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Making healthy gains Page 3

# CRAIN'S

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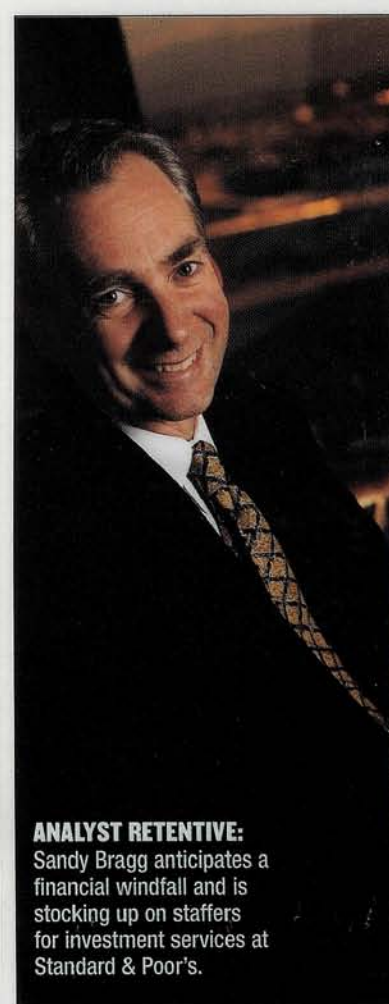
## Javits ups pressure on West Side plans

Anger over inaction results in vote against mayor

BY ANNE MICHAUD  
Frustrated by the inaction of the Pataki and Bloomberg administrations on a proposed Jacob K. Javits Convention Center expansion, the Javits' board voted last week to object to part of Mayor Michael Bloomberg's plan for far West Side development.  
The board's action is the first crack in a hitherto united front presented by Javits officials, the

Jets, and the Bloomberg and Pataki administrations on plans to develop the far West Side. Publicly, all had advocated the neighborhood as the next frontier for Class A office space as well as the home of an expanded Javits Center and a new Jets stadium that would also be used for the 2012 Summer Olympics.  
By voting to oppose a key environmental study for far West Side

development, the Javits board threw the West Side approval process into confusion. In addition, the board voted to create a lobbying committee that will press public officials for the \$1.5 billion Javits expansion with or without the rest of the mayor's plan.  
The Javits Center hopes to double its exhibit space, add a fifth-floor ballroom overlooking Hud-  
*See JAVITS on Page 28*



**ANALYST RETENTIVE:** Sandy Bragg anticipates a financial windfall and is stocking up on staffers for investment services at Standard & Poor's.

**AT DEADLINE**

### Forest Labs adds to sales force

FOREST LABORATORIES INC., A Manhattan-based pharmaceutical company, is in the process of hiring 500 more sales representatives over the next two months. The new hires will boost the company's sales force to 2,800. Forest, one of the fastest-growing companies in the United States, needs the extra manpower to market its new **Alzheimer's disease treatment**, Namenda, which was approved by the Food and Drug Administration last month for treating moderate to severe forms of the disease. Forest, which has a market capitalization of \$2.4 billion, has already seen substantial growth in sales of its antidepressant drug, Celebrex.

## Medicare drug bill a hospital boon

\$1.2 billion largesse at stake; industry lobbies legislators with some success

BY MARY SISSON  
The proposal to drastically reshape the nation's Medicare program would provide a windfall to the state's hospitals, which could gain as much as \$1.2 billion over the next decade if the bill passes.  
The bill, which both houses of Congress may vote on before Thanksgiving, contains provisions that would eliminate planned cuts

<b>MONEY TO NY</b>	
Estimated impact of the proposed Medicare reform on New York state's health care providers:	
<b>ELIMINATION OF SCHEDULED CUTS</b>	<b>+\$820.3 million</b>
<b>INCREASES IN BENEFITS</b>	<b>+\$457.6 million</b>
<b>REDUCTIONS IN BENEFITS</b>	<b>-\$37.2 million</b>
<b>TOTAL</b>	<b>+\$1,240.7 million</b>

Source: Healthcare Association of New York State

**WALL STREET**

## Boutique for research

Stock-picking settlement opens floodgates for...  
BY AARON ELSTEIN  
The race is on as independent stock analysts vie for a place in the sun alongside some of the biggest

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## Banks lead charge with free ATMs

Flushing Savings Bank is the latest bank to slash ATM fees as a way to lure customers.

Its newest branch, in Astoria, Queens, is offering to cover the fees that other banks charge its customers when they use those other banks' ATMs. Flushing is making the payments only for checking accounts that have a minimum opening balance of \$2,000 and are opened at that branch.

Flushing is following in the footsteps of Commerce Bank, which began paying other banks' ATM fees for its customers in New York City in 2001, when it entered the market, and continued to do so for nearly two years.

Washington Mutual also has been making ATM news: It doesn't charge New York City customers of other banks the \$1.50 it used to charge them to use its ATMs.

Fee reduction is a potent marketing tool at a time when bank fees generally are heading quickly upward, analysts say.

## Workout class cuts the slackers

When Chelsea Piers personal trainer **Scott Berlinger** suggested that the health club offer a 5:55 a.m. two-hour class that would involve running, swimming, rock climbing and calisthenics, management thought no one would sign up. Instead, the class attracted 15 successful executives from some of the largest corporations in the city—all male and many of them in their 40s—who were eager to compete for the chance to pay \$799 to take the eight-week session.

To get in, participants must prove they can run a mile in nine minutes or less, swim 100 yards in two-and-a-half minutes, and do 100 push-ups. The class, dubbed "Full Throttle I," proved so popular that Chelsea Piers recently created "Full Throttle II," which is even tougher.

Mr. Berlinger coaches both sessions. He makes all of his students drop to the floor and do 50 push-ups if anyone is late to the twice-a-week class.

Why would anyone earning six figures take this kind of abuse? Mr. Berlinger figures that the senior vice presidents and entrepreneurs who take his classes enjoy being as competitive in their personal lives as they are in the workplace.



YOKO ONO served as executive producer of EMI's Lennon Legend DVD.

GETTY IMAGES

## Hot idea for cold product

Opening up an ice cream store in December is no slam dunk, but **Effie and Steve Baker**, co-owners of the second Cold Stone Creamery in Manhattan, are betting that New Yorkers will take their licks if ice cream is delivered to their warm apartments.

"I probably wouldn't go out in the cold and snow to get ice cream, but I'd eat it if it were delivered to me," says Ms. Baker.

In several weeks, when the Bakers' franchise opens at 1651 Second Ave., at East 86th Street, the couple will find out what New Yorkers think of ice cream in the winter and whether home delivery works with ice cream, as it does with pizza. The Bakers hope to make \$1 million in sales in their first year.

If the Cold Stone Creamery in Times Square is any indication of their future success, the new location should do well. The Times Square store has sold more than \$1 million worth of ice cream in the six months it has been open.

The Scottsdale, Ariz.-based company plans to open 11 more stores in the New York metro area before the end of the year and has 34 franchise agreements in the city.

## Lennon message, backed by Ono

Yoko Ono spoke at a private screening of *Lennon Legend* just prior to EMI's release last week of

the DVD, which features never-before-seen footage of **John Lennon** as a backdrop to his catalog of post-Beatles songs.

Mr. Lennon's widow recalled her emotional struggles as executive producer of the film. "I was used to listening to his voice, but this time I had to see all the visuals," she said.

Still, she noted, "I feel he's happy that this is finally finished and his voice can be heard again at this important time. What he really wanted to bring out to the world is that we need world peace ... and we will again hear that from him."

Some things during the evening were out of Ms. Ono's control. She couldn't stop the subway from rumbling underneath the theater at East 19th Street and Broadway. She also apologized for the visual quality.

"This film is in very good condition," she said. "The projector was bad."

## Surgeons could face the knife

Vascular surgeons are questioning the trend of using stent graft procedures over traditional vascular surgery to repair arteries outside the heart.

Since the drug-coated stent was approved by the FDA earlier this year, many vascular patients have been turning to cardiologists

for the minimally invasive procedure which places a small piece of wire mesh scaffolding inside an artery to open a potentially fatal blockage. As a result, many vascular surgeons have seen a steady drop in the number of patients.

At the VEITH symposium, a conference for the international vascular specialist community held last week,

vascular surgeons outlined the limitations of stent grafts.

Although 60% of abdominal aortic aneurysm patients are candidates for stent grafts, 40% still require open surgical repair. Participants in the symposium also considered the advantages of the new devices for some procedures and pushed for greater collaboration with the medical device industry. ■

## SEAT CITINGS

The seat-naming campaign for Manhattan Theatre Club's new theater has sold an impressive 420 of its 623 seats so far.

Among the donors:

- Actress Glenn Close
- TV producer Doug Cramer
- Composer Marvin Hamlisch