

**Eastmore Owners Corp. Annual Meeting**  
**June 12, 2023**  
**Profiles for Board Candidates**  
(in alphabetical order by last name)

**Drew Daly, Apt. 12C - Incumbent**

My wife and I are long term residents of the Eastmore. We purchased our apartment in the original conversion.

I retired from a major global bank where I worked in the commercial real estate finance group. For most of my career I was involved with financing major real estate projects. I have an MBA in finance from Columbia University. During my career in real estate lending and investment, I have also managed a portfolio of commercial properties.

As a member of the Board and Treasurer, my goal is to ensure the financial stability of the Eastmore and to represent the best interests of the Shareholders. Four years ago, I was very involved in the refinancing of the Co-op's mortgage and again when we refinanced the underlying mortgage early last year to reduce the interest rate. As a result of the proceeds from the mortgage refinancings, we were able to generate sufficient funds for the recent capital projects at the Eastmore, including sidewalk replacement, local law 11 repairs, the elevator replacement and the work on the gas repairs. In addition, I am involved in the annual budgeting, review of the annual financial statements and our income tax filings.

During the time I have been a member of the Board, I have attended over 90% of the meetings. My background in real estate finance continues to be beneficial to the Board and Shareholders.

**Lori Fierstein, Apt.11E - Incumbent**

I have lived in the Eastmore for over 30 years with my family and have served as a member of the Board of Directors for more than a decade. I have extensive experience working in both residential and commercial real estate. As Deputy Commissioner for Real Estate Services in the City's Department of Citywide Administrative Services for more than 20 years, I was responsible for negotiating major leases and acquisitions for City agencies, selling City-owned property at auction, managing a real estate portfolio of several thousand properties and leasing City-owned property to private entities. I also managed a staff of over 200 employees. Prior to this position, I was Director of Sales at the City's Department of Housing, Preservation and Development responsible for the sale of surplus residential properties. My expertise includes project management, streamlining processes, strategic planning, negotiating property acquisitions and budget development.

As a member of the Board, I have participated in the development and implementation of several Five-Year Capital Plans. Some of the projects in which I have been integrally involved are: elevator modernization, the Façade Inspection Safety Program (FISP), Garage Roof and Bulkhead Repair and sidewalk replacement. I also was a member of the team working on the gas restoration project. In addition to monthly Board meetings, I attend weekly construction meetings devoting between 10-15 hours a week on these projects. Most recently, I was a member of the team working on the Roof Refresh Project.

Working together with a team of consultants, contractors, our Resident Manager, Managing Agent and other Board members, we have completed various major capital projects that have significantly improved the infrastructure of the Eastmore. I also worked on the most recent mortgage refinancing that reduced our interest rate and increased our reserve fund which is necessary to finance future capital projects. Lastly, I coordinated with the City's Department of Consumer Affairs to remove the newsstand at the corner of Second Avenue and East 76<sup>th</sup> Street.

I also am on the Board of Directors of the Rachel Cooper Foundation for Pediatric Cardiology, a not-for-profit organization that brings children from third world countries to the metropolitan area for life-saving open heart surgery. To date, our financial support has helped to save the lives of over 1,000 children.

It would be an honor to continue to serve as a member of the Board. I have thoroughly enjoyed working alongside my colleagues to ensure that the Eastmore continues to be a building that is fiscally sound and one that we all are proud to call home. If you have any questions, please feel free to contact me at [lfierstein@aol.com](mailto:lfierstein@aol.com).

### **Nancy Friedman, Apt. 7E - Incumbent**

My husband Arthur and I have chosen to live at the Eastmore for many years. We love living here and are proud to call the Eastmore our home. It is extremely important to me to be as involved as possible to help to maintain the well being, both physically and financially of the Eastmore. A financially secure and healthy, well run building keeps staff and residents happy and helps to keep the value of our apartments strong.

My prior experiences as a Corporate Marketing Director at two large trade publishing companies led me to start my own marketing company, where I was Owner/CEO for thirty three years. CBP specialized as a business to business marketing company , representing 160+ trade brands, both print and digital. I was involved daily with almost every aspect of negotiating, establishing and maintaining budgets, employee hiring, Human Resources, payroll, leases, contracts, planning, marketing, ongoing sales and client relationships, as well as overall operations. I also served on several industry committees, spoke at many industry functions, and was asked to write several articles that were published in industry magazines. For three years after, I was asked to consult for many of these same clients with their planning, marketing, budgeting and sales, bringing three of my former Managers to work with me.

I was elected to be on the four person negotiating team representing the Eastmore residents to help create our proprietary lease prior to the Eastmore conversion to coop. I was later asked to join the Board to fill a vacant seat.

I have been fortunate to work together closely with other Board members to achieve short and long term goals, make new plans and help keep the Eastmore prosperous and growing. Being part of a team helping to achieve compliance with existing local laws while planning compliance for future local laws and environmental concerns (i.e. Local Law 97 dealing with meeting new energy efficiency and greenhouse gas emissions) continue to be extremely important to me.

For the past few years I have been part of the Board committees integrally involved in our elevator modernization, refinancing our mortgage, the FISP ( Fascade Inspection Safety Program), Garage, Roof, and Bulkhead Repair, and the sidewalk replacement. I have also been part of the committee for the gas restoration project. Many of these committees met once or twice a week or more, for the duration of the project. We were able to complete most of the projects in our five year capital improvement plan. More recently, I was a part of the four person committee for our roof refresh-helping with the planning, design, and overall updating of our roof.

It would be an honor to be part of the Eastmore Board and serve the shareholders again this year. I hope that I will continue to have the opportunity to bring my experiences and background to help ensure that the value of our apartments remain strong while we remain financially secure and continue to grow going forward.

**Jean-Baptiste (JB) Kresser, Apt. 16B**

Hello everyone, my name is JB Kresser and I'm a candidate for the Board. I have lived at the Eastmore for almost 10 years.

I strongly believe that I have the right skills to serve on the board, bring a fresh set of eyes and will help enhance the community.

I have twenty-four years of business experience in Europe, Asia and the United States with an extensive knowledge of diverse industries including insurance, manufacturing, consumer products and telecommunications.

I am currently a Director of Corporate Governance for a \$9 billion publicly traded company called Willis Tower Watson, a world-renowned insurance broker and I lead the CEEMEA (Central Eastern Europe Middle East Africa) and WE (Western Europe) regions.

Prior to this, I was the head of internal audit for North America (with \$4 billion in revenue). I managed multiple teams across the world and have worked with Senior Management, legal, compliance, human resources and finance teams.

I learned to quickly identify problems or weaknesses and present solutions, management action plans to remediate the issues identified. To date, I have always gotten the job done.

In my spare time, I run a non-profit organization (Germanistic Society of America, Inc) as a board member and co-chair. I manage and direct our volunteers, take care of our finances and organize our annual fund raiser event. The purpose of this charity is to raise funds for a scholarship fund. We have supported close to 600 students. The scholarship recipients are chosen in cooperation with the Institute of International Education in New York, Fulbright, Germany, and Columbia University.

I also wanted to expand my business knowledge in real estate and obtained a New York real estate license.

I would be honored to represent your interests as a member of the Eastmore Board should you choose to vote for me.

Please feel free to reach out if you would like to know more about me or have any questions. My email is [jbkresser@gmail.com](mailto:jbkresser@gmail.com) and my phone number is (917) 698-1742.

## **Brian Pardus, Apt 9R – Incumbent**

Hi, it's Brian. What a privilege it has been to serve on the Eastmore Board of Directors this past year and I'm looking to be re-elected with your help.

I have worked for more than 25 years in executive administration for Fortune 500 CEOs. For the past 15 years for a high-net-worth family, I serve as the Residence Manager who is directly responsible overseeing multiple 40-million-dollar properties, capital improvement projects, renovations, maintenance, staff, and décor.

Throughout my career, I have accumulated knowledge in:

- HVAC Systems
- Sourcing New Vendors
- Permits and Contracts
- Assembling Teams
- Establishing Protocols
- Communication

I have been living in the Eastmore for over 6 years and I am extremely invested here. My time on the Board has been a very rewarding experience. I've met with many shareholders and the Eastmore community and enjoyed our conversations. From these, many great ideas have been cultivated and some have grown into completed projects that did not cost us extra each month. I am looking forward to further conversations with you to make the Eastmore an even better place to call home.

My knowledge and experience have been valuable on the Board. It has proved vital in the project to refresh the roof deck. I have been amusingly titled "all things roof".

Roof Deck Project:

- I introduced a proposal to refresh the roof deck.
- Skillfully negotiated the design proposal to meet budget.
- Brought together a team.
- We completed the project ahead of schedule.
- Served as team leader.
- We oversaw the completion of the project with the team.
- Assisted to create a budget.

I'm ready to maintain this momentum and serve on similar projects that add value. Together, as a team let's keep moving forward! **I need your help and your vote to be re-elected to the Board of Directors.**

**Greg Simpson, Apt. 17N - Incumbent**

Thanks to your enthusiastic support last year, I was elected to The Eastmore Board. As your representative, I've worked on your behalf to push for more frequent and detailed communications, improve transparency with Board outcomes, and proactively advocate for increased engagement and involvement by our residents. While I have not been able to achieve everything we had hoped, I'm not giving up or giving in. I still see an opportunity to make meaningful improvements and upgrades in the way The Eastmore is managed and how information can be communicated with better detail and in a timelier manner. Being a member of the Board is an important role and my goal is to serve the interests of ALL Eastmore residents by creating and building a community where shareholders/residents work together collaboratively so our building prospers.

My experience in real estate, insurance, change management consulting (communication), business ownership, employee experience, and board roles would continue to be beneficial to The Eastmore Board.

For over 30 years, I've been heavily involved in the management and marketing aspects of my family's real estate business in Kentucky. I'm also a partner in a real estate holding company. I moved into insurance with State Farm when one of our REALTORS® became an agent in 1990. Over the next 11 years I progressed from Business Manager to Assistant District Manager to a variety of supervisory roles in the Georgia-South Carolina Regional Office. I earned my MBA at the Goizueta Business School - Emory University in 2002 and moved to San Francisco where I joined Accenture's Change Management Practice. For the next 5 years, I worked with people at all levels of Fortune 150 companies such as Deutsche Bank, Diageo, EMC, Merck, Microsoft, PepsiCo, Pfizer, and Xerox. After transferring to NYC with Accenture in 2009, I left in 2012 to start my own consultancy to help companies and their employees succeed by creating more meaningful, productive, and engaging workplace experiences.

Prior to being on The Eastmore Board, I was President of the Hunter's Forest Homeowners Association in Atlanta and I've served as an active Board member of the Association for Talent Development New York City Chapter in various roles over the last 6 years (3 years as President, 1 year as Past President, and currently in my second year as a Board Advisor).

Being an active member of my community is important to me. I love improving processes, solving problems, and enhancing experiences. It would be an honor to continue to represent your interests as a member of The Eastmore Board. I hope you'll vote all or some of your shares for me.

If you'd like to know more about me or to ask any specific questions, I welcome the opportunity to talk or meet. You can reach me by email at [gregoryfsimpson@gmail.com](mailto:gregoryfsimpson@gmail.com) or by phone at (646) 256-0357.

**Lynda F. Wertheim, Apt. 8CD – Incumbent**

I have lived in the Eastmore for over 35 years and purchased my apartment in the original conversion. I joined the Board after being asked to fill a vacated seat. I kicked off my leadership activity this year by conducting an orientation of new board members and participating in integrating two new board members on to the board. In addition, this year I worked with the “roof refresh” team to plan and execute the enhancements made to the roof deck. This experience followed my previous experience working on capital projects such as a new roof, a boiler fuel conversion, a complete sidewalk reconstruction, the installation of new elevators and several facade compliance projects, most recently, the one completed last year. I continued to collaborate with Board members, the plumbers and Allied staff to finalize the restoration of gas to all apartments.

I continue to work with the Board Treasurer to insure that our funds are in financially stable banks and invested in conservative financial vehicles. Our successful refinancing of the building’s mortgage allowed us to pay for the gas leak plumbing expenses without having to impose an assessment on shareholders. It also allowed us to finance the roof refresh project. I continue to be involved in decisions relating to residual issues created by the pandemic to insure that the residents and the staff remain safe. I serve as the liaison to the Eastmore’s outside accountant and legal counsel. This past year I continued to address litigation involving a shareholder of the Eastmore who is currently running for a Board seat. I arranged for an ethical screen to be implemented for one of the current Board members precluding the Director from discussions and decisions relating to such litigation. I continue to be a spokesperson for the coop on a variety of matters related to the Eastmore community and Community Board 8. As part of a three member team of residents, we addressed the neighborhood noise issue from Iggy’s and Stumble Inn. We involved the NYPD, Community Board 8 and the local business owners to identify the source of the noise and steps to create a quieter neighborhood for the Eastmore residents.

Professionally, I ran a multi-million dollar department at the global law firm, White & Case, for over 25 years. My responsibilities included recruiting, interviewing and training candidates for legal assistant positions as well as budgeting for and directing a staff of over 200 people in the Americas, Europe and Asia. I co-founded the Legal Assistant Management Association, (LAMA), a professional association for legal assistant managers and served on the Board in several positions, including President. I co-authored training manuals for the organization and served on the American Bar Association (“ABA”) Commission for Approval of Paralegal Programs. I was the spokesperson for LAMA and represented the organization at ABA meetings, conferences of the Association of Legal Administrators and the American Association for Paralegal Education and at annual meetings of General Counsel. In addition, I was President of Women At Risk, an organization whose mission was to provide funding for scientists who focus their research on women who are at high risk for breast cancer.

I currently tutor a first grade public school student in reading.

As the demographic composition of the Eastmore residents continues to evolve, I remain sensitive to balancing opportunities for change with realistic expectations amid budgetary considerations. I am also involved in resolving matters relating to the building staff and am committed to making sure their needs are properly addressed.

I would like to continue to serve on the Board. I am a consensus builder and I bring historical perspective to issues that arise. I am energetic and promote creative solutions. I welcome the opportunity to continue to represent the interests and changing needs of all residents at the Eastmore.

**Blanche Zelmanovich, Apt. 4N**

Hello, my name is Blanche Zelmanovich and I have called the Eastmore home for almost 14 years. The Board's role is to ensure accountability, transparency and open communication between residents, the Board and the management company. Board members, as representatives of the shareholders, should be visible and active members of the building, helping to improve the Eastmore community, including asking for and listening to suggestions and feedback from the residents.

I am compelled to run for the board as the current Board is falling short of these principles and is pursuing its own agenda to the detriment of our community. I know many of you worry that if you contact the Board about a concern, issue or even a recommendation, the Board will be non-responsive, or worse, even retaliate against you. And for some of you, like myself, that is what has been happening.

In my professional life, I have over 20 years of experience as a corporate restructuring advisor. My job is to bring change to difficult situations by improving processes and communication, all while making my clients more financially and operationally stable. My clients have been in a variety of industries including (but not limited too) real estate, insurance, government, retail, and manufacturing; with revenues of \$100 million to upwards of \$15 billion annually. Fixing things that are broken is a passion of mine.

The Eastmore is supposed to be a community and that is what I would like to bring back. The Board needs to listen to the residents. If we renovate the lobby, we should solicit assistance from anyone that wants to help with the project. The existing board say that they have tried that in the past but that no one has signed up. I believe the Board should keep trying. It is not complicated to ask for input, and we should all be heard. By voting for me, I promise to work as hard as I can to have all your voices heard, not just those of the friends of the Board. Let's bring some much-needed new energy to the Eastmore!

It would be an honor to represent your interests as a member of the Eastmore Board and help to improve the community that many of us call home.

Thank you for your consideration, and I am available to answer any questions you may have or just to say hello. I can be reached at [Blancheasa@hotmail.com](mailto:Blancheasa@hotmail.com) or at (212) 671-0866.