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NAI Friedland Names New Chief Exec, Operating Officers

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NAI Friedland has promoted **Anthony "Tony" Lembeck** to Chief Executive Officer (CEO) and appointed **Jay Olshonsky** as Chief Operating Officer (COO).

Lembeck, who was formerly COO, has been with **NAI Friedland** since 1995. Olshonsky joins the firm after fifteen years as Managing Director and Senior Vice President of CB Richard Ellis in Washington, DC.

Jay Olshonsky brings to NAI Friedland twenty-seven years of transactional and management experience. While Managing Director of CB Richard Ellis, he oversaw the Washington, DC Metropolitan offices in Maryland, Northern Virginia, and Washington, DC. Olshonsky had complete profit and loss responsibility for over 75 commissioned brokers and 225 employees, producing \$109 million of gross revenue.

Olshonsky led both the **Insignia** and **Trammell Crow corporate mergers** in Washington, DC and has represented both owners and occupiers in multimillion dollar sales and leasing transactions. As Senior Vice President at CB Richard Ellis, he helped spearhead efforts in the field of emerging renewable energy with national utility companies and solar providers, placing solar systems onto sites such as industrial parks, warehouses, and shopping malls.

Olshonsky is the former Chairman of the National Association of Realtors Commercial Alliance and a past President of the Washington DC Association of Realtors and Greater Washington DC Commercial Association of Realtors. He has served on the Board of the **Hebrew Home** of Greater Washington and the Ring and Landow Houses. Olshonsky received a B.S. in Business Administration from Arizona State University. He and his wife, Gayle Forst, have two children, Alexander and Hilary.

Prior to assuming the role of NAI Friedland's COO in April 2009, **Tony Lembeck** was Executive Vice President and Manager of the firm's Industrial Division. He was successful in negotiating with the New York City Board of Education for the creation of a new high school in the Soundview section of the Bronx and twice completed the transfer of the former 9 1/2 acre Loral Electronics site in the South Bronx to real estate developers. Lembeck was also successful in placing the New York City Police Department's Drug Enforcement Agency in its current location in the Bronx.

Prior to NAI Friedland, he practiced real estate law in Manhattan. In addition to real estate, Lembeck has run a textile importing company, worked as a theatre producer in New York City, and owned a boys sports summer camp in Maine. Lembeck is a member of the Board of Trustees of Temple Shaaray Tefila in Bedford Corners and is on the Board of Directors of Family Services of Westchester.

For the past 17 years, he has helped run Camp Viva, a one-week sleep away camp for families affected by HIV/Aids. He is one of the founders of the Camp. Lembeck received a Bachelor of Arts in 1979 from Rollins College, Winter Park, Florida, and a Juris Doctorate from the University of Miami's School of Law. He resides in Goldens Bridge with his wife, Andrea. They have four children, Jared, Sophie, Averi, and Amelia.

NAI Friedland is located at 656 Central Park Avenue in Yonkers.




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