

'Vital signs' look poor

New survey of owners, developers and investors shows sentiments are at lowest point since 2001.

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Newark rising

Plans have been officially unveiled for Liberty Plaza, downtown Newark's first Class-A, mixed-use development in more than 15 years

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Crana Electric Inc. has a bright future ahead

Since its inception in 2002, Crana Electric, Inc., a full-service electrical contracting company, has established itself as a respected, professional organization known for its dedication to the project and to getting the job done.

Crana Electric, Inc.'s success can largely be attributed to its down to earth combination of a client-focused philosophy and its adherence to a core group of principles - passion, honesty and hard-work. Built upon a foundation of strong work ethics, Crana Electric, Inc. is a proponent of work-force development and believes that a skilled, trained work-force is essential to the organization's survival.

Crana Electric Inc. has completed many projects within a variety of sectors. Many of its clients are well known organizations. Currently Crana Electric, Inc. has projects underway at several departments within New York University. Additionally work is also underway at Hotel 57, 130 E. 57th Street, American Language, 229 W. 36th Street, Hermes Paris, 55 E. 59th Street and various branches of Valley National Bank and Chase Bank.

Crana Electric, Inc. is proud to have participated in several "green" projects.

These include two recent corporate office upgrades in the Manhattan area to LEEDS® standards. The Leadership in Energy and Environmental Design (LEED) Green Building Rating System™ encourages and accelerates global adoption of sustainable green building

and development practices.

Also in Crana Electric's Inc. current "green" portfolio is a full electrical installation for a new "certified-green" office for a well known construction manager leader in New Jersey.

The scope of this project includes a complete installation of electrical distribution, lighting and power.

Crana Electric, Inc. enjoys repeat business from a majority of clients – a true testimonial to the quality, integrity and high level of service provided by Crana Electric, Inc. "We take pride in our work and believe that our clients are our most important asset" said Keelan McLaughlin.

Indeed a past client quoted 'When we hire Crana Electric, Inc. for a project we can rest assured that they will be accommodating and flexible with design-on-demand changes, they will deliver to meet deadlines, and more importantly, Crana Electric, Inc. will have an experienced team on-site at all times in order to get the job done. I would have no hesitation in recommending Keelan and his team at Crana Electric, Inc.'

Most recently Crana Electric, Inc. completed work at: 3 Legged Dog Theatre, 56 Greenwich Street, New York, a complete renovation of a high-tech arts venue project featuring new electrical distribution, lighting and power; The Tides Foundation, 55 Exchange Place, New York, another complete electrical



The Tides Foundation

renovation of a 70,00 s/f area, over 3 floors; Staples Flagship Copy Center at 261 Madison Avenue, New York; City Sports New York store at 390 5th Avenue – here the tight eight week schedule meant that Crana's on-site team worked hard to get the job done right and on-time.

Crana Electric, Inc. is proud to have been involved with the \$65 million renovation and remodeling project to restore the historic New Yorker Hotel. Conveniently located at 34th Street and Eighth Avenue in Manhattan, across from Madison Square

Garden, the New Yorker Hotel is one of the largest art deco buildings in New York City and now boasts 912 newly renovated rooms and suites. For Crana Electric, inc. the scope of the electrical renovations at The New Yorker included a complete renovation of electrical distribution, lighting and power, including television and phone and data cabling. Crana worked diligently communicated with the construction manager on a daily basis, to maximize coordination and to ensure the hotel remained open for business.