wray!" over and over. Security guards ushered us to the very top of the skyscraper, far above the observation deck. Fay gazed thru one of the porthole windows and pointed to the mass of buildings below. Cameramen and reporters zeroed in on the star, realizing that they were in the presence of an authentic living legend. Indeed, Ann Darrow had returned to the top of the world once more, and the world took notice! Later that night we watched the film footage of her historical visit on the news. Some broadcasts went even as far as China. I found it quite thrilling. But for Fay, it was just another day of being connected with Manhattan and its most famous skyscraper that she so loved.

In June Fay flew to Los Angeles to attend her granddaughter's wedding. She returned earlier than expected, however, because she missed New York. As much as she enjoyed her family, she found life in Hollywood utterly boring. Fay and I resumed our relationship; dining, walking down Fifth Avenue and the other great neighborhood streets, taking in Central Park, eating Sabrett hotdogs which she loved, and watching classic black and white movies on television. There were also public events, which I escorted her to, such as the film premiere of "*Broadway*,



**We were privately escorted through the lobby, while the tourists stared in utter fascination, whispering "Look, there's Fay Wray!" over and over.**



the *Golden Years*," and a party later at Sardi's. Anyone who was anybody at the event came to Fay's table to greet the legend; Eli Wallach, Anne Jackson, Jane Powell, Richard "Dickie" Moore, Rex Reed, Michelle Lee, Lainie Kazan, Farley Granger, Celeste Holm, filmmaker Peter Jackson, and many others. Later that week, Peter Jackson dropped by Fay's condominium to specifically ask if she would do a cameo in his remake of "*King Kong*." Fay was flattered, and found Jackson rather interesting, but politely turned him down. Fay confided that she was not thrilled that "*Kong*" was being remade, but felt that if anyone could do it justice Jackson was the one.

In July Fay was briefly hospitalized for a few days. I visited her daily and brought her ice cream and coffee, and flowers, which she loved, and helped pass the time while she recuperated. One afternoon as Fay was resting, I turned her television set on. By some bizarre twist of fate "King Kong" was playing. When Fay heard her famous, blood curdling screams, she immediately sat up in bed and pointed at the screen. Staff members were concerned by her reaction, but when I explained that their patient was the one and only Fay Wray, they almost went into shock!

After Fay's release from the hospital, we resumed our strolls down Fifth Avenue and Central Park, only this time I had to push her in a wheelchair. She didn't mind. It got her out of the apartment, and she was able to embrace New York again. One Sunday afternoon in Central Park, Fay spent considerable time watching a sidewalk artist sketch a portrait of a young girl. Fay's eyes would dart back and forth, from the girl to the pad, from the pad to the girl. She smiled when the sketch finally came to life, and nodded in approval that the artist had done a very fine job indeed.

At 7:30 Sunday morning on August 8th I received a troubling phone call from Yolanda that Fay had not slept well the night before and was asking for me. I arrived at her apartment by 9. Fay was happy to see me, but seemed

(continued on page 12)



FEATURE: REMEMBERING FAY WRAY



Fay Wray and Ray Harryhausen, being interviewed in the Empire State Building. The interview turned out to be her very last.

preoccupied and not quite herself. I called her physician, who arrived at noon and proceeded to examine her in the bedroom. When he finished, he came into the living room and informed us that she was a “fighter.” I went into the bedroom and sat next to Fay and asked if there was anything I could do? Her only request was that I lay next to her on the bed, which I did. I asked if she’d like to watch a movie? She said she did. “How about ‘King Kong?’” I asked. “Okay,” she replied. I popped the tape in and pressed play. Max Steiner’s haunting score came blaring thru the speakers, while the star and her fan watched for the last time together one of the most celebrated movies ever made. When the film ended, I began to kid her: “It was beauty killed the beast. You did it, Fay!” “Yes,” she playfully responded. “I did it! I did it!” And then she grew sleepy and closed her eyes. I kissed her forehead, covered her comfortably in her blanket, and left the room while she napped.



leaving for the day. Later in the afternoon I received a call that Fay was awake but appeared disoriented. I raced back to Trump Tower, but it was too late. She passed away shortly before I arrived.

I treasure my memories with this great, legendary lady. The many years of correspondence and the letters that we exchanged; when I first met her in Hollywood; my visits with her at Trump Tower; our travels through her beloved Manhattan, Fifth Avenue, Central Park; the many fine restaurants she enjoyed; sitting in her condominium and listening as she quietly reminisced about her career; keeping her company as she contently watched classic movies on television from her great golden era of Hollywood filmmaking. Our spectacular, almost surreal journey to the top of the Empire State Building. I could not help but fantasize, if only for a moment, that I was really with Ann Darrow, the beautiful blonde heroine of “King Kong,” the star of one of the most beloved films of all time. And finally ironically, or perhaps even prophetically, watching “King Kong” together for the very last time, on the final day of her life.

Fay Wray often mentioned that she looked forward to celebrating her 100th birthday. She died a few weeks shy of her 97th. Up until the end, she still remained positive and enthusiastic about life, especially of New York City. She wanted to take a boat cruise around Manhattan Island in the fall. There were museums to visit, art galleries, plays, concerts, and the cinema

**I could not help but fantasize, if only for a moment, that I was really with Ann Darrow, the beautiful blonde heroine of “King Kong,” the star of one of the most beloved films of all time.**

that she so looked forward to. With her passing, she now exists in the dreams and fantasies of others, forever preserved as the beautiful, innocent blonde captive of a fifty-foot-tall prehistoric gorilla. For me, it was a privilege to have been a part of her life, especially in her final year. Indeed the world took notice of her passing, as it made headlines all over the world. But no public acknowledgement was as great as that of her beloved Empire State Building, when on August 10th it dimmed its lights for 15 minutes in reverence of the woman who helped immortalize the building as much as it did her.



Justin Clayton and Fay Wray







**Create Your Own Personalized Calendar!**  
Create a wonderful calendar for the whole year.  
**Only \$19.95!**

Personalized calendars make great warm gifts for parents or the entire family that they will appreciate all year long. The personalized calendar can be customized with twelve of your family photos. You can add your important dates, such as birthdays and anniversaries in the month. **You may customize up to every day of the year.**



**"Your #1 Choice For Your Copy and Printing Needs"™**

Whether you are a business traveler in need of getting a project printed, or a local needing business cards or passports, Graphics Copy covientently located in Midtown to help you. Services include:

- Copy - Finishing Services - Binding - Lamination/Finishing Option
- Paper Supplies - Postcards / Greeting Cards - Business Cards
- Blue Print - NCR - Rubber Stamps - Signs / Banners
- Photos - Passport Photo - Photo Enlargement - Business Documents
- Computer Technical Support - Home Service - Office Delivery and much more.



219 E 26th St  
New York, NY 10010  
Ph: 212-725-7957  
Fax: 212-725-7934  
[www.graphicscopy.com](http://www.graphicscopy.com)  
[info@graphicscopy.com](mailto:info@graphicscopy.com)





**Great Location! Great Value!**

The ideal location in the heart of the Big Apple!  
We're the place to stay for sightseeing, shopping, and business.

For over 80 years, visitors have recognized the warm hospitality of New York's Hotel Pennsylvania. Our midtown location is perfect. We're opposite Madison Square Garden and Amtrak's Penn Station, within walking distance of the Empire State Building and the Javits Convention Center. Try our Penn 5000 accommodations, featuring everything you need for business travel. Visit our web site for VR tours and complete promotional packages.

401 Seventh Avenue at 33rd Street, New York, NY 10001

NEW YORK'S  
**HOTEL PENNSYLVANIA**

www.hotelpenn.com

## Shopping in Manhattan!

### 1 Barneys New York

660 Madison Avenue at 61st Street  
212-826-8900

How can you come to New York City and not go shopping! The Big Apple is famous for its trendsetting ways, so here is a helpful map to all the hottest spots with the latest fashions.

### 2 Bloomingdales

1000 Third Avenue at 59th Street  
212-705-2000

### 3 Macy's

Herald Square, Broadway between 34th and 35th Streets  
212-695-4400

### 4 Saks Fifth Avenue

611 Fifth Avenue (at 49th Street)  
212-753-4000

### 5 Toys 'R Us

1514 Broadway (at 44th Street)  
800-TOYSRUS

### 6 Yankees Clubhouse Shop

294 West 42nd Street  
(Times Square - 42nd Street)  
212-768-9555




**JOE O'S**

**15% Discount**  
with this coupon

Breakfast, Lunch Dinner & Drinks  
Minutes away from Empire State Building  
136 W. 33rd Street (btw 6th & 7th Ave)  
(not including Specials & Delivery  
Cannot be combined with any other offer)

At last, someone added a little more taste to the neighborhood. We are Joe O's - the nice and easy restaurant across from Madison Square Garden, accessible through the Hotel Pennsylvania lobby. Stop in for a drink at Joe O's handsome 50-foot long oak and copper bar. Drop in anytime, morning, noon or night, at Joe O's bright and comfortable dining room for a light or serious meal. You are sure to enjoy the food - delicious contemporary American with intriguing accents of Italian and Irish classics. It is the perfect place to enjoy a shopping break, a pre-theater dinner or get together with friends before, during or after the concert or game. And, Joe O's features live music every night until 2:00 A.M..

**Draught Imports & Domestics**  
**Large Plasma TVs**  
**HAPPY DINING SERIOUS FOOD**

**Breakfast** - 7am to 11am  
**Lunch** - 11.30am to 4pm  
**Dinner** - 5pm to 11pm  
**Late Nite Dinner** - 11pm to 2am  
**Brunch Sat. & Sun** - 11am to 3pm

**Bar Menu Available All Day**  
**Local Hotel Delivery Available**

Live Music Every Night till 2am  
open till 4am

**212.290.9200**  
**136 West 33rd Street**  
(Bet. 6th & 7th Ave)  
Accessible From  
The Hotel Pennsylvania Lobby & 33rd St  
[www.joeosrestaurant.com](http://www.joeosrestaurant.com)



# Little Known Museums

If you really want to get to know New York City, you have to get out of Midtown! This month we feature two great museums located on the lower east side of Manhattan, right on the water. The views are worth it alone, but these two museums make it a perfect family day out.

## South Street Seaport Museum



**South Street Seaport Museum**  
12 Fulton Street  
New York, N.Y. 10038  
located within the Historic Seaport District  
**Tel:** 212-748-8600  
**Email:** info@southstseaport.org  
**Web:** www.southstseaport.org

**Hours:**  
November-March: Friday-Sunday 10am-5pm: All Galleries Open  
Ships open at noon (weather permitting)  
Monday 10am-5pm: Schermerhorn Row Galleries Only

April-October: Daily 10 a.m. - 6 p. m.,  
Closed Mondays.

**Admission**  
\$8 adults  
\$6 students/seniors with ID  
\$4 children (aged 5-12)  
Children under 5 and Museum Members free.

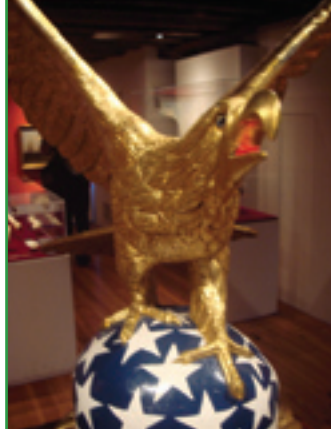
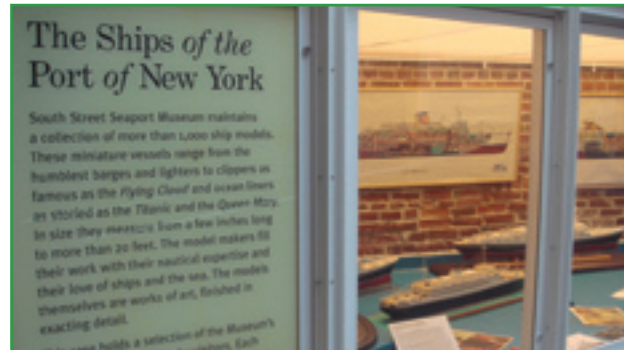
New York City is surrounded by harbors, bays, rivers and more, making it one of the most important ports in the country. A visit to the South Street Seaport Museum will show you the vast history with galleries and historic ships docked right there. Located on the site of what was once America's leading port of call, the now historic twelve-square-block district in lower Manhattan.

South Street Seaport Museum offers you an unforgettable glimpse into the lives of the people who lived in the 18th- and 19th-century New York. The museum was founded in 1967 to trace the history of the Port of New York, and its commercial and cultural impact on the city, the state and the nation. Its first goal was to save eleven blocks of historic buildings around the Brooklyn Bridge from being leveled by developers.

After securing the buildings, they started bringing in historic vessels and established a maritime museum and research library. In the 1980s, the Museum undertook a \$286 million dollar project to restore and revive the Seaport so it was on par to similar historic locations as Baltimore's Harbor Place and Boston's Quincy Market. Together with the Rouse Company and the City of New York, the area has become a place of culture and commerce, featuring entertainment, learning, restaurants, shopping and vessels you will never see anywhere else in the world.

One the more majestic exhibits on display is "Monarchs of the Sea: Celebrating the Ocean Liner Era." This permanent exhibition features plans, models and memorabilia from the exciting age when ocean liners ruled the sea lanes. Before airplanes and jets came along, ocean liners were the last world in luxury travel, and this exhibit has the best of what that age had to offer.

After view the museum's galleries of galleys, step outside where the true adventure is! The South Street Seaport Museum is the home of the nation's largest fleet of privately maintained historic vessels. Their dock holds ships that once filled New York Harbor—cargo and working vessels that moved both people and freight.

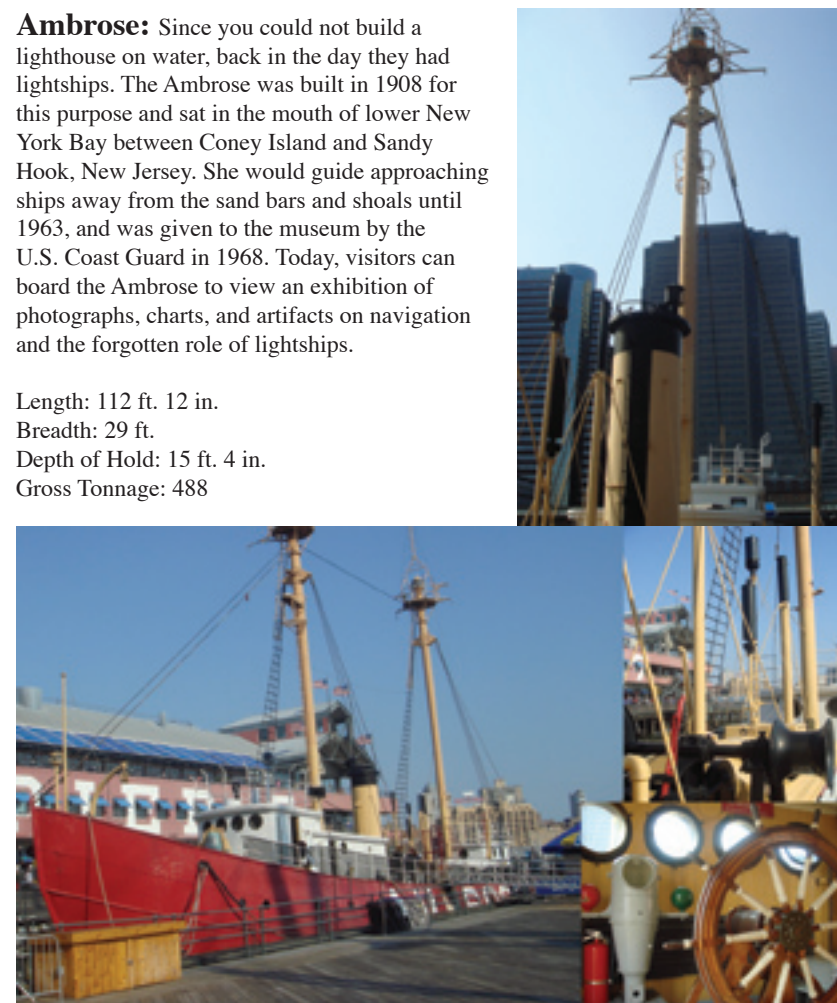


**Peking:** This incredible ship represents the final chapter in merchant vessels powered by wind. The four-masted barque Peking was launched in 1911, from Hamburg, Germany and sailed to South America around the storm-tossed Cape Horn. In 1932, she moored in England's Medway River where she served as Arethusa Boy's School for 40 years. In 1975, she was acquired by the museum. Her steel hull is as long as a football field and she has masts as tall as an 18-story building. After a twelve year restoration project, the wire rope riggings were fully restored to original condition. Visitors can also go below decks to tour living quarters, view vintage photos of her career and watch "Peking at Sea," a stomach-turning film about it's trip around Cape Horn.

**Rig:** Four-masted barque  
**Material:** Wood decks and rest steel  
**Length:** 377 ft.  
**Breadth:** 47 ft.  
**Gross Tonnage:** 3100  
**Net Tonnage:** 2883  
**Depth:** 26 ft. 3 in.  
**Main Mast Height:** 170 ft.  
**Sail Area:** 44,132 sq. ft.  
**Max Speed:** 16.5 knots (19 mph)  
**Passenger Capacity:** 200

**Ambrose:** Since you could not build a lighthouse on water, back in the day they had lightships. The Ambrose was built in 1908 for this purpose and sat in the mouth of lower New York Bay between Coney Island and Sandy Hook, New Jersey. She would guide approaching ships away from the sand bars and shoals until 1963, and was given to the museum by the U.S. Coast Guard in 1968. Today, visitors can board the Ambrose to view an exhibition of photographs, charts, and artifacts on navigation and the forgotten role of lightships.

**Length:** 112 ft. 12 in.  
**Breadth:** 29 ft.  
**Depth of Hold:** 15 ft. 4 in.  
**Gross Tonnage:** 488



## Around South Street Sea Port





# The New York City Police Museum



**The New York City Police Museum**  
100 Old Slip  
New York, N.Y. 10005  
212-480-3100  
[www.nycpolitemuseum.org](http://www.nycpolitemuseum.org)

**Hours**

Monday - Friday: 10 a.m. - 6 p.m.  
Saturday - Sunday: 10 a.m. - 4 p.m.

**Tickets**

Adults: \$5  
Seniors: \$3  
Children (6-18): \$2  
Museum members and children under 6 are Free.



The largest police force in the United States started as a humble force of eight men in New Amsterdam. Today, the New York City Police Department has evolved into the most prestigious force in the world, and holds a special place in the city's history. From their heroics on September 11, 2001 to battling the mafia, New York's finest is on display at this museum.

Come find out how Theodore Roosevelt, before he became President of the United States, used his position as the President to the Board of Commissioners to hire police recruits from political affiliations how physically and mental fit they were. He also started the School of Pistol Practice, making the .32 caliber revolver the standard issue of the police department. And most interestingly, he started the first Bicycle Squad back in 1895!

Another unique exhibit is the display of various vehicles that have been used throughout the NYPD's long history. On display is a beautiful red Indian motorcycle from the 1910s, when Police Commissioner Rhineland Waldo started the new squad. When Indian Motorcycle went out of business in 1953, the NYPD switched to Harley Davidson, whose bikes can also be seen at the museum.

Also parked at the New York Police Museum are various cars and paddywagons from the past, along with pictures of even more. From the classic cars of vintage cop shows from the 70s, to three-wheeled scooters, it is interesting to see how the NYPD has always stayed on the cutting edge of transportation technology.

And for the real police affiacandos, there are exhibits on the patch and shield history of the NYPD. And of course the various uniforms, from the pioneer days of New Amsterdam to the modern terrorism task forces facing today's modern problems. Don't forget to also see the various medals they have awarded through out the years, and the police officer's stories behind them.

But there could not be police without criminals, and New York has had notorious ones. On display is the machine gun used by Al Capone's gang to assassinate Frankie Yale, the first time a machine gun had been used to commit a homicide in New York City. They also have Willie Sutton's lock pics found in his jail cell and photographs and descriptions of some of the city's worst law-breakers, including more of their guns from by gone eras.

And finally, a permanent exhibit for an event we *must never* forget: "9.11 Remembered." Exclusive on-camera interviews, striking photographs and numerous Ground Zero artifacts tell the story of NYPD's greatest sacrifice to the city, and to our nation.

Located downtown across the street from the famous stock market bull statue in the old Cunard Line Building, the New York City Police Museum is a fascinating stop to look at the long and extensive history of the greatest police force in the world.



## More Museums in NYC:

**Museum of Modern Art**

11 W 53rd Street  
New York, NY 10019  
212-708-9400  
[www.moma.org](http://www.moma.org)

**American Museum of Natural History**

79 Central Park West  
New York, NY 10023  
212-769-5100  
[www.amnh.org](http://www.amnh.org)

**Children's Museum of Manhattan**

212 West 83rd Street  
New York, NY 10024  
212-721-1234  
[www.cmom.org](http://www.cmom.org)

**Guggenheim Museum**

88th & 89th Streets  
1071 5th Avenue, New York, NY 10128  
212-423-3500  
[www.guggenheim.org](http://www.guggenheim.org)

**Hayden Planetarium**

175 Central Park West  
New York, NY 10024  
212-769-5000  
[www.amnh.org](http://www.amnh.org)

**The Metropolitan Museum of Art**

1000 Fifth Avenue  
New York, NY 10021  
212-535-7710  
[www.metmuseum.org](http://www.metmuseum.org)

**Whitney Museum of American Art**

74th & 75th Street at 945 Madison Avenue  
New York, NY 10021  
212-570-3600  
[www.whitney.org](http://www.whitney.org)



# Apple Picking in Upstate New York!



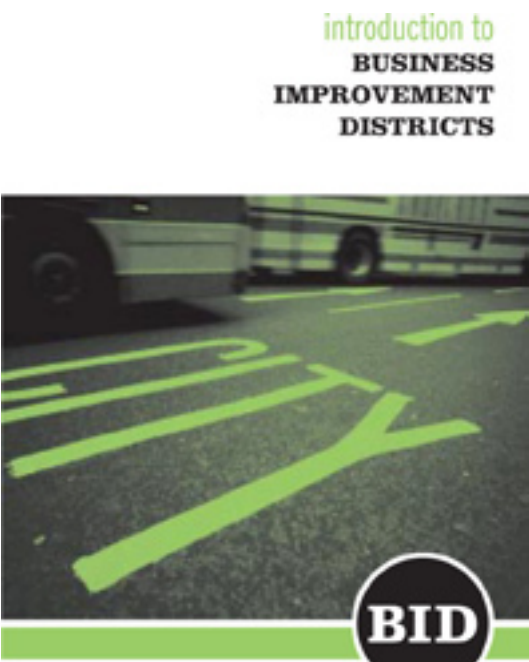
For over three hundred years, New York State orchards have been perfecting their apples. From the classic McIntosh to the snappy Empire, New York has the apple for any taste. New York is second in the country in apple production, producing 2 million bushels. What makes New York so good for apples is a combination of favorable soils, abundant rainfall and the seasons.

There are over fifty thousands acres of orchards in New York, mostly located in Champlain Valley, the Hudson Valley, Lake Country and the Niagara Frontier. With approximately 694 commercial apple growers, it's easy to find the perfect place to take the family upstate to go pick your own.

## WHERE TO GO:

<b>1) Bowman Orchards</b> 141 Sugar Hill Road Rexford, NY 12148 <b>Phone:</b> 518-371-2042 <b>Web:</b> www.bowmanorchards.com <i>Apple Grower, U Pick, Roadside Stand, Farm Market, Cider, Gift Boxes, Special Events</i>	<b>5) Apple Hill Farm</b> 124 Route 32 South New Paltz, NY 12561 <b>Phone:</b> 845-255-1605 <b>Web:</b> www.applehillfarm.com <i>Apple Grower, U Pick, Gift Boxes</i>	<b>9) Green Acre Fruit Farms</b> 3460 Latta Rd Rochester, NY 14612 <b>Phone:</b> 585-243-0252 <b>Web Site:</b> www.greenacreupick.com <i>Apple Grower, U Pick, Farm Market, Cider, Special Events</i>
<b>2) Riverview Orchards</b> 660 Riverview Road Rexford, NY 12148 <b>Phone:</b> 518-371-2174 <b>Web:</b> www.rivervieworchards.com <i>Apple Grower, U Pick, Special Events</i>	<b>6) Mr. Apples</b> Box 98 High Falls, NY 12440 <b>Phone:</b> 845-687-0005 <b>Web:</b> www.mrapples.com <i>Apple Grower, U Pick, Farm Market, Special Events</i>	<b>10) Applejacks Orchard</b> 751 Brand Hollow Road Peru, NY 12972 <b>Phone:</b> 518-643-2268 <b>Web:</b> www.applejacks.ws <i>Apple Grower, U Pick, Roadside Stand, Farm Market, Hay Maze, Petting Zoo</i>
<b>3) Dressel Farms</b> 271 Route 208 New Paltz, NY 12561 <b>Phone:</b> 845-255-0693 <b>Web:</b> www.dresselfarms.com <i>Apple Grower, U Pick, Roadside Stand, Farm Market, Cider</i>	<b>7) Don Baker Farm</b> 183 Route 14 Hudson, NY 12534 <b>Phone:</b> 518-828-9542 <b>Web:</b> www.donbakerfarm.com <i>Apple Grower, U Pick, Roadside Stand</i>	<b>11) Hicks Orchard</b> 18 Hicks Road Granville, NY 12832 <b>Phone:</b> 518-642-1788 <b>Web:</b> www.hicksorchard.com <i>Apple Grower, U Pick, Cider, Gift Boxes, Special Events</i>
<b>4) Hurd's Family Farm</b> 2187 Route 32 Modena, NY 12548 <b>Phone:</b> 845-883-7825 <b>Web:</b> www.hurdsfamilyfarm.com <i>Apple Grower, U Pick, Roadside Stand, Special Events</i>	<b>8) LoveApple Farm</b> 1421 Route 9H Ghent, NY 12075 <b>Phone:</b> 518-828-5048 <b>Web:</b> www.loveapplefarm.com <i>Apple Grower, U Pick, Roadside Stand, Farm Market, Special Events, Petting Zoo</i>	<b>12) North Star Orchards</b> 4741 Route 233 Westmoreland, NY 13490 <b>Phone:</b> 315-853-1024 <b>Web:</b> www.northstarorchards.com <i>Apple Grower, U Pick, Farm Market, Cider, Gift Boxes, Special Events</i>

Go online to  
**nyapplecountry.com**  
for all things apple



## What is a BID?

A Business Improvement District (BID) is a public/private partnership where property and business owners elect to have collective contribution to improve the maintenance, development and promotion of their commercial district.

In many places in New York City, the plants and trash cans you see are not provided by the city, but by the BIDs. They also run several of the tourism and local business information booths providing visitors and New Yorkers with valuable information.

## Why do people for BIDs?

The purpose of a BID is to improve conditions in and around areas of businesses and properties. They improve quality of life and also generate jobs. Stakeholders in the BIDS also decide which services to provide to meet their district's unique needs.

### These include:

- ✿ Cleaning sidewalks and streets, as well as graffiti removal.
- ✿ Helping reduce commercial vacancy of spaces inside the district.
- ✿ Landscaping parks and open spaces, including planting trees and flowers.
- ✿ Marketing special events, district public relations, promotional materials of local business and holiday decorations.
- ✿ Provide public safety officers and visitor assistance.
- ✿ Fundraising for community services such as homeless outreach and youth programs.
- ✿ Completing capital improvements like improved streetlights, custom trash receptacles, directional street signage for visitors, custom news boxes and flower boxes.

## How is a BID funded?

BID programs and services are underwritten by a special assessment collected from property owners in the defined bids. The assessment is billed and collected by the City of New York and then disbursed to the District Management Association who in turn delivers the district's services.

## Who oversees the BID?

Each BID is governed by a Board of Directors that is elected by the members of the district. The Board of Directors then hires management to administer the day-to-day operations of the BID. Each Board is also broken into classes of commercial property owners, commercial tenants, residents and public officials. The majority of the directors must also be property owners. The Mayor on the city, Comptroller, Borough President and a member of the City Council are also defacto members of the board.

## How can I be involved?

There are many ways to become active in your local BID, or start a BID in your district. The first steps would be to attend meetings, join the Steering Committee and serve on the Board of Directors or work on a special project. Most important of all, before a BID is formed, voice your support.

**For more information on forming a BID, please call 311 and ask for the Business Improvement District Program, or visit [www.nyc.gov/smallbiz](http://www.nyc.gov/smallbiz).**





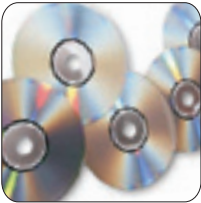
10% off  
w/ this coupon\*



Visit our website at [www.matrixcopy.com](http://www.matrixcopy.com) for all your copying and printing needs.

### Services we provide:

- Color Copies
- B & W Copies
- Computer Rental
- Laminating
- Mail Boxes
- Binding
- Folding
- Fax Services
- Passport Photo
- Film Developing
- Digital Picture
- Business Card
- Poster Printing
- Fiery Printing
- Stationery
- File Transfer
- CD/DVD Duplication
- Scanning
- NCR
- Personalized Items
- T-Shirts
- Graphics Design
- Postcard Printing
- Sign/Banner
- Computer Tech Support
- And more.



**MATRIX**<sup>TM</sup>  
Copy and Printing Services

All Your Copying Needs  
Under One Roof<sup>TM</sup>

\* conditions may apply.

**140 West 72nd Street**  
(Btw. Amsterdam & Columbus Avenues)  
**New York, NY 10023**  
**T: 212.724.1309**  
**F: 212.724.1359**  
**W: [www.matrixcopy.com](http://www.matrixcopy.com)**

**Meli Melo**

The best in  
New York  
Innovative  
Cuisine...artfully  
presented

110 Madison Avenue  
(between 29-30 St.)

Chef Bernard Ros brings his world of experience to his cuisine, an inspirational mix of French, Italian, Vietnamese and Noveau American all in one place.

[melimelorestaurant.com](http://melimelorestaurant.com) 212.686.5551

### Advertise in EMPIRE STATE MAGAZINE!

This is the perfect place to advertise if your business is tailored to tourists or business travelers, or to help publicize your event. Please visit our site at [www.empirestatemagazine.com](http://www.empirestatemagazine.com) for more information and advertising opportunities in the magazine or on our tourism website.

You can also contact Empire State Magazine at:  
**Tel:** 212-724-2213 \* **Fax:** 212-724-1359  
140 West 72nd Street  
New York, NY 10023  
**Email:** [info@empirestatemagazine.com](mailto:info@empirestatemagazine.com)  
**Web:** [www.empirestatemagazine.com](http://www.empirestatemagazine.com)

**Le Cachet Spa** FOR MEN & WOMEN  
Full Service Holistic Day Spa and Salon

*Pamper Yourself European Style at Le Cachet*

- Steam room and sauna followed by a variety of full body massages
- The most advanced permanent hair removal using the LHE technology
- Custom European facials using organic natural products from Europe
- Advanced Microdermabrasion
- Le Cachet signature Rejus Thermal cocoon full body detox treatment
- Pulse light collagen treatment (face lift without surgery)
- Advanced acne vulgaris treatment
- Manicure & pedicure, waxing
- Full service unisex hair salon
- Bridal showers, DISCOUNT GIFT CERTIFICATES
- Full body scrub & wrap (aromated and Dead Sea mud)

As seen on ABC, CNN & MTV

We Use All Natural & Organic Products

By appointment only: 212-448-9823  
39 East 30th Street (Park - Madison Ave.) New York, NY 10016  
Take a tour at: [www.LeCachetSpa.com](http://www.LeCachetSpa.com)

**museumofsex<sup>x</sup>**  
The Most Stimulating Museum in New York

233 Fifth Avenue (at 27th Street)  
Info: 212.689.6337  
[www.museumofsex.com](http://www.museumofsex.com)  
Sunday-Friday: 11:00am-6:30pm  
Saturday: 11:00am-8:00pm

**\$5.00 OFF ADMISSION\***

\*Can't be combined with other offers. Expires 12/01/07. Code: 547





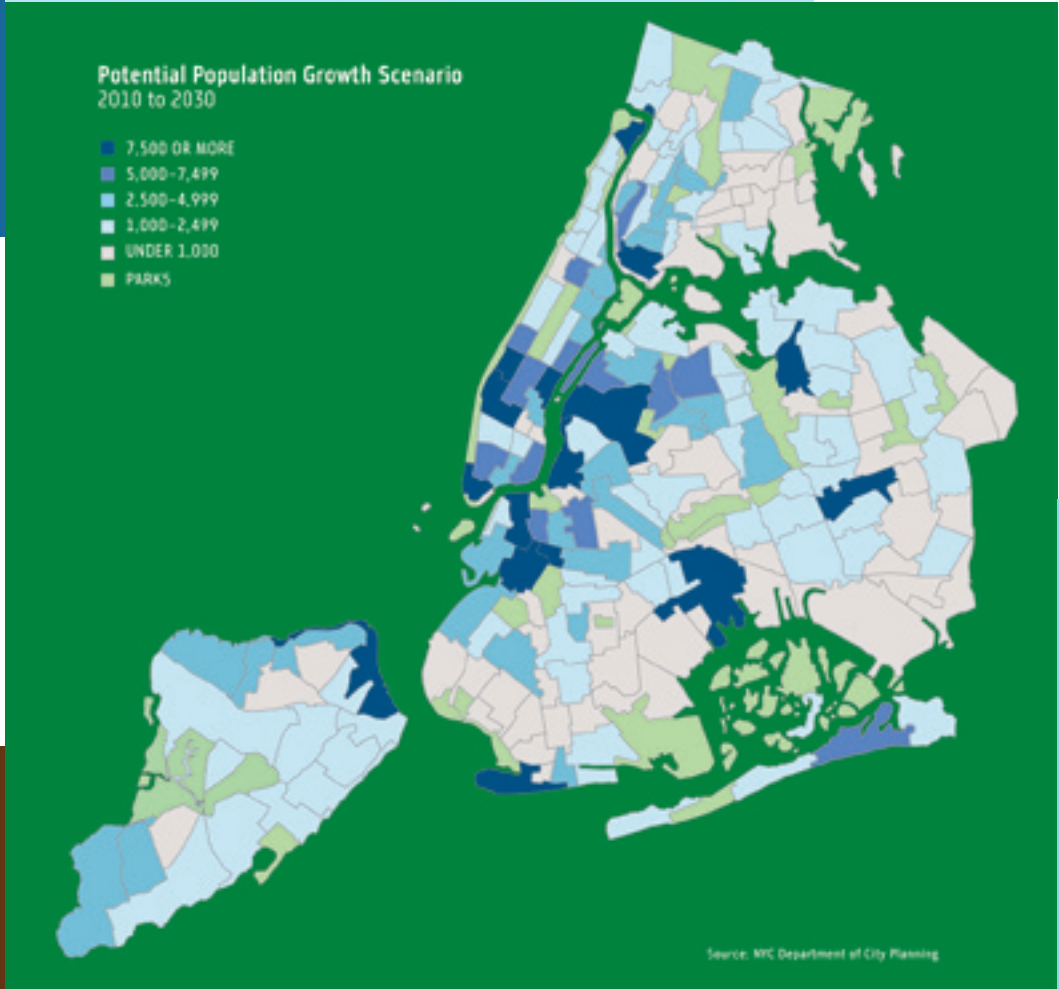
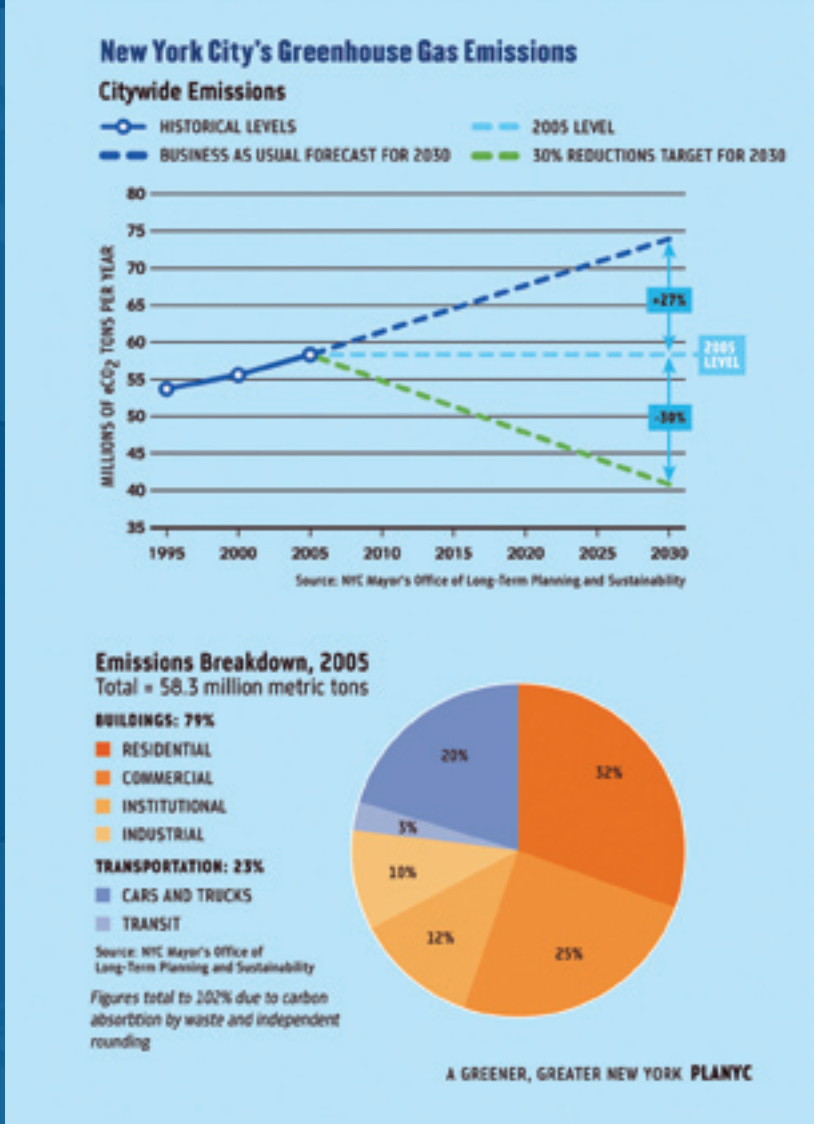
Introduction

New York City is stronger than ever. Out of the chaos of yesteryear, a city on the move has emerged. Today, more people ride public transit than fifty years ago, crime is at a forty-year low, the city’s bonds have their best rating ever and unemployment is at an all-time low. Last year, a record 44 million tourists from around the country and world came to the Big Apple, and for the first time since World War II the average New Yorker is living longer than the average American.

But with prosperity comes challenges, as the population of New York is expected to grow to over nine million by 2030. The infrastructure of our city is as old as its legends. With the influx, the quality of air, water and land will be tested throughout the five boroughs. And most of all, New York must face implications of global climate change.

The Planyc put forth by Mayor Bloomberg is a set of active solutions to these problems, instead of reactive fixes. The moment of facing up to our collective responsibility for this city’s future is now, so that we pass along a Big Apple to our children that will be sustainable. We must build affordable housing for all, neighborhoods with enough playgrounds, upgrade the aging water and power systems, end congestion on the roads and bring the subway system into the modern era. Together, we can create a greener, greater New York.

For More Information Visit:  
www.nyc.gov/html/planyc2030/  
www.planyc.org



Land

Housing

To meet the needs of the expected population boom, New York will need 265,000 more housing units by 2030. We also need to have affordable housing. The Plan is expand the existing supply of units by 300,000 to 500,000 units to help drive down the price of land, while directing the growth to areas that can be serviced by public transportation.

This action will be paired with creative financing, expanding the use of inclusionary zoning and developing homeownership programs for low-income New Yorkers. With these strategies, new housing will match the vision of New York as a city of opportunity for all.

Open Space

Currently, two million New Yorkers, including hundreds of thousands of children, live more than 10 minutes from a park. The Plan will create new recreational facilities across every borough, opening hundreds of schoolyards as local playgrounds, reclaiming undeveloped sites that were designated parks but never finished, and expanding usable hours at existing fields by installing additional lights and turf fields.

New greenstreets and public plazas in every community will improve the streets and sidewalks and create a more inviting public realm.

Water

Water Network

New York City has the luxury of an abundant water supply, but the supply system faces challenges. First, the reservoirs will be protected from development, and the aging aqueducts and water tunnels will be updated. Also, a new filtration plant for the Croton System will be placed at its source. And to make sure there is always water for the future, an aggressive watershed protection program will be implemented for the Catskill and Delaware systems.

New York will also create redundancy for the aqueducts that carry the water to the city through a combination of water conservation measures, new infrastructure like the New Croton Aqueduct, and evaluating new water sources, like groundwater.

And best of all, Water Tunnel Number 3 will be finished for in-city distribution.

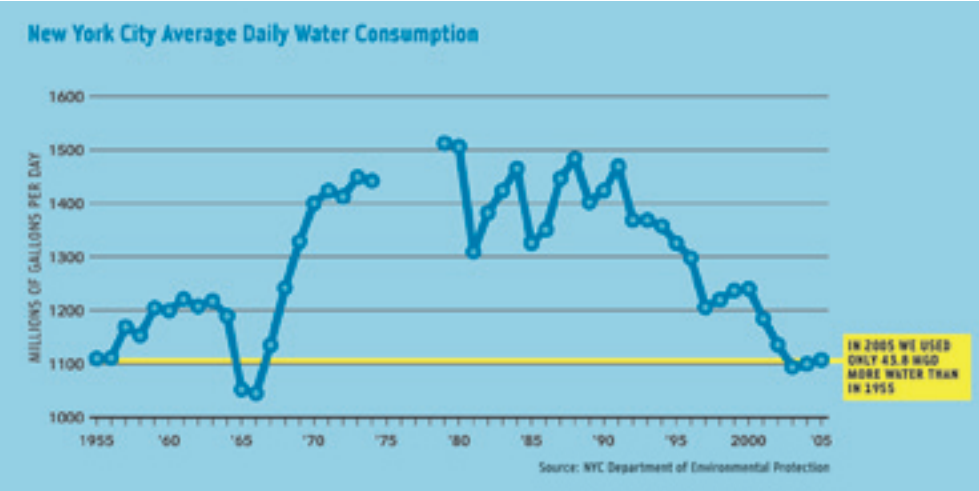
Water Quality

New York has 600 miles of coastline, making it one of the world’s greatest waterfront cities. The revitalization of the waterfront has been a major goal of all five boroughs over the last five years, and this will be taken up a notch.

The Plan calls for an upgrade of wastewater treatment to help purify the most polluted tributaries. Also there will be a strategy to help clean the water before it reaches the rivers and creeks with the greening of streets, planting trees and rebuilding the wetlands.

With these initiatives, the city’s natural ecology and recreational use of the waterways will be restored.

(continued on page 26)



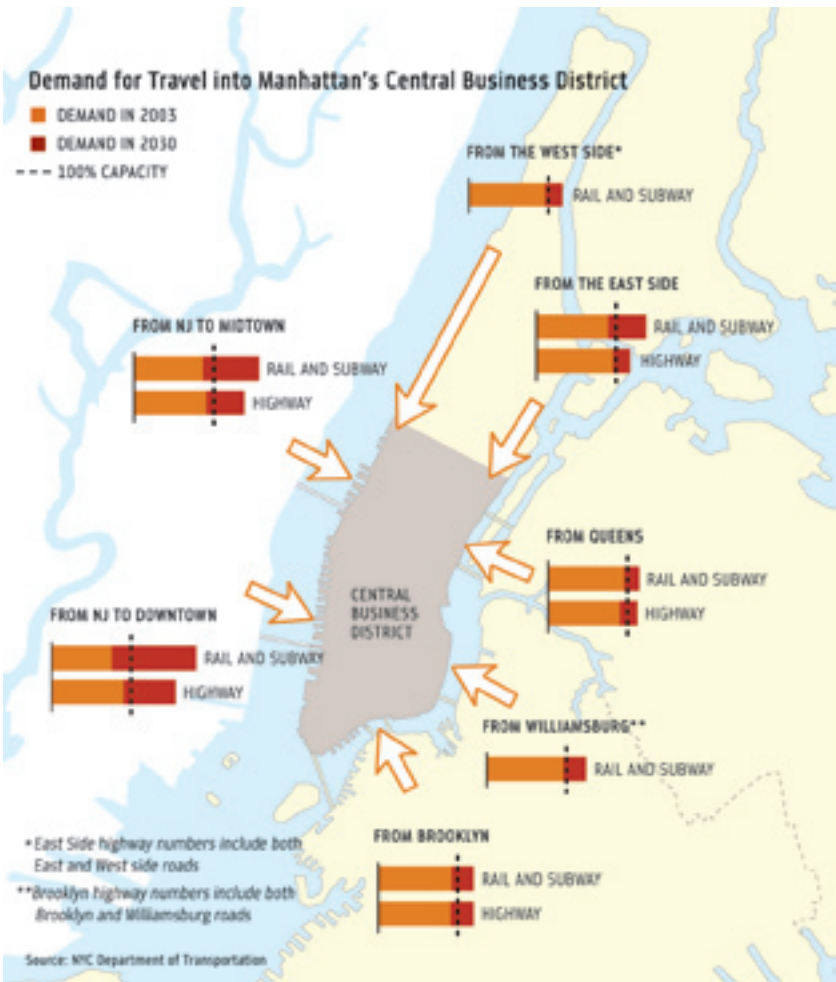


# Transportation

We also know that the speed of life in New York has always been one of its selling points. But over the last fifty years, New York has underinvested in its transit and road networks. Currently, all subway routes, river crossings and commuter rail lines are at their maximum capacity, making transportation the greatest barrier to growth.

Improvements to the transportation system will include major expansions of the infrastructure, improved bus service, and expanded ferry system. In a help to reduce gridlocks a new and more streamlined bike master plan will be installed into the city. One major change will also be congestion pricing, a proven strategy that charges drivers a daily fee to use the city's densest business district.

To pay for all this, a new regional financing entity, the SMART Financing Authority, will rely on three funding streams. This will include revenues from the congestion pricing, which will hopefully be matched by the state government. The authority will also use grants to achieve a steady improvement and repair rate, enabling the entire metropolitan region to achieve a new standard of mobility.

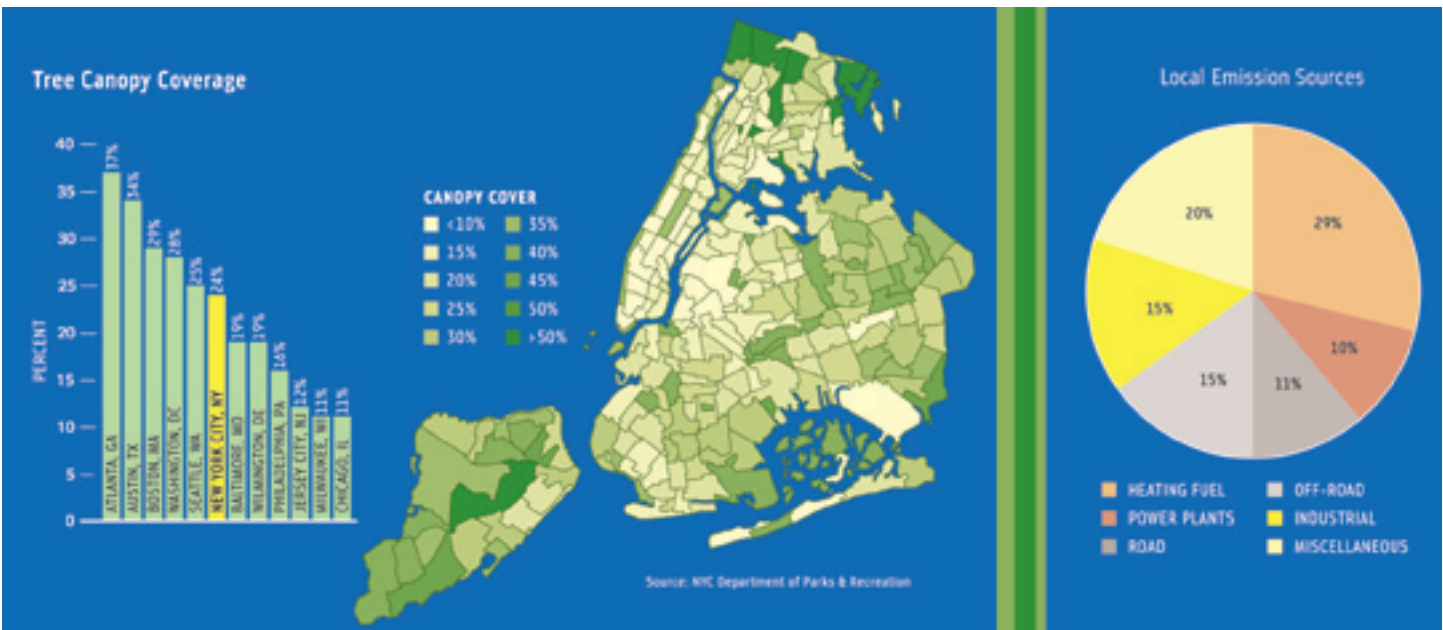
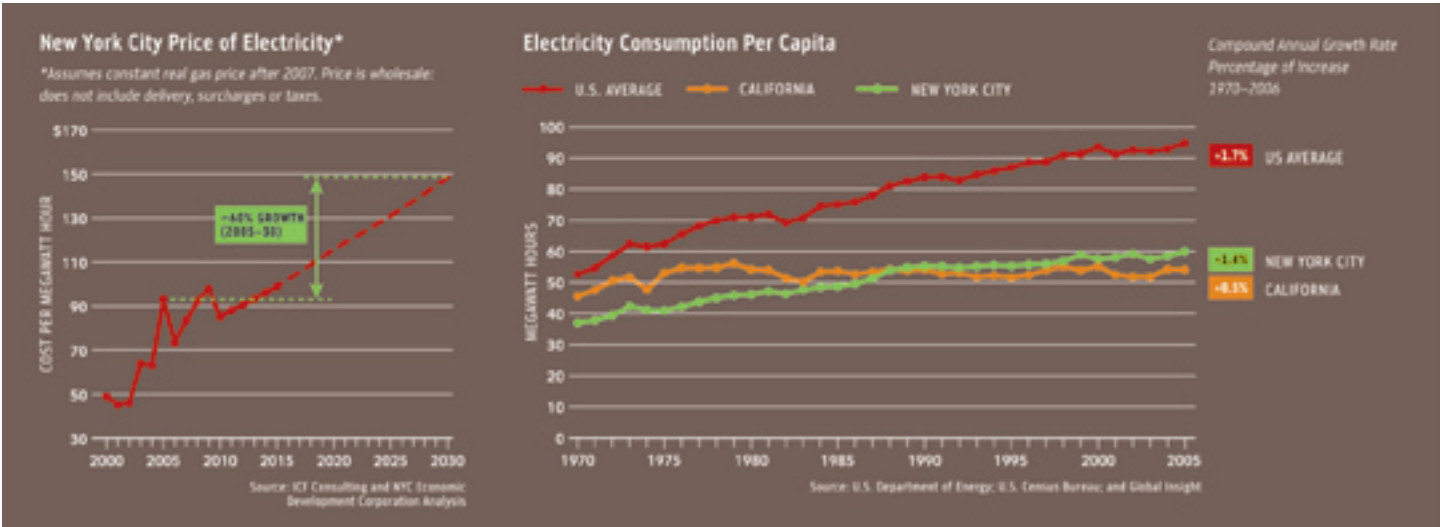


# Energy

Today, New Yorkers face ever rising energy costs, air pollution and greenhouse emissions from a combination of aging infrastructure and growth. The plan will encourage the addition of new, clean power plants, promote repowering of current plants and build a market for renewable energy. As the renewable energy system gains market share, older and most polluting power plants, cleaning the air and reducing greenhouse gas emissions.

To reduce demand, the plan also calls for a the largest energy consumers—institutional buildings, commercial and industrial buildings—to accelerate efficiency upgrades. Through a system of incentives, mandates and challenges, the demand, and cost of energy, will fall.

Another aspect is to work with the state level of New York to create a New York City Energy Planning Board to help a sustainable energy network. By managing demand and increasing supply, the city can help the overall power and heating bill plunge by more than \$2 billion to \$4 billion, with an average saving of \$230 per New York household per year by 2015.



# Air Quality

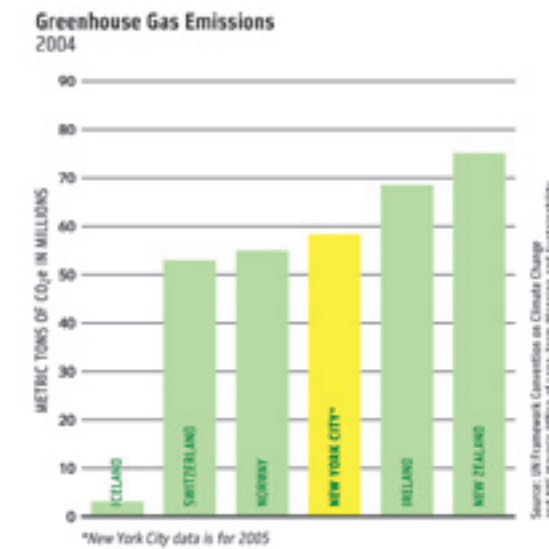
Currently, asthma affects too many New Yorkers in way too many neighborhoods. Despite recent improvements, New York City is still behind national air quality standards.

Transportation is responsible for more than 50 percent of the total local air pollution, which is why the city will call for more New Yorkers to shift to mass transit. This will be complimented fuel efficiency, cleaner fuels, cleaner or upgraded engines, and the installation of anti-idling technology.

To track the progress, the plan also calls for the largest local air quality studies in the United States. The goal is the achieve the cleanest air quality of any big city in America.

# Climate Change

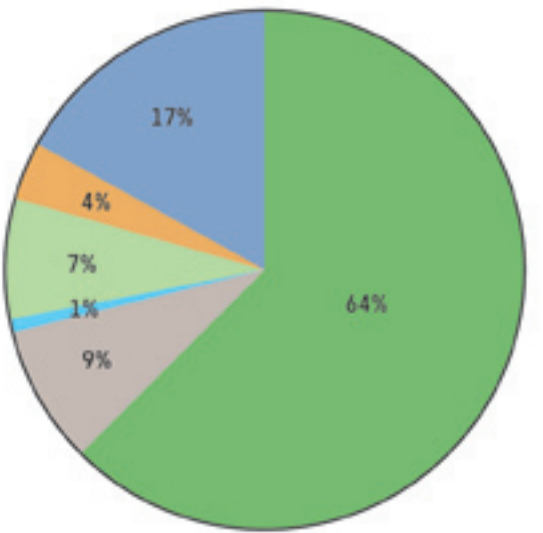
Collectively, all these programs above are to address the greatest challenge of all: global warming. Unless greenhouse emissions are substantially reduced by the middle of the century, the impacts of climate change will be irreversible. New York, being a coastal city, is very vulnerable.



The plan's climate change strategy is the sum of all the parts, each working to help the other. All of Planyc is geared to reducing the number of cars to building cleaner power plants to improving quality of life for all New Yorkers. All while reducing greenhouse emissions.

With all these parts of the plan, hopefully an additional 15.6 metric tons of greenhouse gases will be kept from entering the atmosphere.

**New York City Municipal Greenhouse Gas Emissions**  
Carbon Dioxide Equivalent in Metric Tons per Year, 2006



**Total: 3.8 million metric tons**

- MUNICIPAL BUILDINGS
- MUNICIPAL VEHICLE FLEET
- SCHOOL BUSES
- DSNY LONG-HAUL TRANSPORT
- STREETLIGHTS/TRAFFIC SIGNALS
- WATER AND SEWER

Note: Figures total to 102% due to carbon absorption by waste and independent rounding

Source: NYC Mayor's Office of Long-Term Planning and Sustainability





## Products and services that go beyond the basics

Whether you're just getting started or thinking of expanding your business, FedEx Kinko's Office and Print Centers now have an even wider variety of products and services that make business run better at a price you can afford. By going beyond the basics with FedEx Kinko's, you may find your business growing in flexibility, mobility, and profitability faster than ever before. Whatever your business needs, FedEx Kinko's can help.

### THE BASICS

Make your professional documents have greater impact with:

Self-serve and full-service color and black & white copying (standard or oversize).

Self-serve and full-service color and black & white digital printing (photos, artwork, logos).

Document finishing services (mounting, laminating, collating, cutting, drilling, folding, padding, stapling).

Binding (coil, velo, tape, and comb).

Paper choices (card stock, recycled, resume, specialty).

Digital Photos starting as low as \$0.39

Signs and Graphics (full color digital output, indoor and outdoor banners, automotive magnets)

Document Creation Services (Business cards, letterhead, business stationery, labels)

### HOW EFFICIENT CAN YOUR BUSINESS BECOME?

Now that you've seen all the exciting possibilities available to you from FedEx Kinko's, contact your local Senior Customer Consultant. We're here to help you find the right combination of products and services to keep your business running smoothly and to find out which solution is right for your business.

To learn more about products and services, contact (212) 279-3556, go to [fedexkinkos.com](http://fedexkinkos.com) or call 1.800.GoFedEx.

**Get 50% off your first order when you open a new Commercial Account at FedEx Kinko's Office and Print Center.**

Store #1086  
350 Fifth Ave. Ground Floor  
New York, NY 10118



( Those not apply for shipping )



  
**IL CAMPANELLO**  
ITALO ARGENTINO RISTORANTE

136 West 31st. Street, New York, N.Y. 10001  
Tel: 1 212 695-6111  
Fax: 1 212 695-6336  
[www.ilcampanelloristorante.com](http://www.ilcampanelloristorante.com)

- Just half a block from Madison Square Garden
- Argentinean Grilled Steaks
- Fresh homemade pastas and sauces
- Large selection of domestic and imported wines
- Cocktail bar and tapas menu
- Great food, Romantic ambiance
- Mezzanine available for groups, parties and meetings
- Corporate accounts welcomed
- Free local delivery
- All major credit cards accepted
- Gift certificates available
- Catering available
- Open Monday- Friday for Lunch and Dinner, Saturday and Sunday dinner only

**IL CAMPANELLO**  
Every 1st Saturday  
9:00pm - 2:00am  
Millenium Hustle

Presents every 1st Saturday of the month.

Guest DJ's playing classic, new hustle, salsa and WCS



La Boca  
Every Tuesday  
Lessons: 7:30pm - 9:30pm  
Milonga: 9:30 - 12.30am



## Attractions in New York City

### Statue of Liberty National Monument

Liberty Island  
New York, NY 10004  
866-STATUE4  
www.nps.gov/stli

### Empire State Building

350 Fifth Avenue between  
33rd and 34th Streets  
New York, NY 10118  
www.esbnyc.com

### Flatiron Building

Broadway & 5th Avenue  
New York, New York 10010

### Pennsylvania Station

Eighth Ave between 31st Street &  
33rd Street,  
New York, NY 10001  
212-760-0856

### Woolworth Building

233 Broadway  
Park Place and Barclay Street  
New York City, NY 10279

### U.S. Custom House

28 Wall Street  
New York, NY 10001  
212-514-3700

### U. N. Plaza

1 & 2 UN Plaza  
New York, NY 10017  
212-355-4073  
www.un.org

### Federal Hall National Memorial

26 Wall Street  
New York, NY 10005  
212-825-6888  
www.nps.gov/feha/

### Chrysler Building

42nd Street and Lexington Avenue  
New York, NY 10174

### Rockefeller Center

5th Avenue to 7th Avenue between  
47th Street and 51st  
at Avenue of the Americas  
New York, NY 10111  
www.rockefellercenter.com

### Circle Line Sightseeing Boats

83 N River Piers  
New York, NY 10036  
212-563-3200  
www.circleline42.com

### New York Stock Exchange

11 Wall Street  
New York, NY 10005  
212-656.3000  
www.nyse.com

## Recreation in New York City

When visiting New York City, recreation is a must! Luckily for visitors and residents alike, the New York City Department of Parks & Recreation offers a wide variety of options to get outdoors and get some exercise. If you plan on visiting New York, please check their website at [www.nycgovparks.org](http://www.nycgovparks.org) for the most up to date information and events.

### Featured Recreation Center:

#### Chelsea Piers

W 23rd Street and the Hudson River  
New York, NY 10011

**Tel:** 212-336-6666

**Email:** [info@chelseapiers.com](mailto:info@chelseapiers.com)

**Web:** [www.chelseapiers.com](http://www.chelseapiers.com)

This 30-acre "sports village," built on four Hudson River piers, is "Manhattan's premier destination for family fun and fitness." A variety of athletic and other participatory activities is available.



## Theater in New York City

The fall theater season is upon us, and this year's crop is better than ever. Since shows and times are subject to change, *Empire State Magazine* has decided to list various theaters where we enjoy seeing performances. If you are looking for the complete Broadway experience, then we highly suggest:

### Broadway.com

**Complete Listings by phone:**  
800-BROADWAY

**Web:** [www.broadway.com](http://www.broadway.com)

They also offer complete hotel and dining packages, making for a perfect night out after a long day of site seeing or shopping.

*Some of our favorite Broadway Theaters in New York City:*

### Al Hirschfeld Theatre

302 West 45th Street  
New York, NY 10036  
212-239-6200

### The Ambassador Theatre

219 West 49th Street  
New York, NY 10019

### Daryl Roth Theatre

101 E 15th Street  
New York, NY 10003  
212-375-1110

### Players Theater

115 MacDougal Street  
New York, NY 10012  
212-475-1449

### Second Stage Theater

307 W 43rd Street  
New York, NY 10036  
212-787-8302

### Upright Citizen's Brigade Theater

163 W 23rd Street  
New York, NY 10011  
212-366-9176

### Urban Stages Theater

259 W 30th Street  
New York, NY 10001  
212-695-5131

### Zipper Theater

336 W 37th Street  
New York, NY 10018  
212-563-0480

### WICKED!

Long before Dorothy was swept by a tornado to the Land of Oz, two other girls meet. One was smart, fiery and misunderstood, with emerald-green skin. The other was a beautiful and ambitious girl, who became quite popular. *Wicked* tells the story how these two unlikely friends became the Wicked Witch of the West and Glinda the Good Witch.



Wicked Witch of the West and

Based on the Gregory Maguire back-story to the *Wizard of Oz*, this fantasy-filled musical was the winner of three 2004 Tony Awards including prizes for Best Costume Design and Best Scenic Design. From a trip to the Emerald City to the famous flying monkeys, audiences literally gasp at a true spectacle for the eyes and ears.

Also get tickets to *Wicked's* Behind the Emerald Curtain Tour, which runs every Saturday morning at 10 a.m. at the Gershwin Theatre. Tickets to the show are not required for the tour.

### Gershwin Theater

222 West 51st Street  
New York, NY 10019



### Xanadu

Based on the 1980 cult favorite film starring Olivia Newton-John, *Xanadu* is the story of nine muses from ancient Greece come to life on a Venice Beach wall mural. While roller skating near the beach, one of the muses, named Kira, meets and falls in love with a frustrated record album cover artist named Sonny. With the help of Danny McGuire, an aging song and dance man who Kira inspired back to his prime when he owned a supper club in New York, they team up. Along with magical touches from Kira, Sonny and Danny team up to build and open a roller disco nightclub called Xanadu. The musical features the songs written for the movie by Electric Light Orchestra and Newton John as well as other ELO hits.

### Helen Hayes Theatre

240 West 44th Street  
New York, NY 10036

Call  
800-  
Broadway  
for tickets  
to both shows  
today!



# Business Travelers' Guide to New York City

While most people come here to shop and take in the theatre, we also know that some come here to make the deal that could make your company. So, after you get that signature on the dotted line, why not treat yourself to one of these fine establishments? You earned it, big fella.

## Unique Lodging

**The Muse Hotel**  
130 West 46th Street  
(between 6th and 7th Avenue)  
New York City, NY 10036  
**Phone:** 212-485-2400  
**Fax:** 212-485-2789  
**Reservations:** 877-NYC-MUSE  
**Web:** www.themusehotel.com

Sure, you came to New York City to meet that big client, but Gotham has so much to offer after you seal the deal. If you are coming to New York City to also take in the theater, then at stay the Muse Hotel would be perfect. Located in the heart of the city's renowned theater district, the The Muse offers comfort you deserve with creativity, service with style and function with form.

Within easy walking distance to the best of midtown Manhattan, Times Square, Broadway, the Empire State Building, Radio City Music Hall, Rockefeller Center and Fifth Avenue shopping are

just minutes away. Located in the historic Leavitt Building, the arched, limestone-and-brick facade invites you into a daydream of a past-gone time of elegance, complete with a lobby of midnight blue velvet rolled-arm lounge chairs and whimsical, overstuffed sofas.

This four diamond boutique hotel also features 200 uniquely decorated rooms and suites that are absurdly big by New York City standards, at least 50 percent bigger than most others in town. Each contained commissioned works from such artists as Sid Avery, William Claxton, Jerry Schatzberg and others, complete with references to the theater and performing arts. They also each have high-speed internet, complimentary



morning paper, balconies with city views, in-room spa services, and feather beds with fine lines.

And in rarity for the Big Apple, they are extremely pet friendly. If you get the Pampered Pooch Package, a delightful gift basket will be waiting for you, filled with canine treats and food and water bowls. Hotel guests and their dogs are welcome to shop together at Saks Fifth Avenue, Bergdorf Goodman, Tiffany's, Brooks Brothers, Banana Republic and the Gap.

### Ambiance of a small European hotel

- In the heart of Midtown Manhattan between 5th & 6th Avenues
- 1/2 block from Macy's Herald Sq, Empire State Building; 4 blocks from Madison Sq. & Penn Station
- Free deluxe continental breakfast
- Free high-speed Internet access
- Kids stay free, 18 & younger
- Awarded the prestigious Choice Hotels Gold Award for 6 consecutive years





BY CHOICE HOTELS

**Comfort Inn Manhattan Murray Hill**  
42 West 35th Street  
New York, NY 10001  
212-947-0200

Mention this advert and get a 10% discount  
1-888-881-4391  
www.comfortinnmanhattan.com

## A Night Out

**Japas 38**  
9 East 38th Street  
(between 5th Ave & Madison Ave)  
New York, NY 10016  
**Tel:** 212-679-4040  
**Web:** www.japas38.com

**Citizen Service Center**  
**311**  
(lines open 24/7)  
New York City's official non-emergency help line, available in **171 languages for questions** (parade hours and routes, parking restrictions, transport problems) **and complaints** (litter, noise pollution, access)

Depending on your client, sometimes a night at the karaoke bar is the perfect way to break the ice. Located in the heart of midtown Manhattan, Japas 38 features all the cutting edge karoake equipment that you would usually only find in the newest downtown Tokyo joints. Their catalog of songs include the latest titles in English, Japanese, Korean and Tagalog. Every month, Japas 38 adds 100 news songs, so check them out!

They have 12 private party rooms for up to 35 guests and a full service bar. There is also a party package that includes unlimited karoake, sushi and appetizer platters and even unlimited drinks!

They also serve Japanese tapas (japas) and fresh sushi from the hands of skilled sushi chefs. Also of note is the mouth watering Chilean Sea Bass and with an array of sakis.



A perfect night for you first karoake experience is their Monday Night Karoake challenge. Watch as people try to belt out the latest songs as latest technology from Japan tests theirs, and if you are brave enough, your singing techniques. So for a night out sing and drinking with friends or business clients, there is no better place for karoake in New York than Japas 38!



### AN AFFORDABLE PLACE IN MANHATTAN FOR SMALL MEETINGS

The Regency Inn & Suites not only has sleeping rooms that offer the best in comfort and hospitality for every type of traveler, it also has a small meeting space designed to fit any event budget.

Proximity to Penn Station, subway stations, major attractions, shopping stores and key business facilities make our hotel the perfect place to host small meetings and/or training sessions. Besides, when booking an event at the Regency Inn & Suites, all attendees get discounted rates for sleeping rooms. Deluxe continental breakfast is complimentary every morning from 7am to 10am.

Take advantage of our location, affordability and expertise and contact our Sales Department to assist you with your event. Call us at 212-594-4732 / 866-864-3629 or visit us on the web at [www.regencyinnandsuitesny.com](http://www.regencyinnandsuitesny.com)

215 West 34th St NY NY 10001 \* [info@regencyhospitality.com](mailto:info@regencyhospitality.com)





## Dining Around the City

### Eight Mile Creek

240 Mulberry Street  
Between Prince and Spring Streets  
New York, NY 10012  
**Tel:** 212-431-4635  
**Web:** [www.eightmilecreek.com](http://www.eightmilecreek.com)  
**Email:** [aussies@eightmilecreek.com](mailto:aussies@eightmilecreek.com)

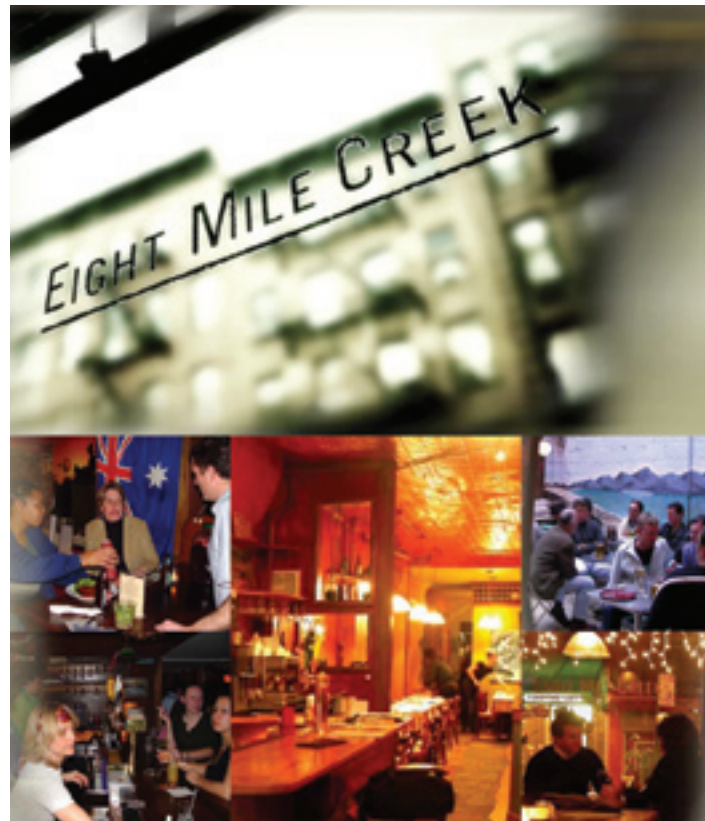
Located in the heart of NoLita (North of Little Italy), this downtown Manhattan restaurant brings the Australian dining and drinking experience to New York City. Eight Mile Creek features a New York Times-rated 2 star restaurant upstairs and a relaxed Aussie-style pub downstairs.

The restaurant features contemporary Australian cuisine. The influences include the indigenous population of the aboriginals, the immigrants from Europe and the most recent immigrants from all over Asia. It is a delicious mix of native Australian fruits, spices and meats from traditional Europe and all brought together with a fusion of all of Asia.

Though usually associated with beer, Australia cuisine is not complete without their wines. Their extensive wine list comes from all over Australia, and even New Zealand. Their wine service also include Mendocino crystal stems, and have Speigela decanters for airing the tighter-knit, fuller-bodied wines.

There are no kangaroos or koalas tackingly tacked to the wall. In fact, the entire restaurant is bathed in warm light, highlights the ochre-colored walls and slate creek paths that line the floors. This restaurant is the perfect place to take in a dinner and then head down to the pub downstairs.

The creek bar downstairs offers refreshingly cold Coopers Ale, more Aussie wines, numerous cocktails with a Aussie twist, and jukebox full



of new and old Australian music. It has the feel of a rustic and relaxed saloon bar, a favorite style for pubs back down under. Their bar menu has the traditional fares of meat pies and fish and chips, perfect with Aussie beers. The creek bar at Eight Mile Creek also plays host to all the biggest sporting events from Australia including International rugby, one-day/test cricket, National Rugby League and Aussie Rules football.

### Hourglass Tavern

375 W 46th Street  
New York, NY 10036  
**Tel:** 212-265-2060  
**Web:** [www.hourglasstavern.com](http://www.hourglasstavern.com)  
**Email:** [hourglasstavern@aol.com](mailto:hourglasstavern@aol.com)

Owned by the same couple for more than thirty-four years, the Hourglass Tavern feels more like a country home than a midtown Manhattan restaurant. Located just two blocks from Times Square, the Hourglass Tavern combines the best in hospitable service at an affordable price. Located near Broadway, this pre-theater favorite is the place to be for those winding up for a night on the town, or winding down after a long business day.

Chef Chris Sideris has been crafting his cuisine since he was child, originally working in his father's restaurant in Greece. When he arrived in New York, he combined his expertise in flavor with all the ingredients this city has to offer. The results are a mouth watering array of choices. Highly recommended are the Baby Lamb Chops, Delmonico (Boneless Top Sirloin steak) and their mouth-watering Porterhouse. For the vegetarians out there, make sure to check out the Brocoli Rabe Ravioli stuffed with shiitake mushrooms.



The Hourglass Tavern, being a tavern and all, also has a complete wine list, full bar with a nice array of both domestic and foreign beers. They also feature daily Pre-Theater Specials. If you are thinking of having an event near Times Square, they have two private dinner floors that seat about twenty-five people each.

So if you are in Times Square and looking to take in a great meal away from the hustle and bustle, then the Hourglass Tavern is the perfect order.

# The Technical Training Leader™



**NETCOM**™  
INFORMATION  
TECHNOLOGY

## Your Decision ... Our Expertise

Call to register 888-563-8266 or visit us online [www.netcominfo.com](http://www.netcominfo.com)

NetCom Information Technology™ is within walking distance from NY's busiest and most central Subway and Bus lines.

Empire State Building  
NetCom Information Technology  
350 Fifth Avenue, Suite 717  
New York, NY 10118  
888-563-8266

#### 34 Street - Penn Station / 8 Avenue:

MTA Subway Lines:  
1, 2, 3, A, C, E, B, D, F, N, Q, R, V, W  
LIRR, NJ Transit AMTRAK

MTA Bus Lines:  
M4, M10, M16, M20, M34, Q32

#### 33 Street / Park Avenue South:

MTA Subway Line: 6  
MTA Bus Lines: M1, M16, M34, M98



VINCCI AVALON

★★★★★



The Vincci Avalon is distinguished by its quality service, central location and its upgraded facilities. The Vincci Avalon provides its hotel guests with sophisticated, exclusive services that make each visit a unique and singular experience. The Vincci Avalon, a unique European-style boutique hotel in Manhattan is situated just minutes away from Penn Station, Madison Square Garden, Empire State building, Herald Square shopping, and in the heart of Manhattan.

Come join us at Merlin Lounge for Dinner and Drinks



Plan Your Next Visit to New York City at:  
**www.theavalonny.com**

VINCCI AVALON

16 East 32nd Street, New York, NY 10016

Telephone: 212 299-7000 - Facsimile: 212 299-7001 - Toll free reservations: 1-888-HI AVALON

www.theavalonny.com - Email: avalon@vinccihotels.com

## FREE CAREER WORKSHOPS

A+ Workshop • AutoCAD  
Workshop • Check Point  
Workshop • How to Get Started in  
Web Design • Java Workshop •  
Linux versus Unix • Microsoft Excel  
Workshop • Photoshop Workshop •  
Wireless Networking Workshop

NetCom Information Technology  
Empire State Building  
350 Fifth Avenue, Suite 717  
New York, NY  
**1-866-629-7265**

Call for More Details!

Seating is limited to first-come first-serve basis. Reserve a seat in the seminar or workshop of your choice today. For more info, visit <http://www.netcominfo.com/workshops/> and for more of our free events call **1-866-629-7265**.

## Secure Your Future with Check Point Training

- IDC predicted that the worldwide market for information security services would increase from \$5.5 billion to \$17.2 billion by 2004.
- SANS Institute's projections estimated that less than one in 20 security professionals has the core competence.
- According to SANS Institute were about 50,000 IT security positions that went unfilled last year.

NetCom Information Technology is a  
Check Point Authorized Training Provider



For information on courses, call **1-888-563-8266**

## WIRELESS NETWORKING The Next Big Thing

CWNA Wireless LAN Administration  
CWSP Wireless LAN Security

Only 10 seats per class - waiting list if classes full



Call Today for a  
Free brochure  
**1-866-629-7265**  
[www.netcominfo.com](http://www.netcominfo.com)

• According to IDC, The Wireless Internet subscribers will increase 73 percent, from some 5 million users in 2000 to more than 84 million in 2005.

• IDC predicts between 2003-2004, useful end-user equipment for the wireless Internet will be available on a greater level.

## Linux Certified Professionals Are Hard To Find!

I think we'll be the No. 1 Linux company ... Despite what they say, Linux is Unix and Sun is the biggest and best Unix company.

- Scott McNealy, CEO, Sun

I think you have to rate competitors that threaten your core higher than you rate competitors where you're trying to take from them ... "It puts the Linux phenomenon and the Unix phenomenon at the top of the list. I'd put the Linux phenomenon really as threat No. 1."

- Steve Ballmer, CEO, Microsoft

- Fastest growing operating system
- Global adoption
- Enabled for multiple platform environments
- Key enabler for e-business

Linux+ Certification / CompTIA ••• LPI Certification / Linux Professional Institute

NetCom Information Technology • [www.netcominfo.com](http://www.netcominfo.com) • 1-888-563-8266

## Microsoft, Prosoft, Novell, CompTIA Certified Train the Trainer Center

This course is recommended by:  
Microsoft towards their MCT and MOS-MI, CompTIA for their CTT+, Novell towards their CNT and Prosoft for their CIW-AI credential. Oracle, Novell, Cisco and many other vendors accept the CompTIA CTT+.

Make \$200-\$500/day as a Part Time Technical Trainer

NetCom Information Technology [www.netcominfo.com](http://www.netcominfo.com) 1-866-629-7265

## Increase Productivity, Work More Efficiently



Studies have shown employees are only utilizing 20%-30% of application features.

Train your employees to fully utilize the applications they are using

Master Word, Excel, PowerPoint, Outlook, Quickbooks and more

**One day classes for \$99\***

Public and private classes available

**1-888-563-8266**  
[info@netcominfo.com](mailto:info@netcominfo.com)

MANHATTAN CAMPUS  
Empire State Building  
350 Fifth Ave, Ste 717  
New York, NY 10118

\*Only for first time clients for a single one day application class



## Training Opportunities for the Unemployed

Update your skills with government funding.  
**We Can Help...**

Licensed by the NY State Department of Education  
and a WIA Eligible Training Provider

For information on courses, call  
NetCom Information Technology

**1-888-563-8266**

## IT BOOTCAMPS FOR EXPERTS

Accelerated training and certification programs for IT Professionals

Program Durations

- A+/Network+: 7 days
- CCNA: 5 days
- MCSE: 14 days
- MCSD: 14 days
- CWNA: 5 days
- CWNA and CWSP: 7 days

- CCSA and CCSE: 7 days
- Certified Ethical Hacker: 5 days
- CTT+/MCT: 3 days
- OCA Developer Track: 5 days

Features

- Authorized/Custom Courseware
- Meals
- Exam Vouchers
- Testing At Site
- Test Prep Vouchers
- Certification **GUARANTEE** or **FREE REPEAT**
- **GROUP DISCOUNTS**

For more information and to sign up, call **212-629-7265** or visit <http://www.netcominfo.com/bootcamps/>.





# The ultimate traveling companion.

MetroCard can take you to all the famous places in the entire city. And, with an Unlimited Ride Card, you can hop on and off New York City Transit subways and local buses as many times as you like, all day long. It's the fastest, least expensive way to see it all.

You can choose from several Unlimited Ride MetroCards, including our 1-Day Fun Pass and our 7-Day Unlimited Ride MetroCard.

You can buy MetroCard at many hotels, the New York Convention & Visitors Bureau (810 7th Avenue at 53rd Street), the New York Transit Museum in Brooklyn Heights, and at the Museum's Gallery & Store at Grand Central Terminal. You can also buy it at subway station vending machines with your debit or credit card, or cash.

For more information, call 800-METROCARD (800-638-7622); in NYC, call 212-METROCARD.

**MTA** New York City Transit *Going your way*

[www.mta.info](http://www.mta.info)

George E. Pataki  
Governor, State of New York

Peter S. Kalikow  
Chairman, MTA



# FUN IN NYC FOR KIDS!

## Gods, Myths and Mortals: Discover Ancient Greece May 2007 – December 2008 Ages 6 and older

“Gods, Myths and Mortals: Discover Ancient Greece” will take you on a journey through the world of ancient Greece. The great gods Zeus, Poseidon and Athena themselves grace you with their presence and lead the tours. After hearing about their powers and responsibilities, take an on-screen personality quiz to determine which mythological character you are most like.

Act out the great battle of Troy and climb inside a 12-foot-tall Trojan Horse. After that, you can brave the trials as described in Homer’s epic poem, *The Odyssey*. You will journey to rocky caves and open seas, escape from crawl-through Cyclops Cave and sing like Siren in the Sirens Karaoke Cove. You choose your own adventure, and at the end your personalized on-screen Hero Record from the journey is emailed home.

Visit the gymnasium and oikos (home) to discover which skills were most valued by young boys and girls in ancient Greece. You can armwrestle ancient Greek champions, test your best leap against their jumpers. After learning how ancient Greek women lived in myth and daily life, compete against Athena in a virtual weaving contest.

## Dora the Explorer Ages 2–6

Explore with Dora! The adventurous Latina heroine guides children and adults through her tropical world. Climb through the Pyramid and learn to count from 1 to 10 in English and Spanish. Slide from Boots’s Treehouse, play “hide and seek” in the Rainforest, help Diego care for rainforest animals, build a bridge over Crocodile Lake and join the fiesta at Dora’s House. At the end of your adventure, sing the “We Did It!” song with Dora and Boots. All this as parents learn how their children learn!

*Sponsored by Nickelodeon*

## Little West Side Ages 4 and younger

Welcome to the Little West Side, where CMOM’s smallest visitors rule the town. Tell time at the clock tower, learn colors at the grocery store, “drive” the mail truck to the post office, build the city skyline, or relax with a good book. CMOM’s Little West Side gives children the opportunity to build literacy and math skills through every day locations.

### TIP FOR A MORE ENJOYABLE VISIT:

Avoid the coat check line!  
Consider leaving your stroller at home.



## Children's Museum of Manhattan

The Tisch Building  
212 West 83rd Street  
New York, NY 10024  
**Tel:** 212-721-1234

### Hours

Tuesday – Sunday  
10 a.m. – 5 p.m.  
Closed Mondays for  
School and Outreach  
Programs

### Target Free

**First Friday Nights**  
CMOM is open with free  
admission from 5-8pm on  
the first Friday of every  
month!

### Store Hours

Tuesday – Sunday  
11 a.m. – 5 p.m.

**For More Information Visit [www.cmom.org](http://www.cmom.org)**



## Visit [www.fdneyfirezone.org](http://www.fdneyfirezone.org)

### The Fire Zone is New York City's state-of-the-art fire-safety learning center.



At the Fire Zone the whole family can learn about the power of fire. You can climb on a real fire truck, try on bunker gear, meet a real-life firefighter and learn to crawl through a smoke-filled hallway, even in the dark. The whole family can also learn to identify hazards in your home, and help make an escape plan. At the Fire Zone you’ll have a first-hand experience in respecting fire and learn what to do in an emergency.

Through a variety of hands-on exhibits and multimedia presentations, visitors are immersed in a unique experience where everyone become part of the firefighting team. Every member of the family will realize they can play a major role in preventing fires.

At the Fire Zone, visitors are led into a Simulated Fire scene. Through real life testimonies, they learn how easily fires can start, and how quickly they can spread, and most importantly, how an escape plan could get them to safety. At the end, you exit through a darkened, smoke-filled hallway to a predetermined meeting place.

The meeting place is the Empowerment Zone. Families are urged to take what they’ve learned and apply it in their own homes. Each visitor leaves with the materials necessary to eliminate fire hazards and create an escape plan for their family.

Although home fires are the leading cause of fire deaths in the nation, they are also the easiest to prevent. Studies prove there is a link between fire-safety education programs and a reduction of fires. Programs like the Fire Zone that raise public consciousness and change unsafe behaviors can make the difference between life and death. So bring the whole family for a crash course in fire safety, at the Fire Zone!

### FDNY Fire Zone

34 West 51st Street  
New York, NY 10020  
**Email:**  
[store@fdnyfirezone.org](mailto:store@fdnyfirezone.org)

### Visitor information:

212-698-4520  
Group Reservations:  
212-698-4541

### Hours of Operation

Monday - Saturday:  
9:00 a.m. to 7:00 p.m.  
Sunday:  
11:00 a.m. to 5:00 p.m.



### The Prince & the Magic Flute at Puppetworks

as produced at the Smithsonian Institution  
adapted for Marionettes by Nicolas Coppola  
(recommended for ages 4 and up)  
**September 1 - December 23, 2007**

**Performance Times for the General Public**  
**Every Saturday & Sunday**  
**at 12:30 & 2:30 p.m.**

**Admission for a CHILD is \$7; an ADULT \$8**  
**GROUPS of 20 or more, \$5 per person**

The Puppetworks, Inc. is a not-for-profit corporation, established 1980 in New York City by a group of theatre artists under the direction of Nicolas Coppola, and dedicated to preserve and present Classic Puppet Theater entertainment, with special emphasis on the hand-carved wooden Marionette.



### Puppetworks

338 Sixth Avenue  
at 4th Street  
Brooklyn, NY 11215  
Reservations are required:  
Call 718-965-3391  
**Email:**  
[puppetworks@verizon.net](mailto:puppetworks@verizon.net)



Color the future of the environment bright!



EMPIRE STATE EMPIRE STATE EMPIRE STATE

EM  
EM  
EM

NEW YORK'S  
**HOTEL  
PENNSYLVANIA**

401 Seventh Avenue (at 33rd St.)  
New York, N.Y., 10001-3412  
Tel: 212.736.5000  
Fax: 212.502.8712  
Email: info@hotelpenn.com

Great Location!  
Great Value!

EM  
EM  
EM  
EM  
EM  
EM  
EM

 **Hotel Stanford**

43 West 32nd Street, NY, NY 10001  
Tel: 212.563.1500 Fax: 212.629.0043  
Toll Free: 800.365.1114

e-mail: stanfordny@aol.com  
website: www.hotelstanford.com

212-290-9200

Fax 212-239-1428

**JOE O'S**

www.joosrestaurant.com

JOG, LLC  
136 West 33rd Street  
New York, NY 10001

EM  
EM  
EM

**Famous Curry & Kabab**

Specialized in Bangladeshi, Indian & Pakistani Foods

President  
Iqbal Usman (IKE)

15th East 31st  
(Between 5th & Madison Ave.)  
New York, NY, 10010

Call for Free Delivery  
212 685-1114  
212 685-7930

EM  
EM  
EM



**IL CAMPANELLO**  
ITALO ARGENTINO RISTORANTE

136 WEST 31ST STREET, NEW YORK, NY 10001  
TEL: 212.695.6111 • FAX: 212.695.6336  
WWW.ILCAMPANELLORISTORANTE.COM

**IR**  
**Regency Inn  
& Suites**

215 West 34th Street  
(bet. 7th & 8th)  
New York, N.Y., 10001  
Tel: 212.947.5050  
Fax: 212.268.4829

**"Affordable Place in Manhattan  
for Small Meetings"**

reservations@regencyinnandsuitesnyc.com  
www.regencyinnandsuitesnyc.com

EM  
EM  
EM  
EM  
EM  
EM  
EM

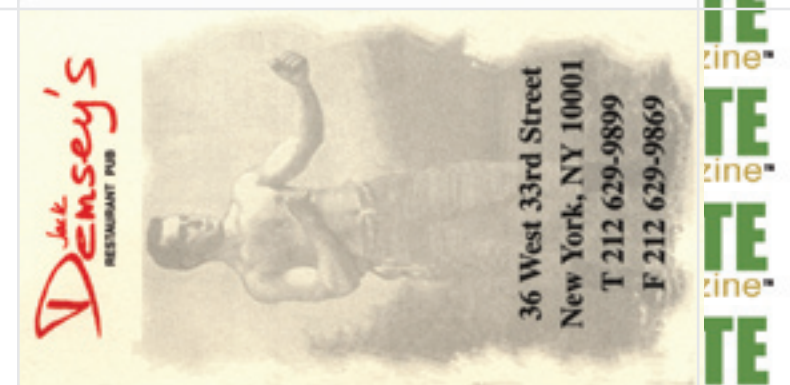
MANHATTAN COMFORT INN



BY CHOICE HOTELS

HAROLD SOLOMON  
GENERAL MANAGER

42 WEST 35TH ST.  
NEW YORK, NY 10001  
PHONE 212.947.0200  
FAX 212.694.3047  
EMAIL: harold.solomon@ihco.com  
www.comfortinnmanhattan.com



EMPIRE STATE Magazine EMPIRE STATE Magazine EMPIRE STATE Magazine



**IR**  
**Regency Inn & Suites**  
 215 West 34th Street  
 (bet. 7th & 8th)  
 New York, N.Y., 10001  
 Tel: 212.947.5050  
 Fax: 212.268.4829

**"Affordable Place in Manhattan  
 for Small Meetings"**

reservations@regencyinnandsuitesnyc.com  
 www.regencyinnandsuitesny.com

**NEW YORK'S  
 HOTEL  
 PENNSYLVANIA**

401 Seventh Avenue (at 33rd St.)  
 New York, N.Y., 10001-3412  
 Tel: 212.736.5000  
 Fax: 212.502.8712  
 Email: info@hotelpenn.com

**Great Location!  
 Great Value!**

zine  
 TE  
 zine  
 TE  
 zine  
 TE  
 zine

**museumofsex<sup>®</sup>**

The Most Stimulating Museum in New York

233 Fifth Avenue (at 27th Street)  
 Info: 212.689.6337  
 www.museumofsex.com  
 Sunday-Friday: 11:00am-6:30pm  
 Saturday: 11:00am-8:00pm

\*Can't be combined with other offers.  
 Expires 12/01/07. Code: 547

**\$5.00 OFF  
 ADMISSION**



**Vera's Spa**

Shiatsu ▲ Deep Tissue ▲ Swedish

28 W. 48th St. 3rd Floor  
 (212) 768-0088  
 credit cards • 7 days • 10am-10pm

**MANHATTAN COMFORT INN**



HAROLD SOLOMON  
 GENERAL MANAGER

42 WEST 35TH ST.  
 NEW YORK, NY 10001  
 PHONE 212.947.0200  
 FAX 212.594.3047  
 EMAIL: harold.solomon@hico.com  
 www.comfortinnmanhattan.com



**Hotel Stanford**

43 West 32nd Street, NY, NY 10001  
 Tel: 212.563.1500 Fax: 212.629.0043  
 Toll Free: 800.365.1114

e-mail: stanfordny@aol.com  
 website: www.hotelstanford.com

zine  
 TE  
 zine  
 TE  
 zine  
 TE  
 zine

WWW.OKTOOTH.COM  
 1-888-OKTOOTH

(212) 279-1232  
 FAX (212) 594-8588



CHARLES M. MARKS, D.D.S.

OFFICE HOURS  
 BY APPOINTMENT

EMPIRE STATE BUILDING  
 350 5TH AVENUE, SUITE 1525  
 NEW YORK, NY 10118



219 E 26th St  
 New York, NY 10010

Ph: 212-725-7957  
 Fax: 212-725-7934  
 www.graphicscopy.com  
 info@graphicscopy.com



140 West 72nd Street  
 New York, NY 10023

Tel 212.724.1309  
 Fax 212.724.1359

Email: info@matrixcopy.com  
 Web: www.matrixcopy.com

**Dansey's**  
 RESTAURANT PUB  
 36 West 33rd Street  
 New York, NY 10001  
 T 212 629-9899  
 F 212 629-9869

212-290-9200

Fax 212-239-1428



www.joosrestaurant.com

JOE, LLC  
 136 West 33rd Street  
 New York, NY 10001

zine  
 TE  
 zine  
 TE  
 zine  
 TE  
 zine

**Famous Curry & Kabab**

Specialized in Bangladeshi, Indian & Pakistani Foods

President  
 Iqbal Usman (IKE)

15th East 31st  
 (Between 5th & Madison Ave.)  
 New York, NY, 10010

Call for Free Delivery  
 212 685-1114  
 212 685-7930

zine  
 TE  
 zine  
 TE  
 zine  
 TE  
 zine



**NETCOM**  
 INFORMATION  
 TECHNOLOGY

Empire State Building  
 350 Fifth Avenue, suite 717  
 New York, NY 10118

Phone: 212.629.7265  
 Fax: 212.947.5462

E-mail: info@netcominfo.com  
 Website: www.netcominfo.com



**Learn English  
 in New York  
 and Miami Beach**

MANHATTAN  
 22 W. 34th St.  
 New York, NY 10001  
 (212) 736-9000

www.zoni.com



800 sixth avenue  
 new york, ny 10001  
 T 212.213.5042  
 F 212.213.5081

**WALDY'S**  
  
**WOOD FIRED  
 PIZZA & PENNE**

**EMPIRE STATE  
 Magazine**  
  
 Tel: 212 724-2213 • Fax: 212 724-1050  
 Address: 140w 72nd Street, New York, NY 10023  
 Email: info@empirestatemagazine.com  
 Web: www.empirestatemagazine.com



**IL CAMPANELLO**  
 ITALO ARGENTINO RISTORANTE  
  
 136 WEST 31ST STREET, NEW YORK, NY 10001  
 TEL: 212.695.6111 • FAX: 212.695.6336  
 WWW.ILCAMPANELLORISTORANTE.COM

zine  
 TE  
 zine  
 TE  
 zine  
 TE  
 zine

**FedEx Kinko's<sup>SM</sup>**  
 Office and Print Center



212.279.3556  
 1.800.GoFedEx  
 Store #1086,  
 350 Fifth Avenue  
 Ground Floor,  
 Empire State Building  
 New York, NY 10118

**Products and services that  
 go beyond the basics**

**IMPORTANT NUMBERS  
 TO KEEP AT HAND:**

**Emergencies: 911**

**New York City Info: 311**

**Directory Info: 411**





**Vera's Spa**

Shiatsu ▲ Deep Tissue ▲ Swedish

28 W. 48th St. 3rd Floor  
(212) 768-0088  
credit cards • 7 days • 10am-10pm

**museumofsex**

The Most Stimulating Museum in New York

233 Fifth Avenue (at 27th Street)  
Info: 212.689.6337  
www.museumofsex.com  
Sunday-Friday: 11:00am-6:30pm  
Saturday: 11:00am-8:00pm

\*Can't be combined with other offers.  
Expires 12/01/07. Code: 547

**\$5.00 OFF  
ADMISSION**

**METRO**

MASSAGE THERAPY /  
ORIENTAL BODYWORK / SCRUB

165 W 47th St. Bet 6th & 7th Ave.  
**212.730.2112**

WWW.OKTOOTH.COM  
1-888-OKTOOTH

(212) 279-1232  
FAX (212) 594-8588



CHARLES M. MARKS, D.D.S.

OFFICE HOURS  
BY APPOINTMENT

EMPIRE STATE BUILDING  
350 5TH AVENUE, SUITE 1525  
NEW YORK, NY 10118

**MATRIX**  
Printing & Copying Services

140 West 72nd Street  
New York, NY 10023

Tel 212.724.1309  
Fax 212.724.1359

Email: info@matrixcopy.com  
Web: www.matrixcopy.com

**Graphics Copy**

219 E 26th St  
New York, NY 10010

Ph: 212-725-7957  
Fax: 212-725-7934  
www.graphicscopy.com  
info@graphicscopy.com

**ZONI**  
LANGUAGE  
CENTERS  
Uniting the World Through Language™

**Learn English  
in New York  
and Miami Beach**

MANHATTAN  
22 W. 34th St.  
New York, NY 10001  
(212) 736-9000

www.zoni.com



**NETCOM**  
INFORMATION  
TECHNOLOGY

Empire State Building  
350 Fifth Avenue, suite 717  
New York, NY 10118

Phone: 212.629.7265  
Fax: 212.947.5462

E-mail: info@netcominfo.com  
Website: www.netcominfo.com



**FedEx Kinko's**  
Office and Print Center

212.279.3556  
1.800.GoFedEx  
Store #1086,  
350 Fifth Avenue  
Ground Floor,  
Empire State Building  
New York, NY 10118

Products and services that  
go beyond the basics

IMPORTANT NUMBERS  
TO KEEP AT HAND:

**Emergencies: 911**

**New York City Info: 311**

**Directory Info: 411**

# Located in the Empire State Building Lobby

New York City Italian Charms



Sterling  
Silver  
CHARMS



Empire State Building  
Swatch Watch

SPECIAL EDITION  
SOLD HERE



14k Gold NYC Souvenir  
CHARMS



With this ad **50%** off

Limited Edition  
Snoopy Crystal Collection



Complete collection of 17pcs available

Large Selection of  
AUSTRIAN CRYSTAL of NYC



With this ad  
Reg \$65  
Now

**\$19**

NYC Crystal Apple  
Clock

With this ad  
Reg \$100  
Now

**\$29**



swatch+

**FINESSE  
JEWELERS**

EMPIRE STATE BUILDING LOBBY

350 Fifth Avenue, New York, NY, 10118 Telephone: (212) 967-6853 Fax: (212) 268-9944

**Tear Me Out  
for these offers!**

Present this coupon to receive these  
special offers from Finesse Jewelers

Coupon ID: 10118





THIS SCHOOL IS AUTHORIZED BY INS TO ENROLL NON-IMMIGRANT ALIEN STUDENTS

# STUDY IN USA

## \*LONG PROGRAMS

MEDICAL ASSISTANT  
DENTAL ASSISTANT  
COMPUTER ENGINEERING  
COMPUTER PROGRAMMING  
BUSINESS ACCOUNTING

## ENGLISH AS SECOND LANGUAGE

## FALL SPECIAL- ESL- ONLY

**\$2300/YEAR**

**PAY AS LOW AS \$30/ WEEK**

**6-18 MONTHS OF PROGRAM**

**FIELD TRIPS INCLUDED**



**MICROPOWER  
CAREER INSTITUTE**

**EASY PAYMENT PLANS**

**DAY, EVENING, WEEKEND CLASSES**

**LOW COST - HIGH QUALITY**

**800-869-2603**

**WWW.MPOW.COM**

**Manhattan**  
**212-279-2550**

**Queens**  
**718-507-2663**

**Mineola**  
**516-742-5913**

**Hauppauge**  
**631-656-2940**

**New Jersey**  
**908-587-9070**

\*Call for the program availability in each campus.