



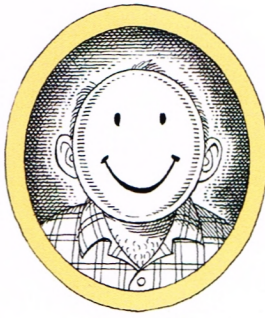
Spencer Silver
Inventor of the Post-It Note®
1974



Ralph Wiley
Inventor of the Saran Wrap®
1949



Stephanie Kwolek
Inventor of the Kevlar Bulletproof Vest
1964



Harvey Ball
Inventor of the Happy Face
1964

RON BARRETT

**The world has many an unsung hero.
In 2011, the Upper West Side has 8 more.**

LANDMARK WEST!

Celebrates

**The Unsung Heroes of the Upper West Side
2011 Preservation Awards**

**David Rubenstein Atrium at Lincoln Center
June 7, 2011, 6-8 pm**

Program

6:00-8:00 **Cocktails and canapés**

6:45-7:15 **Welcome**

Kate Wood, Executive Director, LANDMARK WEST!

Presentation of Awards to Honorees by Robert White:

Acclaimed American tenor and long time West Sider

**Exterior Preservation—American Youth Hostel, 891 Amsterdam Ave/
Cutsogorge, Tooman & Allen Architects**

A model partnership to restore a West Side architectural gem

Community Steward—Margarita Curet

Amsterdam Houses Resident's Association President

Future Generations—Samantha Deutsch, P.S. 145,

The Bloomingdale School, 150 West 105th Street

5th-grade teacher and partner in preservation education

Preservation by Design—Milton Glaser

Graphic designer of "I ♥ NY", *New York* magazine,
and LANDMARK WEST! logo fame

Preservation Advocate—Roberta Brandes Gratz

Former Landmarks Preservation Commissioner, award-winning
journalist, urban critic, and author

Archival A-Team—Christopher Gray & Suzanne Braley,

Office for Metropolitan History

Curators and chroniclers of New York's architectural history

American Youth Hostel, 891 Amsterdam Avenue
Cutsogeorge, Tooman & Allen Architects

Many Upper West Siders remember when the American Youth Hostel was a decaying ruin, slated for demolition. Constructed in 1881-83 as the Association Residence for Respectable Aged Indigent Females, the original brick-and-brownstone building was designed by Richard Morris Hunt, the influential architect of the Metropolitan Museum of Art's grand Fifth Avenue façade and other masterpieces of the Gilded Age. Architect Charles A. Rich designed a matching addition to Hunt's original in 1907-08. Through the efforts of committed historic preservation advocates, political leaders, the NY Council of American Youth Hostels, and the Valley Restoration Local Development Corporation, the building was given a new life in 1983 as a landmarked, vibrant youth hostel. Nearly twenty years after the first repairs, the Hostel worked with Cutsogeorge, Tooman & Allen Architects to restore the mansard roof and replace asphalt shingles with slate to match the original. The team also restored the French-Gothic-style brownstone dormers and turrets. The striking coated-copper finials that once topped the turrets were recreated based on historic photographs—a crowning flourish on a West Side architectural showpiece!



Margarita Curet

Since Margarita Curet landed on the Upper West Side scene in September of 1960, Amsterdam Houses, a New York City Housing Authority development, has never been the same. Margarita has redefined the role of Residents' Association President. Rather than an odious obligation, Margarita views her duties and responsibilities to her "extended family" as a labor of love. Margarita understands that pride in one's community is the first step toward successful neighborhood preservation. With the enthusiastic support of her fellow Residents Association board members, monthly meeting attendance has skyrocketed, from 15 up to 70 people, since Margarita was elected President in 2007! Margarita also created a quarterly newsletter, issued in both English and Spanish. And regardless of the season, Margarita can plan a holiday-themed community event to match, from an annual Halloween party, to a Turkey Raffle, to a festive Valentine's Day celebration. An all-ages athletic league, summer chess program, and annual Family Day are yet more opportunities for Amsterdam Houses residents to come together and celebrate their community. Thanks entirely to Margarita's good introduction, LW!'s youth education program is now working with elementary students at neighboring P.S. 191. We look forward to continued opportunities for partnership with Margarita and her "family"!

Samantha Deutsch, P.S. 145, The Bloomingdale School

Among the 75 teachers LW! has the privilege of working with each year through our *Keeping the Past for the Future* youth education program (see page 19!), Samantha Deutsch stands out. Always eager to help her students—mostly English language learners—explore the history and architecture of their neighborhood, Samantha brings her enthusiasm to each classroom session. From her base at P.S.145 on West 105th Street, Samantha embraces the surrounding neighborhood, working each year with LW! to design a new study of a nearby site. One of our favorite studies was of the tangled history of the former New York Cancer Hospital at Central Park West and 106th St. (Samantha's students were especially interested in the rumored ghost stories!). West End Presbyterian Church (on Amsterdam Ave. at 105th St.)—whose tower you can see and bells you can hear from the windows of Samantha's classroom—is a prime example of how Samantha uses the neighborhood's architecture to reinforce learning. After exploring the building's history, the students wrote to the Landmarks Preservation Commission requesting that the church be granted Landmark status, with Alejandro writing that "its bells make me happy," and Marisol explaining that the church is "very special to the people in our neighborhood." Every day, these young students are learning to be stewards of their own neighborhood. And with Samantha as an example, they are sure to be inquisitive, informed, passionate leaders.



Milton Glaser

For anyone who's ever wondered why the LANDMARK WEST! logo ends with an exclamation point, tonight's your night for answers. How, you might be pondering, was LW! ever so lucky as to work with a world-renowned graphic artist like Milton Glaser? It's simple: Milton Glaser is a West Sider to the core. Along with his wife Shirley, Milton was a long-time resident of West 67th Street (from 1977 to 2007). With the founding of LANDMARK WEST! in 1985, he lent his graphic talents to a young organization dedicated to preserving the neighborhood he and Shirley loved. Twenty five years later, his LW! logo continues to motivate and inspire us. Milton co-founded the revolutionary Pushpin Studios in 1954, co-founded *New York Magazine* in 1968, established Milton Glaser, Inc. in 1974—a very busy twenty years. Throughout his career, Milton has been a prolific creator of posters and prints and a celebrated graphic designer (does "I [heart] NY" ring a bell?). Among many awards throughout the years, Milton has received the 2004 Lifetime Achievement Award from the Smithsonian Cooper-Hewitt, National Design Museum, and the 2009 National Medal of Arts from President Barack Obama. Tonight, it is we, the Upper West Side community, who add to his list of accomplishments and accolades the mantle of Hero.

Roberta Brandes Gratz

A Greenwich Villager by birth; a world traveler, lecturer and writer by profession; an Upper West Sider by choice! Roberta Brandes Gratz began her preservation journey as a copy girl and went on to pen an award-winning—and game-changing—series of articles probing the city's then-nascent landmarks process for the New York Post in 1973. Her coverage led directly to strengthening the Landmarks Law and set the stage for protecting more than 25,000 places covered by the Law in the years since. Roberta is also one of the most hands-on activists. In fact, she founded and led the Eldridge Street Project to restore the historic Eldridge Street Synagogue on the Lower East Side. In 2005, Roberta collaborated with legendary activist (and mentor) Jane Jacobs to launch the Center for the Living City. Roberta's most recent book, *The Battle For Gotham: New York in the Shadow of Robert Moses and Jane Jacobs*, joins her other volumes and many articles as classics in the fields of preservation, city planning and urbanism. As a member of the Landmarks Preservation Commission from 2003 to 2010, and right on till today, Roberta is an outspoken defender of all of New York's historic neighborhoods.



Christopher Gray & Suzanne Braley Office for Metropolitan History

Building by building, block by block, journalist Christopher Gray and researcher Suzanne Braley put the story of New York City at the world's fingertips. From a studio above H&H Bagels, they act as stewards of the single-most comprehensive resource on New York's architecture, history and development, the Office for Metropolitan History (founded by Christopher in 1975). In addition to its professional research services and impressive collection of photographs, architectural drawings, and film negatives, OMH maintains www.metrohistory.com, a pioneering, public, searchable database of NYC building permits, and first stop for anyone interested in researching the history and evolution of most sites in Manhattan. Readers of The New York Times discover the treasures of OMH each Sunday in Christopher's award-winning "Streetscapes" column, now in its 24th year. Suzanne and Christopher collaborate on lectures and books showcasing New York's iconic landmarks. They also draw attention—sometimes fondly, sometimes critically—to often overlooked buildings, unofficial landmarks keeping time in our city's neighborhoods, such as the former Dakota Stables on Amsterdam Avenue (now demolished) and Euclid Hall on Broadway (likely to become an official landmark as part of the expanded Riverside-West End Historic District currently under consideration). OMG, where would NYC be without OMH!

**For additional information on the awardees please visit
<http://www.landmarkwest.org/events/Heroes2011.html>**



Photo © Peter Schaaf

ROBERT WHITE, Master of Ceremonies

What better way to 'sing' the praises of our Unsung Heroes than to have the noted American tenor Robert White as Master of Ceremonies for this evening's Awards in celebration of those whose work enhances that great neighborhood which holds a special place in all of our hearts: the Upper West Side.

A West Sider himself since 1962, Robert has performed for six American Presidents, entertained Britain's Queen Mother and Prince Charles, delighted the Royal Family of Monaco, and serenaded Pope John Paul II. He is on the Voice Faculties of both the Juilliard School and the Doctoral Program at CUNY. On June 10th, he sings "Songs of World War II" at the Metropolitan Museum

Concert Series with William Bolcom and Joan Morris. Tonight, Mr. White adds to his roster of distinguished audiences, the 2011 Unsung Heroes of the Upper West Side and their fellow celebrants.

LANDMARK WEST!

On the occasion of LW's 25th Anniversary (1985-2010), LW! honored these friends for their dedication to preserving the special character of our Upper West Side neighborhood.

MOISHA & R.O.
BLECHMAN



INA & ROBERT
CARO



SHEILA & TOM
WOLFE



Relive the magic at www.landmarkwest.org



27 WEST 67TH STREET

I ♥
MILTON

FRIEND AND FORMER RESIDENT

Sixty-Seventh Street Studios (27 West 67th Street) was designed by architects Sturgis and Simonson, built in 1901-1903, is the earliest of the six inspiring Gothic edifices on West 67th Street that comprise the Artists' Colony Historic District.

To Dean Ann Kirschner and our friends at the Macaulay Honors College, thank you for your support of LANDMARK WEST! public programming. It is because of your generosity that our public lecture series thrives!

MACAULAY
HONORS COLLEGE AT CUNY

35 West 67th Street, New York, NY
<http://www.macaulay.cuny.edu/>

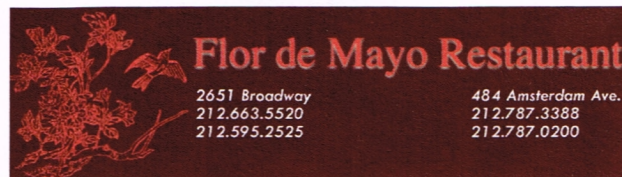


LANDMARK WEST!

thanks the following restaurants for the contributions to
tonight's restaurant raffle:



44 West 63rd Street



320 AMSTERDAM AVENUE



477 Amsterdam Avenue



2450 BROADWAY



For more about these participating restaurants, visit
http://www.landmarkwest.org/events/Heroes2011_Raffle.html

Save the date for
Landmark Feast

Sunday September 25, 2011

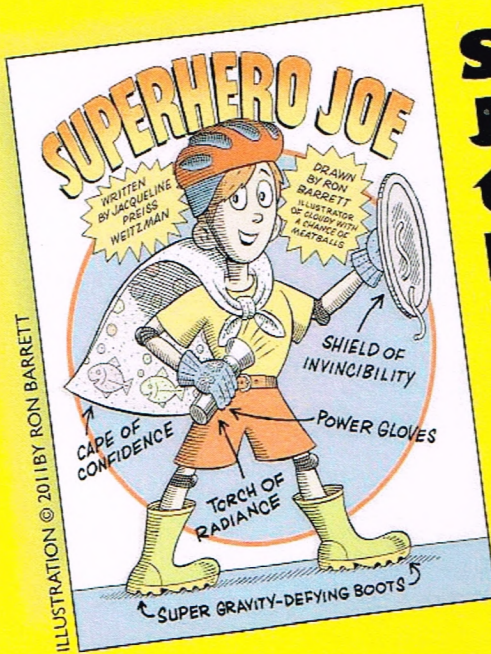
An extraordinary, unprecedented outdoor dining experience on the Upper West Side. For your seat at the table, under the stars, on the Arthur Ross Terrace at the American Museum of Natural History, reserve your ticket today. LANDMARK WEST! and Friends of Roosevelt Park will bring together more than 30 of our neighborhood's top chefs and restaurants for a 4-course farm dinner.



Telepan	Cesca
Dovetail	Recipe
Jean Georges	Café Luxembourg
Landmarc	Shake Shack
Porter House	Graffit
Ouest	Nick and Toni's
Ed's Chowder House	The Tangled Vine
Lincoln	Rosa Mexicano
Soutine	Spoonbread Too
The Leopard	Shun Lee Café
Bar Boulud	Compass
Nice Matin	Scaletta

(list in formation as of 5/24/11)

For more information, visit
www.landmarkfeast.blogspot.com.



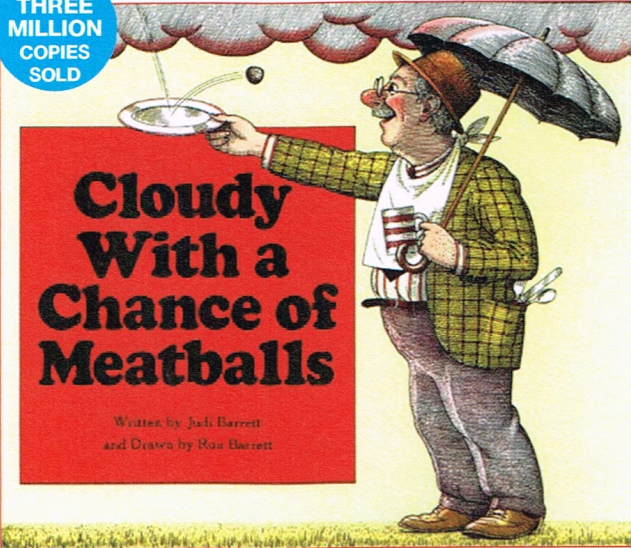
Superhero Joe salutes the Unsung Heroes of the UpperWest Side.

Superhero Joe, illustrated by Ron Barrett, friend of Landmark West!, will be published by Simon & Schuster this Fall.

OVER
THREE
MILLION
COPIES
SOLD

Cloudy With a Chance of Meatballs

Written by Judi Barrett
and Drawn by Ron Barrett



LANDMARK WEST!

*congratulates
our dear friend*

Ron Barrett

Inspiring the minds of the young
--and the young at heart--
for thirty one years.*

Now a major motion picture,
experience the meteorological magic!

*Cloudy With a Chance of Meatballs was first published in 1978.

LANDMARK WEST!

These interviews for our 25th Anniversary feature key figures in the story of preservation on the Upper West Side, an ongoing project.



Melissa Baldock



Moisha & R.O. Blechman



Daniel Brodsky



Ina & Robert Caro



Cynthia Copeland



Richard Dattner



Andrew S. Dolkart



Ronnie Eldridge



Paul Goldberger



Roberta Brandes Gratz



Gene A. Norman



James Stewart Polshek



Ken Smith



Olga Statz



Robert A.M. Stern



Anthony C. Wood

Meet the interviewees and learn about their contribution at
www.landmarkwest.org

LANDMARK WEST!

THE COMMITTEE TO PRESERVE THE UPPER WEST SIDE

thanks tonight's host



**David Rubenstein Atrium
at Lincoln Center**

www.lincolncenter.org/atrium

We couldn't have done it without you!

The David Rubenstein Atrium was generously provided by Lincoln Center.

The Atrium is an extraordinary public space recently transformed by star architects Tod Williams and Billie Tsien, our special guests for the evening. To witness the "before and after" metamorphosis, visit architects Williams and Tsien's website, <http://www.twbta.com/#/2754>.



THE COMMITTEE TO PRESERVE THE UPPER WEST SIDE

offers thanks to

'wichcraft

www.wichcraftnyc.com

We couldn't have done it without you!

Our thanks to 'wichcraft—purveyors of the best “wich” in the West!—for preparing the food for this spirited event.

Landmark West! thanks La Palestra for their continued support.

LA PALESTRA

CENTER FOR PREVENTATIVE MEDICINE

LA PALESTRA is an intriguing adaptive reuse of the former ballroom of The Hotel des Artistes, designed by George Mort Pollard and built in 1917. This venerable destination is an anchor of the West 67th Street Artists' Colony Historic District (listed on the State and National Registers of Historic Places) and the Upper West Side-Central Park West Historic District (designated in 1990 by the NYC Landmarks Preservation Commission).

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<http://www.lapalestra.com>

67 WINE SINCE 1941

*67 Wine applauds the work of its neighbor LANDMARK WEST!
in the preservation of the Upper West Side and celebrates the 2011
Unsung Heroes of the Upper West Side*

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*Rosa Mexicano is proud to be part of
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this affordable "mix 'n' match" Asian "pleases all palates."

154 West 72nd Street

Phone: 212-787-3333/0139

Website: www.ivyscafenyc.com

Congratulations to LANDMARK WEST! award winners!



Left: 891 Union Street, Brooklyn, NY
Right: 560 4th Street, Brooklyn, NY



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ESSEX WORKS, LTD
experts in sculptural
reproductions celebrates
Cutsogorge, Tooman, and Allen
A partner in the restoration
and rejuvenation of the
American Youth Hostel

**SUPPORT THE PROPOSED HISTORIC DISTRICT
EXTENSIONS ON WEST END AVENUE. SEE YOU AT
THE LANDMARKS PRESERVATION COMMISSION!**



West End Avenue between 79th and 87th Streets:
Held Tuesday, March 22

West End Avenue between 70th and 79th Streets:
Hearing at the LPC Tuesday, June 28

West End Avenue between 89th and 109th Streets:
Hearing at the LPC Tuesday, Oct. 25

Call LW! at **212-496-8110**

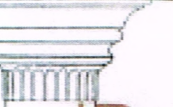
Email **landmarkwest@landmarkwest.org**



"West End Avenue is one of the streets that define residential New York. It is a quintessential New York City residential boulevard illustrating how New Yorkers are, for the most part, 'cliff dwellers,' residing in tall, solid, and elegant apartment buildings."

- Andrew Scott Dolkart

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From one unsung hero to another...Congratulations!



1998 Award Winner

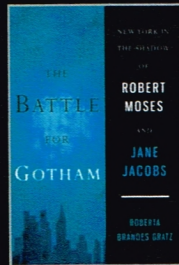
Stoops replaced by Jack Pontes
129-135 West 69th Street

THE NATION INSTITUTE
AND NATION BOOKS

— CONGRATULATES —

ITS RESIDENT URBANIST

**ROBERTA
BRANDES GRATZ**



LANDMARK WEST

AND THAT PARAGON OF "NATION"AL DESIGN

MILTON GLASER

WWW.NATIONINSTITUTE.ORG

Advocates in the Making

LANDMARK WEST! celebrates the 12th anniversary of *My Preservation Journal* and over a decade of bringing historic preservation, architecture and neighborhood history into Upper West Side classrooms. Each year we work with over 1,500 students in 11 Upper West Side elementary and middle schools!

Look for *My Preservation Journal* featured on "Teaching Preservation," the new education website of the National Trust for Historic Preservation (www.preservationnation.org/resources/teaching-preservation/).



KEFI

GREEK CUISINE

Our thanks to Chef Michael Psilakis for your support of LANDMARK WEST!.
Chef Michael, of Kefi and Fishtag Restaurants, was nominated for a prestigious
James Beard Award for Best New Restaurant (Anthos Restaurant) in 2008.
His newest dining concept, MP Taverna, will soon open in Roslyn, New York.

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We thank LANDMARK WEST! for its support of maritime preservation



1931 fireboat John J. Harvey and 1907 tug Pegasus. One of a series of free public trips, June 2009

www.fireboat.org

Dee Rieber

salutes the

Unsung Heroes of the Upper West Side!

Commitment to community matters!

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President, West 75th Street Block Association
Board Member: 20th Precinct Community Council
Board Member: The Soldier's and Sailor's Memorial Association





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IS PLEASED TO JOIN

LANDMARK WEST!

IN CELEBRATING THE UNSUNG HEROES
OF THE UPPER WEST SIDE

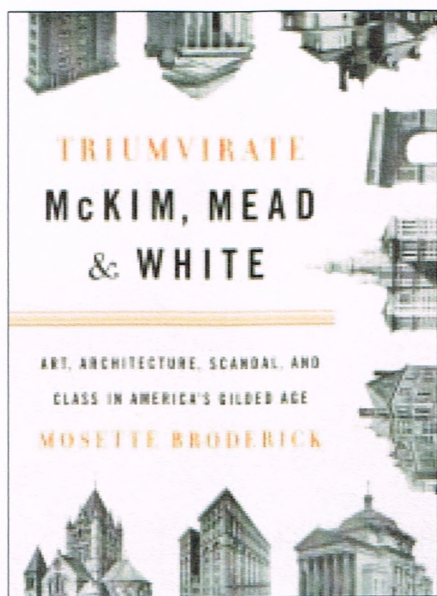


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Alfred A. Knopf, Publisher, 2010
159 photographs

TRIUMVIRATE: MCKIM, MEAD & WHITE ART, ARCHITECTURE, SCANDAL, AND CLASS IN AMERICA'S GILDED AGE

is a rich, fascinating saga of the most influential, far-reaching architectural firm of their time and of the dazzling triumvirate—Charles McKim, William Mead, and Stanford White—who came together, bound by the notion that architecture could help shape a nation in transition.

Professor Mosette Broderick is the Director of the Urban Design and Architecture Studies and the London-based MA program in Historical and Sustainable Architecture at New York University.



WEST END PRESERVATION SOCIETY

*congratulates the 2011 Unsung Heroes of the Upper West Side
and LANDMARK WEST!*



514 West End Ave Suite 15 B New York NY 10024
westendpreservation.org

HISTORIC DISTRICTS COUNCIL

HONORS

DAN ALLEN

AND THE FIRM OF

CUTSOGEOGE TOOMAN & ALLEN ARCHITECTS

THE RESTORATION OF THE AMERICAN YOUTH HOSTEL (891 AMSTERDAM AVENUE) EMBODIES THE COMMITMENT OF CTA ARCHITECTS TO THE EXEMPLARY PRESERVATION OF NEW YORK CITY'S IRREPLACEABLE HISTORIC BUILDINGS, FROM THE UPPER WEST SIDE AND BEYOND. HDC IS PROUD TO SALUTE CTA ARCHITECTS AND ALL THE OTHER UNSUNG HEROES WHO KEEP OUR CITY'S HISTORY SAFE AND OUR FUTURE BRIGHT.

LW! Unsung Heroes of Years Past

1998

135 West 69th Street, 60 West 70th Street

235 West 75th Street

Adventure Playground, Central Park West
at West 67th Street

Anthony C. Wood, preservation activist

Apple Bank for Savings, Broadway at
73rd Street

The Dakota, 1 West 72nd Street

The Dorilton, 171 West 71st Street

Dorothy Gottfried, on behalf of all LW!
volunteers

Harperly Hall, 1 West 64th Street

New-York Historical Society, 170 Central
Park West

Our Block Community Group, Inc.,
West 90th Street

2000

Chase Manhattan Bank, 101 West
72nd Street

Citibank, 170 West 72nd Street

Con Edison

The DOE Fund

Council Member Ronnie Eldridge

North Fork Bank & the Van Dyke,
175 West 72nd Street

NYC Departments of Buildings, Design
& Construction, Parks & Recreation,
Sanitation, Transportation, and the
Landmarks Preservation Commission

Kristen Prachar, M.S. Historic Preservation,
Columbia University

Rejuvenation of West 72nd Street by
merchants, owners and residents

2008

Cliff Dwelling Apartments, 243 Riverside
Drive at 96th Street

The Evanston, 610 West End Avenue at
90th Street

Michael Laub, G&L Realty, 175 West 72nd
Street & 170 West 73rd Street

P.S. 87 at 160 West 78th Street

Pomander Walk, 260-266 West 95th Street

Whitney North Seymour Jr.

2009

110 West 78th Street

Albert K. Butzel, esq

P.S. 199 at 270 West 70th Street

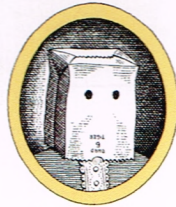
Save the Beacon Theater, 2124 Broadway
between 74th and 75th Streets

Seekircher Steel Window Repair

First (originally Second) Church of Christ,
Scientist, Central Park West at 68th Street



Tomima Edmark
Inventor of the Topsy Tail®
1991



Margaret Knight
Inventor of the Flat-Bottomed Paper Bag
1870



Alexandre F. Godefoy
Inventor of the Hairdryer
1890

LANDMARK WEST!

LW! is a non-profit award-winning community group working to preserve the best of the Upper West Side's architectural heritage from 59th to 110th Street between Central Park West and Riverside Drive. Since 1985, we have worked to achieve landmark status for nearly 2,700 individual buildings and historic districts (up from only 337 in 1985) and to safeguard the integrity of the New York City Landmarks Law.

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Arlene Simon, President
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Françoise Bollack, Secretary
Jeanne Martowski, Treasurer

Terry Andreas, Antonia Bryson, Andrew Scott Dolkart, Mary Anne Hunting, Robert Iulo, Victor Kovner, Sarah Bradford Landau, Christopher London, Diane Looney, Amy Newman, Susan Nial, Rena Sichel Rosen, Bruce Simon, Elizabeth Starkey, Robert Swartz, Bridget Thexton, Ernest von Simson, Lori Zabar

LW! Staff

Kate Wood, Executive Director
Cristiana Peña, Director of Community Outreach
Debi Germann, Director of Education
Andrew Kaplan, Digital Media and Technology Coordinator
Melissa Skolnick, Program Coordinator

Interns:

Zack Bunin , *University of Rochester*
Kate Gilmore, Mary Nastasi, Sarah Ripple, *Columbia University*
Ernest Williams, Ingrid Zoquier Pinales, *Williamsburg High School for Architecture and Design*
Alexander Gray, *Trinity College*

LANDMARK WEST!

45 West 67th Street
New York, NY 10023
Phone: 212-498-8110

landmarkwest@landmarkwest.org

Please visit our website at www.landmarkwest.org

LANDMARK WEST!

Celebration Committee

27 West 67th Street	Carol & Michael Laub	Thomas H. Remien
Apple Bank for Savings	Howard Lepow	& Mary Anne Hunting
Julie Blackburn	Diane & Walt Looney	Linda & Andrew Safran
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With Generous Support from

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& Barbara van Bueren	Peter Sullivan & Mary Krueger	& Alexander Shapiro
Albert K. Butzel	Robert Nunziato	Patricia & David Kenneth Specter
Patrycia Harbison	& Anne Mathews	

(list in formation as of May 31, 2011)

Thanks to:

Kathy Bunin, Tom Dunn, Nina Gray, Rachel Holzman, Joyce & Martin Mann, Angela Miller, Virginia Parkhouse, Carlos Pellechier, Jr, Robert Petrie, Scarlett Rigby, James Roe, Linda Safran, Peter Serritella, Charles Simon, Billie Tsien & Tod Williams, Dale Van Der Sande, Max Yeston

Award ceremony artwork by Ron Barrett
LW! Logo by Milton Glaser Studio
Program layout by Tammi Colichio
Awards video by Anthony Bello Video Productions
Soundtrack selections by Andie Simon
Award certificate framing by Wade Maxx Art Gallery
Program printed by Prestige Printers