

Directory of Services: Master Apartments

310 Riverside Drive, New York, NY 10025

The Directory of Services lists services by individuals who reside and/or work at the Master Apartments. It is organized by types of services and providers within categories are listed alphabetically by last name. Additional categories of services will be added as needed. The directory will be posted and maintained on the co-op's website under the Neighborhood Resources section. Individuals who would like to list services may contact ResidentServicesDirectory@masterapts.com

BEAUTY/STYLE

Natalie Caricato

12th Floor Clothing

609-577-3630

Natcato@comcast.net

- We are a traveling boutique of stylish women's clothing. We specialize in private Girl's Night Out parties, combining on-trend clothing in sizes S-XL, delicious hors d'oeuvres and hostess incentives. Our clothing lines are hand picked reasonably priced. We also do fundraisers.
- Beginning Spring 2016, we are instituting a new program called Style Boxx, where you consult with our stylist, and each season, at your request, we send you 5-10 pieces for you to peruse. You keep your favorites and send back the rest. Contact Natalie for more information.

Lana Gersman

917-860-1500

LanaGersman@gmail.com

www.LanaGmakeup.com

- Lana G. was born in South Africa. She began to experiment with make-up as a young actress/model at a very early age, this fostered a fascination with transformation and a passion for the art of makeup.
- As a well-known beauty expert, her work and expert advice has appeared in leading fashion magazines.
- She has been a spokesperson and product designer/developer for her cosmetic products on QVC and has written for beautyscene.com.
- She has also worked for Project Runway, MTV, VH-1, CBS and HBO. She was Paula Zahn's makeup artist at CNN, then Tina Brown's at CNBC. For almost 15 years she worked with Elizabeth Vargas, at 20/20, World News Tonight and Good Morning America on ABC. She has also made up the last four Presidents of the United States of America and was Anderson Cooper's makeup artist on his daytime talk show, Anderson Live. Please visit her website to see more client info & corporate client roster.
- Her specialty is a timeless flawless makeup. "It's about making you stand out, not your makeup". Lana's talent, charm and lovely energy will make you feel gorgeous inside and out and is sure to put you at ease. She is based in New York City where she also works with personal clients and brides-to-be. She is also available for special events.

This directory of services has been compiled as a service to the residents of the Master Apts., Inc. Listing of services should not be interpreted as an endorsement of these services by the co-op. Should any dispute arise regarding services rendered and/or fees charges, these are to be resolved between the parties involved. 2.2016

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BODY WORK

Michael Alicia, LMT

Licensed Massage Therapist

212-229-1529

michael@catanyc.com

catanyc.com

- Michael Alicia, LMT is the Founder and Director of CATA, NYC, The Center for the Advancement of Therapeutic Arts in Chelsea. CATA has a diverse group of healthcare practitioners in residence with a variety of backgrounds, skills and training including massage therapy, acupuncture and psychotherapy. Additionally, CATA is an education provider and training facility with programs and treatment programs in Swedish massage, Thai massage and Oncology massage.
- Michael has been a licensed massage therapist since 1992 with a thriving practice in Manhattan. Referrals come from long-time satisfied clients, New York's Broadway and Ballet communities, as well as doctors and chiropractors who prescribe massage for acute injury, chronic pain, stress reduction and performance enhancement.
- Michael has been a teacher of Swedish massage, shiatsu and Thai massage at the venerable Swedish Institute since 1994. He is also a visiting faculty member at the Therapeutic Massage Training Institute in Charlotte, North Carolina, and teaches massage classes at CATA, his treatment and training Center in Chelsea.

Carol Bowen Studios

carolrbowen@gmail.com

www.carolbowenstudios.com

- Pilates, Yoga and therapeutic movement studio
- At Carol Bowen Studios, we are dedicated to helping our clients use the power of mindful exercise to transform their bodies, and thereby to effect positive change in their lives. We have created a safe, positive environment in which clients get highly individualized attention from deeply knowledgeable staff. Our exercise sessions are largely based upon the Pilates method of exercise, Yoga and other forms fitness conditioning.
- All Pilates instructors at Carol Bowen Studios have completed a rigorous training program combining the classic principles of Pilates with a current, scientific information about the human body. We have not just learned how to do exercises – we have learned why they work. Through intensive study of anatomy, biomechanics, postural imbalances and common injuries, we are trained to use precautions, modifications and protocols to craft a successful, safe movement experience for each client.

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COLLEGE PREP SERVICES

Carla Shere, Ed.D.
College Consultant
212-877-0742

carla_shere@hotmail.com

- Researching colleges and building a college list
- Writing the college essay
- Packaging yourself for the college admission process
- Tips for the college interview and college visit
- Assisting with a stress free college application

COMMUNICATIONS

Adam Berkey
Halo Branded Solutions, Sr. Account Manager

917-767-8314

adam.berkey@halo.com

- Promotional Products including technology items, writing accessories, USB Memory, Trade Show giveaways, Customer Incentive/Appreciation items, All types of Branded Apparel. I do run a website which is a good place to start, that site link is www.halolwp.com.

Lauren Flick
writer/producer/director - video production

646-431-6525

laurenflick@yahoo.com

<https://vimeo.com/laurenflick>

- As a writer/producer/director in tv & film for 20 years, I am always looking for new opportunities to create content! Should you have a business you'd like to promote, remember that content is king and you should have a video or a series of videos on your website. I have incredible resources and connections to great, professional crews. Please feel free to reach out to me with any opportunities and we'll talk.

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Deb Sher

Website Developer

debsher@informavore.com
informavore.com

- Services: I develop many different types of websites, but my specialty is using WordPress for large collections of images and information related to historic architecture, art, or cultural artifacts. These collections are developed with an enhanced searching/browsing experience, allowing the user to easily locate information. For more information and links to example websites, go to informavore.com. To see examples of websites that feature historic architecture, see: <http://queensmodern.com> or landmarkwest.org.

Abby Santamaria

Biography by Design

917-670-6909

abby.santamaria@gmail.com
www.biographybydesign.com

- Biography by Design specializes in superbly crafted, custom biographies and histories of individuals, families, corporations, institutions and projects. We also offer related services including research, manuscript editing, book proposal consultations, as-told-to memoirs, oral histories and ghostwriting.
- With over 25 years of combined experience in the publishing world, Biography by Design co-founders Kate Buford and Abigail Santamaria are the first team of commercial biographers to offer these expertise on a privately contracted basis. Whether your storytelling goals are for purposes of personal legacy or for professional development and marketing, we will skillfully bring your past to life. To ensure that the presentation of each unique story is not only eloquently written but also elegantly presented, we work with talented graphic designers, printers and leading online publishing platforms. Contact us today for a free consultation.

FRAMING SERVICES

Ilana Lobet Framing Studio (Suite 201-1)

212-665-3666, by appointment

ILOBFR@aol.com
www.ilanalobetframing.com

- Custom framing design studio dedicated to creative, high-quality craftsmanship and exceptional aesthetics.
- As an Artist and sculptor turned framer, I learned framing at the 70th Art Gallery, where I became manager of the gallery's frame shop operations. In 1990, I opened my own framing design studio, and in the past 25 years, it has won enthusiastic support from clients, who include private collectors, art dealers, interior designers, architects, artists, photographers, corporations and foundations.
- Services include a personal consultation where the choice of frame is discussed.

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HERITAGE/HISTORIC SITES/TOURISM CONSULTING

Randy W. Turner
Independent Consultant/Contractor
908-612-9852
randy.w.turner@att.net

- DUNS Number for Federal Contracts: 967260956
- Retired (2011) National Park Service Manager (35 years)
- Facilitator – non-profit board planning sessions and retreats, employee work sessions, stakeholder meetings
- Evaluator – programs and facilities at historic sites, nature centers, tourism sites and related areas
- Heritage Tourism Planner – assessments for potential/new sites, implementation planning for existing sites
- Volunteer/Docent Trainer – instructor for new volunteers in museums, historic homes, tourism sites; facilitator for experienced volunteer refresher sessions
- Recent clients: National Park Service Training Office, Washington, DC; Statue of Liberty National Monument and Ellis Island, New York; Trinity Episcopal Church, Asbury Park, New Jersey

JEWELRY DESIGN / ARTS / ORGANIZING

Pauline Galiana (Suite 202-6)
Visual artist
paulinegaliana@gmail.com

- painting/collage/photo: www.paulinegaliana.com
 - I practice in a multi-disciplinary manner across diverse media and social inputs and focus on actively engaging the viewer in a visual conversation. The concept of poetic narration through visual media runs through my work, as does a reflection on the sources of, and how one recycles, creative energy. I use literal leftovers from different stages of my own work -- ideas, forms, emotions or material. Color drives my instinctive state of mind: hue, shade, tone, pigment, stain, wash, all bring vividness and an inspirational excitement.
- Space Organizing: <http://www.paulinegaliana-designs.com/category/space>
- Jewelry Designer: <http://www.paulinegaliana-designs.com/category/objects/bijoux>

Amy Neiman, M.A.
Organizing Consultant
917-426-2106
amy@amyneiman.com
www.amyneiman.com

- Welcome to a *simplified life, LLC*. I assist busy professionals who want to clear the clutter, find what they need, and transform their environment into a space they love. I develop with you a unique system of how to tackle clutter and maintain this system in your office and at home.

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JEWELRY DESIGN / ARTS / ORGANIZING (continued)

Julie Siegmund

Jewelry Designer

212-662-4634

juliesiegmund@carnelianknoll.com

shop.CarnelianKnoll.com

- Carnelian Knoll Creations by Julie Siegmund is a one stop shop for hand crafted beaded jewelry using distinctive new and vintage beads made from glass, semi-precious stones, silver, gold vermeil and pearls. The collection includes hundreds of designs and I am happy to make custom pieces to match that outfit for next weekend's party or for that perfect gift. Please give me a buzz to come say hello and see the collection.

PHOTOGRAPHY

Natalie Caricato

Natalie Caricato Photography

609-577-3630

Natcato@comcast.net

www.nataliecaricatophotography.com

- Specializing in family portrait photography on location. Favorite settings are in the park or at the beach.