



City of Cambridge

R-106.

IN CITY COUNCIL

September 13, 1999

COUNCILLOR TRIANTAFILLOU
COUNCILLOR BORN
COUNCILLOR DAVIS
MAYOR DUEHAY
VICE MAYOR GALLUCCIO
COUNCILLOR REEVES
COUNCILLOR RUSSELL
COUNCILLOR SULLIVAN
COUNCILLOR TOOMEY

RESOLVED: That the City Council go on record welcoming Robin Lapidus-Birnbaum, new Executive Director of the Harvard Square Business Association; and be it further

RESOLVED: That the City Clerk be and hereby is requested to forward a suitably engrossed copy of this resolution to Robin Lapidus-Birnbaum on behalf of the entire City Council.

In City Council September 13, 1999.

Adopted by the affirmative vote of nine members.

Attest:- D. Margaret Drury, City Clerk.

A true copy;

ATTEST:-

A handwritten signature in cursive script, reading "D. Margaret Drury".

D. Margaret Drury
City Clerk

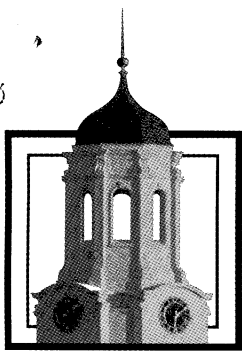
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Resolved: ~~That~~ the SEC



The Harvard Square Business Association

September/October 1999

Established 1910

Volume 16 Number 6

Index

Features & Departments: • Letter from New Director • Exciting Fall Calendar of Events
Lots of New Members • Important Member News • For Your Information

Deadline for our November Newsletter: October 15th

Note: Harvard Square Business Association members' names in bold.

Dear Members

It is an honor to introduce myself to you as the new Executive Director of the Harvard Square Business Association. My welcome has been exceedingly warm from both new and old friends in the community. It appears that the big question (and thus far, no one has been shy about asking) is: "Did I really know how big a job this really is." I knew that I would be expected to manage multitudes of information, issues, events, committees, policies, maps, acts of nature, deadlines, fundraising, did I mention personalities, and businesses with diverse needs and common concerns. I could not possibly have known how interesting all this work would be however, until I actually hit the ground running and started listening to the people who comprise Harvard Square and make it go. I am pleased that the members understand that this is a big job and grateful that everyone has graciously offered to help. I am certain that the magnitude of this job is just a reflection of the opportunity at hand.

My first serious acquaintance with Harvard Square was in 1986, when I graduated from the **New School of Social Research** in New York and moved here to get a Master's Degree in Education in Counseling and Consulting Psychology from **Harvard's Graduate School of Education**. After graduation, I worked as a counselor and counseling coordinator at a runaway shelter, an adolescent clinic coordinator in a community health center and an educator in the AIDS Bureau at the Department of Public Health. My work in the field was challenging and exhausting and I took a long break to open and manage **Richard Kazarian Antiques** on Charles Street. So yes, I do know what it is like running a shop six days a week, seeing very few people other than ad sales reps on a snowy day in January. After several years, I decided that what I really wanted to do was see New England. I became the "Director of Gallery and Museum Advertising" for **Art New England**. Years later, I took a job at **STUFF Magazine** and became the Sales Manager. At STUFF I was able to plan several interesting events and new additions to the magazine including an annual Cambridge Supplement. I later married Robert Birnbaum, the former publisher of STUFF Magazine, bought a house in Brookline and had a baby.

Then as a member of the business association, I happened to be in Kristin's office getting her help with yet another Harvard Square Advertising project for Museums Boston and heard that she was leaving. It appeared to me that this job was big enough to encompass all my diverse experiences, capabilities and interests and most of all it is the perfect marriage between wanting to help people and being a part of the creative energy of the world of business. Kristin has left me with endless notes and has taken time away from her new position, where she appears to be quite happy, to ensure that I am properly educated. The HSBA Board members whom I have begun working with and who initially interviewed me have approached the entire process with enthusiasm, attention to detail, good humor and their commitment represents the association well. I look forward to meeting all of the members of the HSBA in the weeks and months ahead. I have many ideas about making the most of our collective resources, our products as a business association and increasing our membership base. I look forward to your input on how I can be most helpful to your business and how we can best help one another.

Sincerely,

Robin Lapidus-Birnbaum



Robin Lapidus-Birnbaum and son Cuba

Photo Robert Birnbaum

Members News

Grants & Endowments:

Congratulations, **Longy School of Music!** This traditional European style Conservatory has received a \$50,000 grant from the *Massachusetts Cultural Council* and the *Massachusetts Cultural Facilities Project*. The grant supports the school's "Youth Scholarship and Outreach Program," which provides music lessons free or at a reduced rate to children who could otherwise not afford instruction. Michelle Nover, Longy's Preparatory Division Director says: "This program is truly making a long term difference in the lives of the students."

The *Cambridge Business Development Center* (CBDC) is delighted to have received a \$22,000 grant from **Cambridge Savings Bank (CSB)**. The Center is a non-profit organization devoted to supporting small businesses in the community. Kevin J. Fitzgerald, President of CSB, said: "Through this partnership with CDBC, we're providing opportunities to current and future business owners while increasing business development in Cambridge."

In addition to its good works for small businesses, **Cambridge Savings Bank** also made it possible for children from low-income families to attend camp this past summer. CSB contributed funding to a number of Cambridge youth programs and summer camps. The program was developed to provide camp enrichment and recreational experiences for children who would otherwise not have had the opportunity.

Career Moves:

The **House of Blues** invites you to meet newest "blues" family member Jenn Kendal and Jenn invites all HSBA members to join her "**Business Lunch Club**." Simply stop by with your business card and you will receive benefits such as first priority seating and 15% off lunch each time you visit. After six visits, Jenn will even buy you lunch. For more info call Jenn @ 491-2100 ext. 138.

Omni Travel announces that Martha L. Flanagan has recently assumed the role of Vice President of Business Development. Ms. Flanagan will lead a team of sales directors and account service managers at the Harvard Square location and will be responsible for increasing revenues through sales and service of exiting accounts. We congratulate her on her new position.

Media Matters:

Best of Boston? Another salute to our winning HSBA members!

Boston Magazine:

Campo Di Florio:

Best of Boston Fast Food

Casablanca:

Best of Boston Burger (warning it is not on the menu so you have to ask very nicely for it).

Curious George goes to Wordsworth:

Best Children's Bookstore

Harvard Book Store:

Best Reading Series

Harvest:

Best Brunch Award

Out of Town News:

Best Newsstand

Tea Tray in the Sky:

Best Tea Shop

Tess:

Best Designer Clothing

Upstairs at the Pudding:

Hall of Fame for Best Alfresco Dining.

Improper Bostonian:

American Repertory Theater:

Best theater production for Valparasio

Colonial Drug:

Best Perfumery

The Carriage House Salon:

Best Facial by Anita Lundstrum

Harnetts:

Best Alternative to C.V.S.

House of Blues:

Best Blues Club

Jasmine:

Best Trendy Women's Clothing

John Harvard's:

Best Brew Pub

Sola:

Best Women's Shoe store
Upstairs at the Pudding:
Best Romantic Dinner

Goodworks:

Bread & Jams, founded in 1989 to help homeless and economically disadvantaged people regain control of their lives, requests that you save a date for their upcoming fundraising event. However, due to the overwhelming task of running the **Harvard Square Drop-in Center for the Homeless**, on a shoestring budget, they haven't been able to do all the work that is involved in planning a fundraising event. Therefore, they would like to be able to ask you to save a date for a fundraising event but really need your help now to save this invaluable program. If you are in a position to pledge any amount of financial support for this program, please call Michael Sullivan @ 441-3831.

Embellishments:

Our friends at **The Harvest** tell us that they have installed new, somewhat space age looking, gas heaters. A new feature which will allow them to serve meals with a cozy warm amber glow on the garden terrace throughout the month of October!

Henrietta's Table has added a new private dining room to the restaurant. The room can accommodate up to forty guests and is recommended for intimate special occasions such as rehearsal dinners as well as small business functions. The cozy country style decor perfectly compliments the soothing, earthy cuisine of the restaurant. Henrietta's Table won *Food and Wine Magazine's* Boston's Best Comfort Food award.

Wordsworth Books has opened a new reading/event room on the 3rd floor! Please see our calendar for their heavy-hitting roster of in-store author events and workshops.

The House of Blues begins a new annual benefit program designed to

continued on page 5



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Resolution #106

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Councillor Triantafillou re:
welcome Robin Lapidus-Birnbaum,
the new Executive Director of the
Harvard Square Business Association.

In City Council September 13, 1999

ORDER ADOPTED