

## Outfitting the City

**T**hey're inside your favorite restaurant and out in the streets. They stand inside doorways and sit behind desks. They are in the sky and far below ground. They're everywhere.

Since 1892, **I. Buss Uniforms** has been outfitting the staffs of buildings, members of the New York Police department, soldiers during World War I, ushers at the Metropolitan Opera and Lincoln Center, Coca Cola drivers and scores of other employees and city workers.

Stuart Busch – whose grandfather founded I. Buss – has been in the business for 50 years. He knows a thing or two about dressing a building staff. Over 75 percent of I. Buss' business is with residential and commercial real estate, and covers over 1,000 buildings. In today's competitive real estate market, the design of the lobby or hall is often intertwined in the way the house staff looks. Each creates the mood conveyed to potential owners and current residents.

According to Jennifer Busch, Stuart's daughter and the fourth generation to be involved with I. Buss, there is a renewed focus on uniform design as a differentiator and selling point. Among many of the developments that Jennifer has brought in is the new uniform redesign for the Empire State Building. For a uniform that is destined to become part of the signature look of that iconic building, Jennifer personally took on the design project.

Most buildings will buy a few different styles to fit each season. A uniform has to be functional, not too flowing or lightweight or so tight that it cuts into the wearer or is too snug. The staff



Father and daughter, Stuart and Jennifer Busch in front of their many uniforms

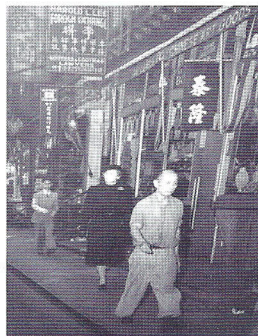
shouldn't be cold in the winter or hot in the summer.

From their 24<sup>th</sup> Street showroom, the talented tailors and craftspeople at I. Buss design, supply, tailor and maintain each outfit...all made right here in New York City.

## Harold L. Lee & Sons celebrates 120th birthday

**I**n the Chinese culture, the number "8" is very lucky and "triple 8" is a home run. The founder of Harold L. Lee & Sons, Inc. Insurance, Mr. Lee Kee Do certainly chose a lucky year when he immigrated from his native village in Toishan, China to New York City in 1888. From that year on, the Lee family continued a tradition of many family businesses at 31 Pell Street in Chinatown, New York City. The office of the prominent insurance agency has been the home of a foreign exchange, curio shop, meat market, film exchange, travel agency and accounting/tax service all run by the Lee Family over the span of its history.

2008 marks the 120<sup>th</sup> anniversary of the founding of "Tai Lung Company" meaning "Great Prosperity" which evolved into Harold L. Lee & Sons, Inc. at the turn of the century. Harold Lee was the grandson of Lee Kee Do and his sons Andrew and Henry and



Harold L. Lee and Sons in old Chinatown

grandchildren, Sandra K. Lee & Stephen Boon continued the legacy of the family businesses.

Today, Lee Insurance is led by Sandra and Stephen and continues to grow and thrive as a formidable brokerage serving clients in 25 states and mainstreaming to expand beyond the Chinese community where it began. Their clients include thousands of households, businesses, banks, real estate, non profits, and also have included municipalities such as the City of New York, Economic Development Corporation, Housing Authority and the MTA. It represents A-rated national carriers such as Chubb, AIG, C N A, Travelers, Zurich, Hartford and Safeco. Sandra K. Lee is an active

community leader and serves on the board of NY Downtown Hospital as well as the Chinatown Health Clinic Foundation. Stephen Boon is a trustee of the Insurance Federation of NY and was past President of the Chinese American Insurance Association.