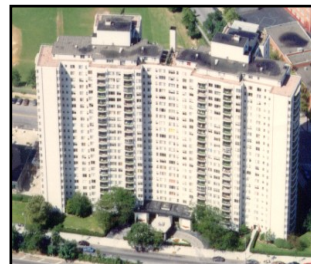




..If you've got a rich imagination, give it a whirl, give it a try..."
—Frank Loesser

The Whitehall WHIRL



3333 Henry Hudson Parkway
Riverdale, NY 10463

AN INFORMAL NEWSLETTER FOR ALL RESIDENTS OF THE WHITEHALL WINTER 2018

ISSUE No. 45

GREEN ROOF ESSENTIALLY COMPLETE, BOARD NOW FOCUSING ON "WHAT'S NEXT..."

There is still work to be done on the Whitehall's landmark 30,000 sq. ft. green roof, but for all intents and purposes, the facility is complete and ready for full use once the winter weather abates. With the substantial completion of the waterproofing and deck restoration associated with ground floor apartments 1F and 1G, major construction work on the green roof is done. What remains is what contractors generally refer to as "punch list" items, and this work is now ongoing. Included are such projects as a new security fence on the perimeter outside of 1F and 1G, finish stone work on interior walls of the large planting beds, installation of new HVAC equipment at the north end of the deck (inside the wooden palisade fence), and possible installation of one or more water coolers on the green roof.

The Whitehall's construction projects agenda now includes continuation of the remodeling of the lower level of the health club, which is already underway. The old carpeting in the health club lobby, hallway and reception room was recently replaced with wood laminate flooring, and sleek cushioned tile flooring has replaced the carpeting in the men's and ladies' locker rooms. The tile floor and stair treads in the pool vestibule have also been replaced. The molding and coping around the floors and doors and door frames have also been refinished in colors that complement the warm wood tones of the wood laminate flooring.

In the gym itself, new Matrix cardio equipment (elliptical trainers, treadmills, ascent trainers and stationary bikes) have also been installed and are getting rave reviews from club members. The new cardio equipment features touch screens affording wi-fi streaming of popular services like Netflix and Hulu, and "visual tours" to add a touch of reality to workouts. The touch screen consoles supplement the big-screen wall-mounted TVs. Designers are now looking at the gym to see if we can optimize our use of the space and possibly bring in additional equipment prior to replacing the industrial carpeting flooring with a cushioned tile surface .



Cardio equipment touch screens allow users to stream popular services like YouTube, Netflix, Hulu and more while they work out.

(Continued on Page 2)

BIG REAL ESTATE TAX HIKE SPARKED RUSH TO PREPAY TAXES IN ADVANCE OF NEW IRS LIMITS ON DEDUCTIONS

The outsized 8% real estate tax increase for FY 2018 that has been imposed on The Whitehall by NYC not only necessitated a 3% maintenance increase for shareholders for this current year, it also triggered a mad dash on the part of many to try to prepay their 2018 real estate taxes before Dec. 31, 2017.

That's because the tax reform bill signed by President Trump just before Christmas Day 2017 calls for finite limits on things like state and local taxes to take effect with the 2018 tax year. It's understandable that residents would try to take advantage of uncapped tax deductions still available for the 2017 tax year by prepaying their 2018 real estate taxes before December 31, 2017.

Unfortunately for Whitehall residents, this has proven not to be a feasible solution, for several reasons.

1. Unlike condominiums, where residents get individual tax bills the same way private homeowners do, The Whitehall is a co-op, and receives a single real estate tax bill which is then allocated to each shareholder on the basis of total shares owned. So, if prepayment could be done, it would actually have to be done by the co-op corporately, and then proportionately allocated to each shareholder.

2. The Whitehall, like most co-ops, operates on the accrual basis of accounting.

(Continued on Page 2)

TAX PREPAYMENT NIXED (continued)

This means, according to Whitehall accounting firm Prisdand, Mellina, Unterlack & Co., "that any prepayment of real estate taxes in December 2017 would be deferred to 2018, and therefore not deductible on the 2017 tax return."

3. In order for the co-op to attempt to deduct the prepayment of additional real estate taxes, it would have to switch to the cash basis of accounting, with several forms required to be filed with the IRS, and which normally takes several-months to accomplish. The IRS could be counted on to challenge this in any event.

"...Switching to the cash basis to obtain an additional deduction may be subject to challenge by the IRS."

— Evan Unterlack

4. Even if all of this could have been accomplished, a squirrely little rule in the new tax law would prohibit this for all corporations with annual revenue of more than \$5,000,000, according to Whitehall accounting firm spokesperson Evan Unterlack. That would seem to let us out just on that score alone.

5. And finally, even if there were no other barriers to prepayment, shareholders subject to the alternative minimum tax (AMT) as well as those who do not itemize deductions would not receive any benefit from any such additional real estate tax prepayment. W



Green Roof's Done, So... WHAT'S NEXT? (continued)

Another change being considered for the health club lobby area is the replacement of the worn and damaged seating in the TV lounge with tables and chairs and installation of food vending machines in the area.

One massive capital project on The Whitehall's "wish list" is the renovation of the hallways throughout the building, including new flooring, new wall treatments, new door coverings and new lighting. This project may also ultimately extend to the building's main lobby, including the mail room areas.

The heavy foot traffic throughout the building in the hallways has required piecemeal replacement of worn and frayed carpeting in areas such as the passenger elevators and service vestibule door on many floors with "attic stock," which gets the job done, but frankly looks just like what it is — obvious patchwork. A Board committee including management, board members and residents is now at an early stage of research and planning for this huge undertaking.

Another major project with a high priority for The Whitehall is the elimination of water penetration that is mainly affecting the east wall of the garage (directly below the Henry Hudson Parkway sidewalk). While this problem is not especially visible to residents, it does go to the larger issue of structural integrity, and in that regard, management is also recommending re-coating the garage floor at the same time. The Whitehall's architect is currently reviewing the existing garage condition to develop a projected budget for this important restoration project. W

FROM

The New York Times

METROPOLITAN DIARY

Dear Diary,

My mother, my sister and I were on our way to an early morning appointment in the city. My sister was in a carriage, and my mom and I schlepped it off the train when we got to Pennsylvania Station, only to face a daunting set of stairs.

We wanted to make a stop at Krispy Kreme before our appointment, so I grabbed the front wheels of the carriage as my mother held onto the back.

I had reached the third step when a tattooed arm appeared to my right, grabbed onto the front end of the carriage and helped carry it all the way up the stairs. The man attached to that arm shrugged off our thanks and disappeared into the crowd.

We went to Krispy Kreme and picked out a dozen doughnuts to go. They were nice and fresh.

—Devorah Taub

(From the January 1, 2018 edition)

◆◆◆◆

Dear Diary,

I was walking my dog in the park one morning when I noticed a woman up ahead of me.

Her dog, a Shih Tzu, was straining at his leash in anticipation of our arrival. The woman called out to me, warning that he would bark. And he did.

I told her not to worry, that my dog would ignore him.

As I passed, she said apologetically, "He hates dogs."

— Maryanne Garbowsky

(From the January 8, 2018 edition)

IMPORTANT PHONE NUMBERS

Office/Garage.....718-796-3383
Front Desk.....718-548-7522
Club.....718-796-2100
Website: www.3333whitehall.com

60-PLUS YEARS OF MEMORIES IN RIVERDALE, AND 33 AT 3333...

IRENE LIPSON HAS GROWN UP WITH THE WHITEHALL!



Right off the bat, full disclosure: Irene Yellon Lipson is not the longest-tenured resident of The Whitehall. She's also not an original resident — we do still have a few of those hardy souls — having only moved in here in 1985, fully 15 years after the building first opened, and five years after it went through a co-op conversion.

However, this chatty, lively lady and self-proclaimed city brat, whose red hair does not lie, may well be the Whitehall resident who has spent the greatest percentage of her life right here in Riverdale. Born in 1953, and after living for just one year on Central Park West in Manhattan, Irene came to Riverdale in 1954 with her parents, Leslie and Francine Yellon, in an apartment on 235th St., near Johnson Ave. Her dad, who everyone called "Red," was a proud WWII veteran who campaigned in Belgium and France, and worked most of his life in the garment center, first with his father-in-law and then on his own. Irene's mom, Francine, was a home-maker who loved living near the shops in the neighborhood and greatly enjoyed being an unofficial "mayor of Riverdale." Irene's parents, both now passed away, spent 62 happy years in that apartment.

A seminal year in Riverdale

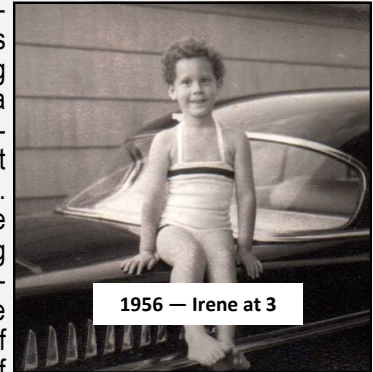
1954, the year Irene and family first came to Riverdale, turned out to be a seminal year for this once-remote neighborhood of the northwest Bronx. While the Henry Hudson Bridge that linked Manhattan to Riverdale opened in 1936, it wasn't until the post WWII boom of the 1950's when Riverdale really started to develop. PS24 had just opened its doors. Liebman's Deli was launched in 1953. Mother's Bakery came along in 1954. And on the other side of the Henry Hudson Parkway, which would not see construction of a footbridge across at 235th St. until 1960, a hospital/sanitarium that had opened in 1895 and specialized in the treatment of tuberculosis, was about to be demolished. That was to be the site, some 15 years later, of The Whitehall.

"We didn't have all the stores and restaurants we do now," she says. In those days, she remembers, we had Daitch Dairy and Food Fair. There was "The Welcome Store" — a 5 and 10, a jeweler. Small clothing boutiques like "Sticks and Stones," and "A Stone's Throw." Another small boutique shop was called "Everything Nice." Says Irene, we did have Leibman's, Mr. Mandel's Kosher Butcher and Mother's Bakery, and there was Angelo's — a little Italian pizzeria and restaurant with juke boxes on the tables. Some of her memories have more to do with the realm of the senses than brick-and-mortar locations.

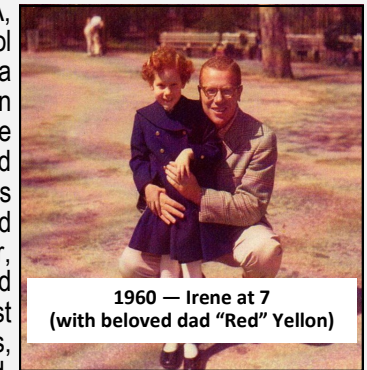
For instance, she remembers the delicious baking aroma coming from the old Stella D'Oro bakery on Broadway, drifting as far west and south as 235th St. and Johnson Ave. Irene also remembers seeing and playing in the multitude of empty lots in the neighborhood, all of which were sold off piece by piece to building developers.

Irene started kindergarten at PS24, which in the late 50's was half the size it is today, and only covered grades K-4. Then it was on to RKA, and Walton high school before going on to Ithaca College for a degree in Communications, where her instructors and alumni guest lecturers included icons like Rod Serling, David Muir, Gavin MacLeod and Jessica Savitch. Just prior to her college days, The Whitehall opened, and Irene remembers everyone being very excited about this luxury building with star residents like Ed Sullivan and Willie Mays being all the rage. But, however tempting the move across the highway to The Whitehall would be, her father couldn't bring himself to tear her mom away from the Johnson Ave. stores and neighborhood people that were the focus of her life.

Growing up in Riverdale, she loved going to all the Broadway shows and museums with her family including Debbie, her younger sister who now lives in Israel. It was these excursions, and spending time with her beloved grandparents (her grandmother who had sung on live



1956 — Irene at 3



1960 — Irene at 7
(with beloved dad "Red" Yellon)



Irene Lipson today

(Continued on Page 8)

There Was A Time When...

It took three minutes
for the 15" TV to warm up



A quarter was a decent
allowance... And made with real
silver!



They threatened to keep kids back
a grade if they failed...and they
did it! So-and-so "got left back!"

Nobody owned a purebred dog



Laundry detergent had free glasses, dishes
or towels hidden inside the box ...



...and musical commercial jingles
went like this: "Rinso White or Rinso
Blue, the choice dear lady is up to
you!"



You were lying on your back in
the grass with your friends and
saying things like, 'That cloud
looks like a...'



You got your windshield
cleaned, oil checked, and gas
pumped, without asking, all for
free, every time...And you didn't
pay for air... And, you got trading
stamps to boot!

We Had Important
Things Like...



Candy cigarettes



45's



Rotary-dial phones
with no area codes
and letter ex-
changes. (Mine was
LUdlow 3-7004)



Subway tokens

S&H Green Stamps

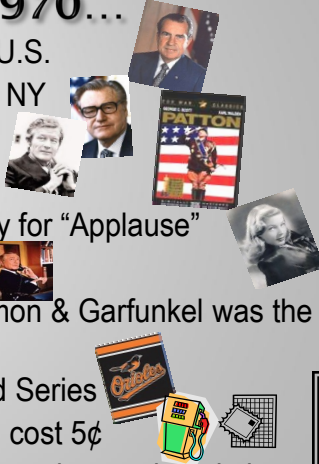


Two words:
Belly Whopping!



...and way back in 1970...

- ▣ Richard Nixon was President of the U.S.
- ▣ Nelson Rockefeller was Governor of NY
- ▣ John Lindsay was Mayor of NYC
- ▣ "Patton" won the Best Picture Oscar
- ▣ Lauren Bacall won Best Actress Tony for "Applause"
- ▣ "Marcus Welby MD" was tops in TV
- ▣ "Bridge Over Troubled Water" by Simon & Garfunkel was the #1 song hit of the year
- ▣ The Baltimore Orioles won the World Series
- ▣ Gasoline was 36¢ a gallon; a stamp cost 5¢
- ▣ And on a site in Riverdale that had once been a hospital, a luxury apartment building was under construction...



Once upon a time, when the hospital that occupied the site of The Whitehall (photos below) was in its heyday, the "Henry Hudson Park Way", ca. 1930's, was not a road through high rise canyons, but a pastoral drive in the countryside, as in photo above. Sign reads: "No commercial traffic — No bicycles".



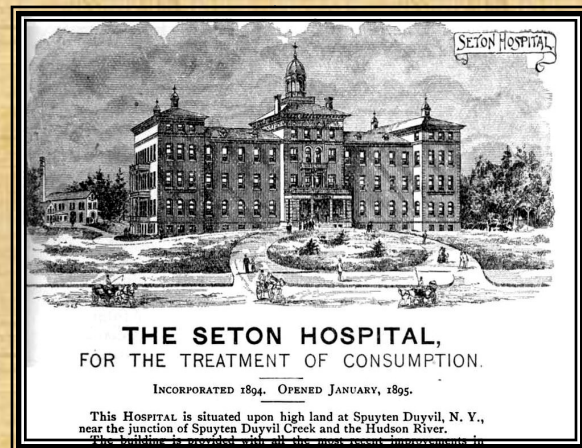
...The work was often wet and muddy...



...But here we are, 48 years later, and The Whitehall is still the best of Riverdale!



Fuzzy old postcard (above) and illustration (below) shows the exterior of the Seton Hospital for the Treatment of Consumption (tuberculosis) in Spuyten Duyvil, which occupied the present site of both The Whitehall and Seton Park from 1895 until it was demolished in 1955. Legendary "master builder" Robert Moses was said to have played a key role in the development of Seton Park.



COMING EVENTS!

Saturday Nite Movies
"Currents & Classics"
ON OUR BIG SCEEEN!
Upcoming Films Planned:

"LOVING VINCENT" (2017)
An animated masterpiece
"BATTLE OF THE SEXES" (2017)
Billie Jean vs. Bobby Rigg
DARKEST HOUR (2017)
Gary Oldman as Winston Churchill
"FLY AWAY HOME" (1996)
Bring the kids to be inspired!
(See flyers for dates & times)



Sunday, April 29, 2018
Bronx Arts Ensemble Presents
A WORLD PREMIERE!
"JUSTINE'S SONG — A BRONX
GIRL'S MUSICAL ADVENTURE"

2 Shows at 1 & 2:30pm
Watch for tix & pricing details

SATURDAY NITE LECTURE
"THE GOLDEN AGE OF RADIO"
 by museum docent
MAXINE SIMSON

Featuring authentic sound clips
PLUS:

AUDIENCE PARTICIPATION!
See flyers for date and time

LEARN CHINESE
For kids & young adults
Mandarin/Cantonese
taught by native speaker
and
Whitehall resident
Thalia Meng
Call 917-930-6128
for info

WANT TO LEARN/PLAY
CANASTA?
Call
718-796-1695
For dates & times

Whitehall's longest-serving employee...

CHRIS MORALES HAS SEEN IT ALL!

They say that timing is everything in life, and in the case of Cristobal Morales, Whitehall's Assistant Superintendant, that may well be true. That's because Chris, who emigrated to the Bronx from Puerto Rico in 1969, when he was just 22 years old, began working for Hampton Management shortly thereafter. Hampton was one of the real estate developers that was about to open a new luxury apartment building in Riverdale called "The Whitehall." So Chris literally and figuratively, got in here on the ground floor as the building was opening in 1970.



Chris Morales as he looked in 1969 when he first came to the U.S.

Actually, Chris Morales' first job with Hampton Management was as a porter at the nearby Winston Churchill, where one of his co-workers was Hilario Cruz, himself later to become a long-serving Superintendant here. Chris went back to Puerto Rico for a brief family visit, and when he returned, found that both he and "Mr. Cruz" had been re-assigned as porters to the newly-opened Whitehall. "The construction people were still here," Chris recalls, "and there were only three or four tenant families already living here."

Of those early residents who still reside in The Whitehall today, Chris mentions Dennis Warrenbrand, and Rose Klempner, both North side residents, and Ludwig (Lou) Bravmann and family on the South side of the building. "Of course, everything was brand new and working perfectly," says Chris, "but the garage was managed by a private company, and the health club basement level below the pool deck was a lot smaller. There was no gym or cardio equipment room, and the ballroom was much bigger and fancier than it is today," he recalls.

The original Superintendant at The Whitehall when Chris Morales and Hilario Cruz came in as porters was Tom De Francesco. Chris and Cruz both worked their way up to the position of handyman, and around 1982, Hilario Cruz was named Superintendant. Chris Morales was appointed Assistant Superintendant in 1985, and gratefully accepted the perk of an apartment here in the building, which comes along with that title. Up until that point, Chris had been commuting from the South Bronx, requiring a subway and bus just to get here.

Flash forward to today, the twice-divorced Chris Morales at age 71, is living in his apartment here with Nancy, his oldest daughter by his first wife Dora. With two other married daughters in Florida and New Jersey, respectively, and three grown grandchildren courtesy of daughter Nancy, Chris has lots of family to look after. And, of course, The Whitehall is still a big part of his life, although most recently, he has had to take time off to nurse a broken ankle, and to think about what's next. After nearly 48 years on the job here, it's safe to say that nobody knows the ins and outs of The Whitehall better than Chris. w



Chris Morales as he looks on the job today. Maybe a few more pounds and a lot less hair, but still a ready smile for everybody.

FALL/HOLIDAY EVENTS DRAW BIG CROWDS



Israeli-born entertainer Ricki Pen (center) held forth for nearly two hours at a Whitehall "Cabaret Night" in the Ballroom on November 18, just prior to Thanksgiving 2017. Ricki plays 6 instruments and can sing in 18 languages and she proved it during her Whitehall show (she's playing the Balalaika in the photo). The program, which she has performed around the world, was a combination of humorous stories and anecdotes, folk songs and pop standards. Refreshments included coffee, cookies, soft drinks and candies.



Always a crowd-pleaser, the Whitehall's 2017 annual Holiday Party was held on December 12 in our main lobby, and featured passed hors d'oeuvres provided by Manhattan-based Yura's Catering (who also did the Green Roof grand opening back in June), plus a buffet-style smorgasbord. Entertainment courtesy of the Bronx Arts Ensemble, included vocalist Deanna Kirk with Yaniv Taubenhause on keyboard.

The Whitehall WHIRL

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BOOK CLUB AT THE WHITEHALL



Generally meets the last Thursday of each month at 7:30 pm in the Club Card Room
Check flyer posted in Health Club Lobby for date of next meeting and selected book title.

WHITEHALL WISDOM

"Nostalgia is like a grammar lesson: You find the present tense, but the past perfect!"

— Owens Lee Pomeroy

33 at 3333 —

IRENE LIPSON'S WHITEHALL MEMORIES

(Continued)

radio) and her aunt, a retired opera singer, that sparked her love for the Manhattan lifestyle and cultural scene. "Manhattan's always been where my heart is," she admits. In 1975, after graduation, and still using her parents' old 235th St. apartment as her home base, Irene parlayed her college training in TV, radio, film, and advertising at Katz Media in NYC, where she handled time sales for TV commercials, and joined SAG-AFTRA.

"I don't want to hear crickets"

So, it was not a surprise that when she got married in 1982 to a young man starting a career in insurance with Mutual of Omaha, they first moved into an apartment on W. 71st St., in the heart of the upper West Side. But



Four generations celebrate first Mother's Day in the Whitehall, May 1985. From right, Irene's Grandmother Ann Nadler, Mother Fran Yellon, and Irene Lipson, holding 6-month old Michael. Today, Michael is 6' 6".

when they decided to start a family and Irene, now Irene Lipson, got pregnant, her husband offered her a choice: We move to Westchester, or back to Riverdale. As Irene puts it, she thought: "I like to hear traffic. I don't want to hear crickets." And Riverdale also meant being closer to her parents, who were also very important to her son. And now, there was nothing stopping her from being on the west side of Henry Hudson Parkway, and pursuing an apartment in The Whitehall. That move to The Whitehall came in October of 1985, just two months before her son Michael was born in December 1985. "The apartment we bought — 11Y — was all white — everything. Not only that, the sale included all of the furnishings and décor...everything white!" And with her outgoing nature, Irene Lipson was quick to make friendships on her floor, first with Marion House, who eventually swapped apartments with Robert & Sherry House (no relation) who also became friends, Barbara Einbinder and others on 11 North. Working together, Irene and Sherry House started a building newsletter called "The Whitehall Wire," which only lasted for a few issues. The mid-80's was the era of building superintendant Hilario Cruz, who was personally involved in doing a lot of the handyman work

around the building, and was big on enforcing rules covering elevator ridership and other areas of building operations. "The Whitehall Club," Irene remembers, "was totally different. The ballroom was huge, and there was no gym — just a few machines." People would order in pizzas and food, and then take it up to the pool deck.

A PS24 Student, Parent, and Staff Member!

As her son Michael grew up, Irene, now a single mom, joined the Riverdale Temple, and as Michael went off to kindergarten, Irene Lipson got involved with PS24 as a parent, and ultimately joined the staff at the school...and still works there today, and also now teaches dance for the Riverdale Y after-school program at PS24. Michael early on demonstrated abilities in sports, and in short order became expert in ping pong, billiards and karate, with lessons and equipment available in the Whitehall Club. He was also showing interest and abilities in art, and Irene solicited the advice of fellow resident Harriet Belag, a well-known sculptor living right here in The Whitehall. Harriet took Michael on as a student, and he seemed to flourish, ultimately getting accepted at Fiorello LaGuardia High School in the Lincoln Center area, which combined the old Music and Art and Performing Arts high schools in one. Michael went on to major in computer science at SUNY Binghamton, and even prior to graduation, was recruited on campus by Goldman Sachs. Now 32 and married, Michael lives in the Lincoln Center area, and remains close with his mother and also his father, who lives in Florida.



Young Michael Lipson in karate class in Club ballroom of years ago. Note fancy lighting and ornate wallpaper.

While never losing her love for Manhattan and the Broadway scene, Irene Yellon Lipson has deep roots right here. "I've always felt very safe here in The Whitehall," she says, adding, "my neighbors are my friends." Her story here can be best told by a special article about her in an edition of a PS 24 newsletter, headlined: "Once a PS 24 Student, Then a PS 24 Parent. Now a PS 24 Staff Member!" In the article, Irene's 2nd Grade report card from the school is illustrated, with the teacher's comment, boldly circled, reading, "Irene is interested in every area. She must pay attention and not talk to her neighbors so often."

Some things never change.

W