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Caretakers Honored for Excellence



Hector Guerra, Brenda Houston and Edwin Echevarria (with certificates) are honored in the Ceremonial Room at 90 Church Street. With them are: GM Douglas Apple, Vice-Chairman Earl Andrews, Jr., Member JoAnna Aniello, DGM Bobby Podmore and Human Resources Director Dale Kutzbach.

Three caretakers whose dedication to the job represents the Authority's highest standards of service were honored at NYCHA's annual John DeCarlo Memorial Award ceremony on June 28, 2005. Edwin Echevarria, Caretaker J, and Hector Guerra, Caretaker G, both at Astoria Houses in Queens, shared first place in the prestigious award, and Brenda Houston, Caretaker J at Randolph Houses in Manhattan, was runner-up. The first place prize for each winner was \$1,000 and the runner-up received a check for \$500.

"This is a celebration of NYCHA's most valuable asset -- our employees," declared Human Resources Director Dale Kutzbach, whose department administers the award. Named for legendary Caretaker John DeCarlo,

who lost his life on the job in 1997, the award is presented to caretakers whose service to residents, dedication to the job and quality of conduct best perpetuates his legacy.

"This is one of NYCHA's proudest occasions," said Member JoAnna Aniello. "Caretakers make the greatest difference in the lives of residents. On behalf of Chairman Tino Hernandez, the NYCHA Board and GM Douglas Apple, I congratulate you."

DGM for Operations Robert Podmore termed caretakers the Authority's "backbone" for their strength, its "face" for their frequent contact with residents and its "heart" for their determination "to get the job done no matter what the challenge."

(continued on page 4)

Centralized Call Center Comes to Queens



Chairman Hernandez and DGM Podmore

Rollout of the Centralized Call Center, which extends the convenience of scheduled maintenance and repair visits to NYCHA's Queens residents, was celebrated on August 23 at the Ravenswood Community Center by Chairman Tino Hernandez, Board Members, GM Doug Apple, DGM Bobby Podmore and Queens Resident Association Presidents. **See page 3.**

Bulletin Board

The Bulletin Board posts information about events, policies and programs of interest to employees and retirees.

Congratulations

Congratulations are extended to **Cesare Lucido**, formerly Deputy Director in the Asset Management Department, who was promoted to Director of the Asset Management Department, effective August 14, 2005.

NYC Employee Assistance Program

The NYC Employee Assistance Program (NYC/EAP) is a professional service that provides free, *confidential* assistance to NYCHA employees and their family members with personal problems. Employees are urged to seek assistance whenever personal problems interfere with functioning at work or threaten their well being.

These problems may be in areas such as: alcohol and drug abuse, stress, anxiety or depression, as well as personal, family and job difficulties.

Employees may ask their supervisor to schedule an appointment with the NYC/EAP on limited "excused leave" or schedule their own appointment on personal leave.

The NYC/EAP is located at 40 Rector Street - Rm. 745, in Manhattan, and may be reached at (212) 306-7660 on weekdays from 9:00 a.m. to 5:00 p.m.

Yahoo Group Forum

Authority employee Larry Ginsberg has set up a Yahoo Group Forum for NYCHA staff and retirees.

The web location was designed to "connect employees with past colleagues, present co-workers and NYCHA friends," he said.

The online address is: <http://groups.yahoo.com/group/PastandpresentofNYCHASTAFF/> (no spaces).

The group forum is not an official organ of the Authority, and NYCHA is not responsible for its contents.

For questions, the group owner and moderator may be contacted at lzhill411@yahoo.com.



General Services' Print Shop now offers professional quality printing products to our employees as well as outside organizations at very competitive prices.

For information, please contact Janice Jackson (212) 306-3584.

Come visit us.

Hurricane Katrina Disaster Relief

Many concerned employees have inquired about contributing to disaster relief agencies to support the recovery operations from Hurricane Katrina. Information about agencies involved in these efforts is available by calling the City's 311 call center, and may also be accessed at the City's website at www.NYC.Gov.

Mayor Michael R. Bloomberg has urged New Yorkers who want to help to make donations to an established charity such as the American Red Cross or the Salvation Army, or through the Mayor's Fund to Advance New York City, which will also distribute donations to disaster relief agencies.

"New Yorkers will never forget the extraordinary support that we received following the dark days after 9/11," the Mayor said. "One way each of us can offer support now is by making a donation to an organization that provides disaster relief."

NYCHA Employee Bulletin

Chairman.....	Tino Hernandez
Vice-Chairman.....	Earl Andrews, Jr.
Member.....	JoAnna Aniello
Secretary	Vilma Huertas
General Manager.....	Douglas Apple
Dir. of Public and Comm. Relations...	Sheila Greene
Editor.....	Howard Silver
Senior Photographer.....	Pete Mikoleski
Photographer.....	Kevin Devoe

New York City Housing Authority
 Department of Public and Community Relations
 250 Broadway - 12th floor
 New York, NY 10007
 (212) 306-4384

Dates in Housing History

June 28, 1934	President Roosevelt establishes Federal Housing Admin., insuring bank loans for construction of privately owned housing.
July 5, 1936	Construction began on Harlem River Houses, built directly by the Public Works Admin.
July 15, 1949	President Truman amends U.S. Housing Act, greatly increasing public housing expenditures and subsidizing inner-city redevelopment.
July 22, 1932	President Hoover signs Federal Home Loan Act, making low-priced mortgages available.
Aug. 1, 1942	Construction begins on Red Hook Houses, first project built under the 1937 Housing Act.
Aug. 17, 1942	Occupancy begins at Fort Greene Houses, first state-financed development.
Aug. 22, 1974	Federal Housing and Comm. Development Act creates massive leased housing program utilizing the private sector.

NYCHA Initiatives

NYCHA Initiatives focuses on how the Authority is changing to confront new challenges creatively, utilize resources effectively and keep pace with technology.

CENTRALIZED CALL CENTER

On April 25, NYCHA initiated a 24-hour Centralized Call Center (CCC) that provides residents in Staten Island with the convenience of scheduling routine maintenance work through a dedicated phone number in the Emergency Services Department (ESD). On July 18, this landmark in customer service delivery was extended to residents in Queens. And on August 1, the scheduling of repairs by skilled trades staff was added to the seven-day-a-week pilot operation that now receives up to 700 calls a day from the boroughs' 22,000 households.



Pat Lawler

"Our priority is to satisfy our customers."

Eventually, the convenience of scheduled work requests will be extended City wide. Few initiatives have greater potential to revamp a key aspect of NYCHA's management operations with a more positive impact on resident service and efficiency.

Breaking the Cycle

The backlog of work requests caused by duplication of work tickets caused by residents not being home for unscheduled maintenance visits has long dogged the system.

"The high rate of TNH [Tenant Not Home] instances was frustrating to both residents and staff," said DGM for Operations Bobby Podmore. It was also costly, resulting in repeated repair calls and staff visits.

"We needed something to break the cycle, something that could improve customer service within fiscal constraints and with available staff," DGM Podmore explained.

In seeking a solution, he knew that many service providers in other sectors schedule repairs for the morning or

afternoon on a specific date. However, this could not be done with "1,000

"Scheduling work increases service to residents and productivity."

employees taking calls at 157 locations. We first needed to add consistency to the intake process."

Fortunately, as DGM Podmore knew, ESD had recently moved to a state-of-the-art facility in Long Island City where its Emergency Service Control Center intakes emergency, repair and maintenance calls from residents when management offices are closed.

"We already had the experienced staff and new technology in place," said ESD Director Conrad Vasquez. "We needed someone to adapt the work ticket system so it could operate from our central location where tickets could be completed systematically."

It Takes a Team

With the problem defined and the solution in sight, someone needed to "bring the players and resources together," said Director of Management & Customer Relations Systems Pat Lawler. As CCC project manager, she knew "it takes a team," and it was her role to assemble and coordinate players from Management, ESD, Staff Development, IT and the Executive Department "to make the project work."

First IT created new screens in the existing work ticket system that enabled ESD's 70 Customer Service Representatives (CSRs) to schedule, track and confirm work requests. IT also developed screens for borough and development staff to create the schedules which CSRs use to make the maintenance and repair appointments.

Staff Development prepared a training curriculum on the procedures



"Bobby" Podmore

and trained ESD, development and borough staff. Procedures ensure that residents' calls are forwarded from management or borough offices directly to the CCC if residents don't use the new, centralized number.

"The borough's role is to oversee the developments' creation of the work schedules and to ensure they have adequate staff to make the repairs," said Staten Island Management Director Marguerite Mann. "We have a commitment we must keep to residents."

Customer Satisfaction

"The new system isn't hard and it's nice to help the people," says CSR Kofi Amoh. "Residents like to schedule calls for a convenient time."

Kofi and other CSRs schedule routine maintenance -- such as minor leaks, jammed doors and broken light fixtures -- for the morning or afternoon, on the next available date. Multiple



Conrad Vasquez

"We had the staff and new technology in place."

jobs may be scheduled for the same visit, and work may be rescheduled by request.

"One day prior to the repair, we place an appointment confirmation call to remind residents," and even after the job is completed, there is still one more call to be made, explains Quality Assurance Specialist Cathy Diaz. That is the quality control call to ensure "residents were satisfied."

"The procedures we trained staff to follow put the customer first, and keep their satisfaction in mind," said Deputy Director of Staff Development Rhonda Jacobs. Trainers have continued to visit CCC staff to obtain input from the CSRs and to fine tune the operation (see photo, next page).

(continued next page)

CCC (continued)

"There were a lot of questions about how the new system will work which we answered."

Staff Trainer Juan Aybarb

"Getting our staff to approach residents as customers is critical," Pat Lawler affirmed, "and to understand that our priority is to satisfy them." This message was emphasized when Pat visited every development in Queens and Staten Island, with its Management Department Director, as part of the initiative's "change management" component. The 95 percent satisfactory to excellent ratings in Quality Assurance Specialists' surveys shows that "work order" was received loud and clear.

"NYCHA was already receiving good evaluations from residents on HUD's surveys for the quality of maintenance and repairs," Pat explained, "but not for customer satisfaction, due to the work backlog. The CCC will greatly improve upon that."



"Many CSRs accompany maintenance workers at night on calls, so we are familiar with common repairs. Sometimes I can even help residents with a simple problem over the phone."

CSR Eric Nieves

However, work much remains to be done. "On any given day, the 80,000 to 140,000 work tickets we don't get to means there are families we're not assisting, and that is unsatisfactory," said DGM Podmore at the August 23 reception for the CCC's Queens rollout.

Despite the greater volume of work orders, due to the program's popularity, and a small increase in staff, the

"We worked with CCC, development and borough staff so each group knows its part."

Staff Trainer Yvonne Jones

improved service is not hurting NYCHA's bottom line because "scheduling work requests increases service to residents and productivity."

So far, the TNH rate in the two boroughs has declined by more than half to just 20 percent, which will save more than 5,000 staff hours annually.

But most important, says DGM Podmore, "We want to give residents the service they deserve." **B**



IT TAKES A TEAM CCC Committee members from Queens and Staten Island Management Departments, IT, Staff Development, and the Emergency Services Department's CCC.

Caretakers Honored

(continued)

Field Superintendent Gilbert Santiago, who was Superintendent at Marlboro Houses where John De Carlo worked, recalled his exceptional qualities. "He was a quiet and respectful individual who reported to work early each day and almost never took his annual leave." To indicate the consummate character of John DeCarlo's service, Mr. Santiago simply said, "His photo should be next to the definition of 'caretaker' in Webster's dictionary. Today's honorees should be proud they have won an award that honors him."

In Their Own Words

Asked to comment, honoree Edwin Echevarria remarked: "This was a great surprise to me. Each day at work I try do to my best and be patient with everyone. It is like my second home there and we are all like a family."

2004 John DeCarlo Memorial Award Winners Profiles

First Place: Edwin Echevarria, *Caretaker J, Astoria Houses*

Frequently commended for his dedication, excellent job performance, and time and attendance record, Mr. Echevarria displays an exemplary attitude, completing not only his regular duties in a timely manner, but also contributing to the success of HUD inspections as well as special events.

First Place: Hector Guerra, *Caretaker G, Astoria Houses*

Consistently dependable and adept in completing challenging assignments, Mr. Guerra displays intelligence and ingenuity in every task, while still finding time to help co-workers improve their skills. His untiring work ethic is an inspiration to employees as well as supervisors.

Runner-Up: Brenda Houston, *Caretaker J, A. Phillip Randolph Houses*

Willingly accepting any assignment and readily assisting her fellow employees, Ms. Houston demonstrated her cooperative attitude and abilities by spearheading the preparation for HUD's inspection during her immediate supervisor's leave of absence.

"I enjoy helping the residents, especially in the garden program," said Hector Guerra. "And I love working on the grounds in the outdoors doing many different things. I think positive every day because the people we work with, residents and co-workers, are like friends; we help each other."

"It feels great to be acknowledged," exclaimed Brenda Houston. "I work in the storeroom and I take it upon myself to do many things, from keeping the storeroom spotless to knowing what and when to order. I don't need to be told." **B**

Wit and Wisdom for the Workplace ... PROVERB CONTEST



Employees and retirees responded to the *Bulletin's* proverb contest by sharing a rich assortment of aphorisms reflecting their creativity, cultural backgrounds and life experiences. In response to our request, many of the proverbs were original, proving that treasures can indeed be found in your own backyard.

Ranging from pragmatic to enigmatic, the entries reflect the diverse world views and life

truths of the NYCHA family, and the *Bulletin* gratefully acknowledges readers' responses.

Below are the ten finalists, indicating winners for First Place, Second Place and Honorable Mention. The winners will select their prizes from an assortment of NYCHA branded items available at the NYCHA Store .

Be on the lookout for other *Bulletin* contests in the future!

You must stick to your convictions, but be ready to abandon your assumptions.

Peter DeLa Cruz

The easiest job in the world is the job done right the first time.

Frank X. Coppola

Imagination is more important than knowledge.

Clinton Whitfield

Adversity doesn't build character, it reveals it.

Pete Trifoli

The only difference between stumbling blocks and stepping stones is how you use them.

Taywana Gray

Immediate attention to unpleasant tasks frees the soul.

Cosmo Fetta

Never assume because then you will never know.

Stephanie Guzma

Choose a job you love, and you will never have to work a day in your life.

Patricia Gomillion

Good luck is a lazy man's estimate of a worker's success.

Cheryll James

When going after Moby Dick -- take along the tartar sauce.

Shushania Wright

Winning Entries

First Place Taywana Gray, Kronos Monitor, Human Resources

Second Place Patricia Gomillion, Housing Assistant, Leased Housing

Honorable Mention Cosmo Fetta, Former Deputy Controller, Retired

Thank you to the NYCHA Store for making a selection of its fine products available as prizes!
Visit the NYCHA store for NYCHA branded items at 90 Church St., 6th floor. (212) 306-6578.



Taywana Gray
First Place Winner

NYCHA Life

33rd Annual Senior Citizen Picnic



Chairman Tino Hernandez stands with NYCHA employee volunteers who left air conditioned office buildings on a hot July 21 to help approximately 1,000 NYCHA senior residents enjoy the 33rd Annual Senior Citizen Picnic at Sunken Meadow State Park. The approximately 24 volunteers took tickets, grilled food, and prepared and served trays containing steak, salad and fruit. The event is sponsored by Assemblyman Vito J. Lopez and the Ridgewood Bushwick Senior Citizens Council, Inc. A second senior citizen picnic was held at the park on August 18.

Harlem Summer Stage



The Mighty Sparrow (at right) was honored for his 70th birthday with a proclamation in appreciation of his outstanding musical performances throughout the world. The presentation was made by JFK Branch of Blacks in Government Vice President Juvida Irving (center) during a Harlem Summer Stage performance attended by almost 2,000 people at the Adam Clayton Powell, Jr. State Office Building on July 26. A collaboration of NYCHA, the NYS Office of General Services, and the Apollo Theater, the summer stage performances bring first class, live entertainment to the community of Harlem on Thursday evenings throughout the summer. At rear in photo is calypso singer Lord Defender (with hat), and holding the microphone is emcee Doctor Bob Lee. Vice-Chairman Earl Andrews, Jr. is at left.

Summer Youth Employment Program



Allan Federman was among 25 employees from Human Resources who, along with borough management and Community Operations staff, registered youths for various kinds of summer jobs.

NYCHA partnered with the NYC Department of Youth and Community Development (DYCD) to provide summer jobs for almost 1,900 young residents through the Summer Youth Employment Program (SYEP).

The youths, ages 14 through 21, were selected by lottery from a larger number of motivated applicants to work during July and August on development grounds, as well as at community and senior centers, several City agencies and about 20 private sector businesses identified by the Department of Resident Employment Services.

"We were very impressed with the excellent performance evaluations the youths have received and from our own dealings with them," said Assistant Director for Human Resources Harley Diamond.

The owner of Julian's Garden, a flower shop, where Aisha Baker was employed, wrote: "We were really impressed with this young lady. She set goals to learn more about owning a business, because that is what she wants for herself. In addition, she demonstrated a creative talent that has astounded us! Thank you for sending Aisha to us."



Aisha Baker

NYCHA Archives

The *Bulletin* continues to feature historic photos portraying NYCHA's 70-year history, selected from the LaGuardia & Wagner Archives housed at LaGuardia Community College.



Chairman Albert A. Walsh congratulates Eugene D. Lattimer, President of the NYCHA Branch of the NAACP, as newly elected officers marked its first year of operation in 1969.

Bonus question: Can you identify individuals in this photo?



James A. Bland Houses, Queens

Housing Manager Regina Chu (front, 5th from right) and Supt. Raymond Alequin (front, 6th from left) with development and borough staff and administrators, including Queens Management Dept. Dir. Michael Cornelius (left), GM Douglas Apple (center) and DGM Bobby Podmore (2nd from right).

Due to the efforts of NYCHA's Safety Committee and safety-conscious employees, the Authority's 2004 on-the-job injury frequency rate reached a record low since safety awareness and monitoring measures began in 1995. The 11.5% decline from the prior year was also 4.7% lower than the previous record low rate achieved two years ago.

Safety First Award Ceremonies held during the month of June recognized the outstanding achievements of three injury-free developments -- Bland, Gun Hill and Woodson Houses -- which tied for first place honors, and the Queens Management Department, whose developments achieved the lowest borough wide injury frequency rate.

Among the many measures taken by the Safety Committee, which includes expertise from up to eight different

departments, is the investigation of major accidents to recommend corrective action, distribution of safety related literature in work locations, and presentations on safety for housing managers, superintendents, field supervisory staff and others at borough management department meetings.

Superintendent Grover Bland, formerly at Gun Hill Houses, said, "with reduced staffing, it's especially important for employees to ask for help, so we can pitch in together to get things done safely."

Safety Coordinator Bill Brown noted, "85% of workers' compensation cases result from unsafe acts, such as employees taking short cuts or not using personal protective equipment, such as gloves, hard hats, safety glasses and face shields. We want our employees to be safe."

CONGRATULATIONS SAFETY FIRST AWARD WINNERS



Carter G. Woodson Houses, Brooklyn

Housing Manager Eilene Halyard (with certificate) with development and Brooklyn Management Department staff. To her right in the photo are Vice-Chairman Earl Andrews, Jr., Borough Director Gloria Finkelman and Superintendent Stuart Steckler. Behind Ms. Finkelman is Brooklyn Management Department Deputy Director Melinia Allen.



Gun Hill Houses, Bronx

Housing Manager Cheryl Keys and Supt. Richard Otero (with plaque) with development and Bronx Management Department staff. In front (l-r) are: former Gun Hill Supt. Grover Bland, Ass't. Supt. Arcenio Feliz, Vice-Chairman Earl Andrews, Jr., Borough Administrators Ruth Grady and Philinda Bell-Biasotti and Bronx Management Dept. Dir. Victor Edwards.

Queens Management Department Director Michael Cornelius (with plaque) with Queens Management Department and Environmental Health and Safety Division administrators and staff. In center is Board Member JoAnna Aniello.



Queens Management Department

INFORMATION TECHNOLOGY FIVE-YEAR PLAN

A revealing glimpse into NYCHA's high-tech future was provided by the Information Technology (IT) Strategic Plan for 2005-2010, recently presented to the NYCHA Board.

Developed by the Office of the Chief Information Officer and submitted by CIO Avi Duvdevani, the Plan provides a broad overview of NYCHA's IT goals for the next five years, and a "road map of prioritized initiatives" for the next two-year period.

The Plan also shows how IT strategies and capabilities will be used to implement the decisions set for the Authority by the General Manager's Operations Committee.

Business Imperative

Not to be overlooked is the Plan's subtitle, Focus on Financial Stability. The report recognizes NYCHA's "business imperative" to reduce its operating budget due to cuts in government funding, while becoming "resident centric" in focus. Technology efficiencies and innovative business models will enable NYCHA to "improve services as well as customer satisfaction" within financial constraints.

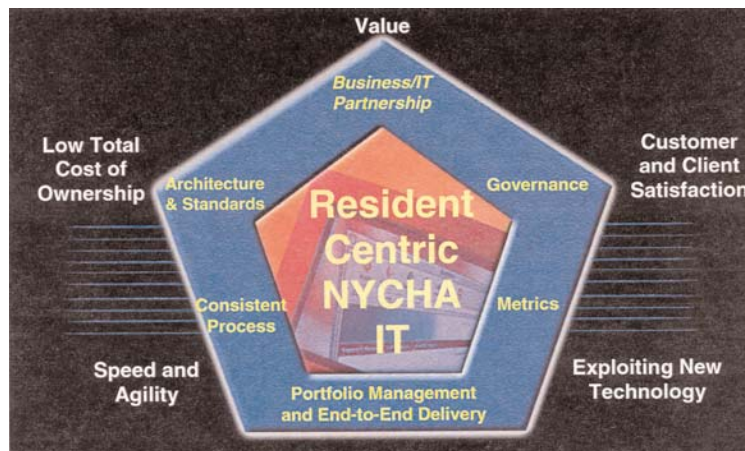
Toward this end, the Plan describes important technology innovations that reduce operating costs, improve workforce productivity and generate revenues. Achieving the Authority's mandate to preserve its valuable stock of available housing while providing core resident services is dependent upon these requirements being met.

Key Concepts

In mapping IT's strategic approach, the Plan includes a new orientation, and new terminology and concepts, that

reflect NYCHA's evolving business models and view of itself.

■ *Customer centricity* calls for the design of services and programs around residents' needs, and the delivery of services "with the end-customer in mind." An example of this approach is the new Centralized Call Center that provides residents with 24-hour scheduling of repair requests (see page 3).



"Resident Centric NYCHA IT" means that technology programs and business practices are built around residents' needs. This increases customer satisfaction as well as the cost-efficiency of operations.

TOP SIX BUSINESS INITIATIVES

Tenant and Property Management - Automate all aspects of resident and real property management to standardize business functions and improve access to information.

Work Ticket and Field Force Automation - Add a scheduling component to the existing work ticket system to enable scheduling of resident maintenance and repair requests.

Computerized Heating Automation System (CHAS) - Enable remote monitoring and adjustment of heating plants to effect energy savings and more reliable service.

Imaging/Electronic Case Folders - Automate and integrate accounts payable and purchasing functions into Oracle's Financial program, creating electronic repositories for documents.

Payroll Deductions of Rent Payments - Enable automatic payroll deductions for rent from employees who are residents.

Executive Information System - Provide "real time" information about NYCHA activities through access to tools and reporting from the Authority Productivity Tracking System.

■ *Continuous standardization* entails "a structured framework for decision-making" that guides future investment and current use of technology. The goal is to build an automated tool to

manage IT's portfolio of initiatives in a way that unifies and integrates all of NYCHA's management operations. An enterprise architecture framework would ensure that various departments share uniform information and operate using "consistent business practices."

■ Finally, the *core vs. context* approach ensures that IT focuses on the *core* functions NYCHA does best -- resident and property management -- and uses outside expertise for *context* specialties.

One example is the decision to use Oracle's commercially available software for NYCHA's financial management needs, rather than dedicating resources to develop a similar capability. Another example could be the leveraging of the City's 311 infrastructure to support the new Centralized Call Center.

The design of services around residents' needs, use of consistent business practices, and focus on core functions all support the recently commenced comprehensive review of resident management services, from housing application to residency cessation, which is "the most significant IT project being undertaken."

Network Virtual Organization

These aforementioned concepts will also help to transform the Authority into what is termed a Network Virtual Organization. This change will enable

NYCHA to "operate and deliver services as one entity," with a unified approach that integrates all business and management operations.

(continued next page)

NYCHA Nuggets

Please acknowledge your staff's exceptional accomplishments by contacting the Bulletin at the address or phone on page 2.

It's easy to overlook the daily heroics of NYCHA employees, especially when you are accustomed to their outstanding accomplishments.

Whether they balance the books by a daunting deadline, keep boilers running with ingenious repairs or collect the rent with compassion -- it is the countless, unsung efforts of NYCHA staff that make the Authority great.



To honor these efforts, victories and even noble defeats for a good cause, the *Bulletin* is initiating NYCHA Nuggets awards. We can't give real gold -- just respect and recognition for a job well done.

To recognize your staff, contact the *Bulletin* by phone at (212) 306-4384, by e-mail at SilverH@nycha.nyc.gov, or at the *Bulletin* address on page 2.

All Housing Managers, Superintendents,
and Emergency Services Department Staff

**Exceptional work performed in response to
to electrical outages and other conditions
during extremely hot weather**

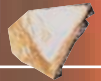
*GM for Operations Bobby Podmore
on behalf of the Chairman, Board, Secretary and General Manager
July 2005*



Shirley Rodriguez, Housing Assistant, Social Services
Roxanne Holloway, Administration, Comm. Operations

**Collection of \$625 from Community Operations
staff located at 250 Broadway as donations to
support victims of Hurricane Katrina**

*Nora Reissig-Lazzaro, Director of Senior Services
Community Operations
September 2005*



Aububon Bethune Houses Staff

**Perfect safety record
for almost three full years
Jan. 1, 2002 - Dec. 28, 2004**

*Phil Johnson, Safety Committee
June 2005*



Benita Patterson and Deborah Pulliam

**Zero rent delinquency
for FHA Acquired Houses**

*Gerard Middleton, Asst. Sup't.
Yvonne Simpson, Housing Manager
March - April 2005*



Finance and Audit Departments

**Early Completion of 2004
Single Audit**

*Jill Berry, Exec. Ass't., Policy Analysis
June 2005*

Community Operations and
Research & Management Analysis

**Successful FY 2004 ROSS/Neighborhood
Networks grant application
resulting in a \$400,000 award from HUD**

*Jill Berry, Executive Assistant, Policy Analysis
May 2005*

Francine Alheid, Construction Project Manager, CP&D

**Assistance in DEO's prevailing wage investigation
of C & Z/Spectrum Contracting Groups resulting
in recovery of \$3,124 in underpaid wages**

*Fredrika Wilson, DEO Director
June 2005*

FIVE YEAR PLAN *(continued)*

For "customers," this means not getting lost in the bureaucracy, and for NYCHA it means completing projects within budget and on time.

Strategic Road Map

Six priority and three emerging business initiatives appear on NYCHA's road map for the next two years (see

box, p. 8). There are also ten technology initiatives that are necessary to enable these business changes. An additional 19 initiatives are planned for completion by 2010. Every item on the ambitious agenda is designed to either increase customer satisfaction, achieve financial savings or enhance technology resources. The road map will be updated annually to reflect NYCHA's evolving priorities.

Adoption of IT's Five Year Plan, said CIO Duvdevani, "has created a mandate for me as CIO as well as for NYCHA's Information Technology organization, to focus our efforts and adhere to the processes and plans outlined in the IT strategy."

The Plan is posted on NYCHA's Employee Portal at http://nychanet/pdf/NYCHA_IT_Strategy.pdf. **B**

Emerald Society Honors Veterans of Operation Enduring Freedom

Honored for Service

Rene Alvarez
Henry Chin-Hong
Michael Clandoff
James Gormely
Ramon Granados
Louis Guiliani
Hector Maisonet
Charles Montalvo
James Patterson
Terrence Pitt
Joseph Porter
Raphael Rodriguez
Miguel Suarez
Gregory Taylor
Edith Taylor-Campbell
Terrance Tyson
Michael Wagoner



Veterans of Operation Enduring Freedom, honored by the Emerald Society, with Member JoAnna Aniello (left), Emerald Society President Jim Hanlon (right) and GM Douglas Apple (second from right). See box at left for list of honorees.

The Emerald Society's Clambake, held each year at Bohemian Hall in Astoria, Queens, is a fun-filled event enjoyed by many employees. While this year's gathering on June 17th was no exception, the day also contained a more serious note.

For the first time, said Emerald Society President Jim Hanlon, "the honor of Irishman of the Year was not presented to just one person. Instead, we chose to honor those individuals who unselfishly put it all on the line for us by serving in Iraq in Operation Enduring Freedom any time since 9/11." Approximately 25 Authority employees have served or are serving since that time, and the 17 employees

honored at the event (at left) are those who responded to the request, forwarded by the Human Resources Department, to be recognized. Some individuals could not reply because they were in training or on active duty.

"Some of the honorees served the first time we went into Iraq, a few have served more than once, and one person may be going back a third time," said former Emerald Society president Thomas Duffy.

In thanking the Emerald Society, honoree Michael Clandorf, in CP&D, wrote: "The sentiments and plaque were well received and it was an emotional moment for each person concerned to be remembered."

Chairman Visits with Employees

Chairman Tino Hernandez visited with employees at five borough receptions coordinated by the Department of Public and Community Relations this summer at some of the City's unusual and sometimes overlooked venues.

Employees invited from management departments, community centers and senior centers from the far reaches of the Authority gathered to enjoy barbecues, dancing and each others' company at various indoor and outdoor locations.

Staten Island staff met at the Snug Harbor Cultural Center, and Bronx staff gathered at the Bronx Zoo Dancing Crane Pepsi Pavilion. Brooklyn staff converged in the Prospect Park Picnic House; Queens staff met at the City View Restaurant, and Manhattan staff met at the Arsenal in Central Park.



Employees at the Prospect Park Picnic House on July 20 put happy faces in all the right places for this group photo with Chairman Tino Hernandez in center.

Central office employees, which also included staff from borough social services, housing applications and leased housing offices, attended the final event on September 20 at the Battery Gardens, inside Battery Park.

In the Prospect Park Picnic House, with ceiling fans swirling and dancers twirling, Chairman Tino Hernandez mingled and relaxed with employees, as everyone enjoyed the spirit of full summer swing (above photo).

"These gatherings provide us with an opportunity to show our appreciation to some of our many dedicated employees," Chairman Hernandez said.

"Usually we are moving so fast there is no time to talk," said Juanita Brown, Coordinator at the Tompkins Community Center. "After you relax with people, you can work better with them later."

HouseCalls

HouseCalls visits employees in jobs and locations throughout the Authority.



Rowland Laedlein,
ADGM of Operations for Management

This interview first appeared in the September 2005 NYCHA Journal.

On a quiet Friday afternoon, two weeks before ADGM of Operations for Management Rowland Laedlein retired, he sat in his small office on the 9th floor of 250 Broadway, patiently answering questions about his remarkable career of almost 34 years.

With characteristic deliberation and a twist of humor, he looked back at a tenure begun just one year out of college, which spanned ten positions that scaled NYCHA's organization chart to the level of senior management.

Starting in 1971 as a Housing Assistant, and rising through positions as Assistant Housing Manager, Housing Manager, Executive Assistant to the Assistant General Manager, Deputy Chief of Emergency Services, Deputy Director and Director of Community Affairs, Director of the Bronx North Management District and the Staten Island Management Department, and Director of Operations Initiatives, ADGM Laedlein has seen and served the Authority as few others have.

Here is some of what he had to say.

What led you to a career at the Authority?

My wife's mother suggested I take some civil service tests. When NYCHA called me for Housing Assistant, I was pleased because I was interested in urban affairs and wanted to make a difference in people's lives.

How did you like your early years here?

The chance to help solve people's housing problems as a HA at LaGuardia Houses felt like a valuable task. I took pride in having few evictions due to my frequent rent reminders. They were gentle, never mean.

What are some differences from then to now?

At LaGuardia Houses there were no intercoms and no locks on building entrance doors. Buildings and grounds were not as well maintained. Now we take more seriously our need to improve the community.

What advice do you have for new field employees?

I tell HA's to treat residents how they would like to be treated and to learn policies and procedures so they can give good advice and straight answers. If the answer to a request is no, it's important to explain why. It's also important to be seen out and about, not just behind a desk.

Was there a major decision or turning point for you?

At one time I thought my prospects here were limited, and I interviewed with a private real estate firm. I saw that in some ways they could offer more. It made me realize how important my job here was because worthy people could be hard to retain. I decided to say, and I later had chances to develop I might not have had elsewhere.

What are some of your major accomplishments?

Working in what was then called Community Affairs, during a two-year period, we reached out to each of the 261 Resident Associations to help formalize their bi-laws and conduct elections. That had never been done before. I am also proud of my work in the Annual Plan process and Town Hall Meetings, where we discuss NYCHA's plans with the community. Of course, the Authority's response to 911 also stands out. What we did that day to mobilize staff and vehicles at ground zero and to re-establish communications with developments, and the mechanisms we later put into place to normalize operations, were very eventful.

What qualities are responsible for your success?

I try to listen carefully and hear 'between the lines' because you are often told what people think you want to hear. I also try to know what's going on outside my area, so I know how to get things done or who to ask. And I encourage staff to think and make decisions for themselves. There can't be a procedure written for every scenario. You must use judgment as well as compassion. It's not black or white.

What qualities might we find surprising?

I may be known for having a somewhat steady nature, even, perhaps, a poker face. Well, you may be surprised to learn this attribute was carefully developed out of necessity.

What will you miss most from working here?

I will miss the interactions with people and sense of everyone working together to find solutions and make things work. People here can work hard and play hard, and both are shared.

Do you have specific plans for your retirement?

I plan on doing some things with my family and also just some relaxing. I am the kind of person who will probably be doing something, but I am really not sure right now exactly what.

For information on Rowland's retirement party, please contact Diane Hines at (212) 306-2842.

Letters

Letters are most welcome. Employees, what's new and noteworthy about your life or work location? Retirees, what are your memories of NYCHA and current exploits? See our address on page 2.



RETIRES HOLD ANNUAL REUNION LUNCHEON

Dear Editor,

I am a retiree who loved working for the Authority. I would love to let my friends know my address so they could write to me.

I worked with Miss Hager, Mrs. W. Jones, Mr. J. Elkin, Mr. Scully and many others [as a Senior Clerk at Beach 41st Steet] when I ran the luncheons years ago. Mr. Michael Rudnick [a former *Bulletin* Editor] always took our picture [see *Bulletin* photo above].

I am well and happy to have known so many nice people.

Thank you.

Irene Scully

40 Holly Glen Lane N., Berkeley Heights, NJ 07922

Dear Editor,

In the March issue of the Bulletin, I was pleased to see a picture of some familiar faces in the Letters section. I



too was in that era. I retired in 1987 as a plumbing supervisor. Enclosed please find a picture of my wife and me on our way to the golf course.

Bill Beck,
Palm Harbor, Florida

Ed: Retirees, keep those letters of the good life coming!



Dear Editor,

My name is Sarah Velez and I retired from the Authority on December 1, 1995. I served for 21 years and NYCHA gave me 23 years in pension [due to a retirement incentive]. What a wonderful place to work!

Today I owe my lifestyle and good retirement to NYCHA. It is like a wonderful family. I have been traveling and enjoying every minute of my retirement with my family.

My regards and love to everyone that remembers me.

Love,

Sarah Velez

Dear Editor,

Association of Black Housing Officials (ABHO) retirees, friends and family announce the passing of Gerald K. Johnson on May 28, 2005.

Gerald worked for NYCHA for 33 years and retired as Director of Applications.

Gerald was a loyal and dedicated worker not only to his fellow employees, but also to the residents he served; he was always willing to lend a helpful hand to anyone.

He was instrumental in helping the former Senior and Supervising Tellers take the Housing Assistant examination, and many of them went on to become Assistant Managers and Managers.

Gerald was a perfect and well-liked gentleman. Many of his ABHO friends attended his funeral.

Submitted by,

Felix Griffith, ABHO Retirees and Friends

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