

WEDGE

OFFICIAL NEWSPAPER OF THE SOUTH WEDGE

PUBLISHED BY THE SOUTH WEDGE PLANNING COMMITTEE, A GRASSROOTS ORGANIZATION SERVING THE SOUTH WEDGE. 7,000 PRINTED

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Two Neighborhoods Offer Distinct Character

By Bob Boyd

Part of the livable charm of the South Wedge is in its variety—its people, businesses and architecture.

Our neighborhood associations add to the vitality. Featured this issue are Swillburg and the Highland Park Neighborhood Association.

What is a neighborhood?

In the last issue we celebrated the many City Living awards the neighborhood and our businesses earned. We talked about our shared experience and the people who make our neighborhoods special.

HERE'S MY DEFINITION OF A NEIGHBORHOOD:

- Vicinity: a surrounding or nearby region
- A section of a city that has distinguishing characteristics.
- The relationships established by linking around a social media post.
- A geographically localized community with a larger city
- The people who live and work in a defined area

In this issue, I would like to highlight the Swillburg Neighborhood Association and the Highland Park Neighborhood Association which meet all of the definitions of neighborhoods. They also have an active group of neighbors who work to make the "neighborhood" better!



The Swillburg Neighborhood is a cozy, active triangular-shaped 20-block community bordered by Field Street, South Clinton Avenue, Meigs Street, and I-490. The neighborhood's name dates back to the 19th Century, when George Goebel ran one of the city's most prominent pig farms and collected garbage for swill for their feed.

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Among the patchwork of neighborhoods that give our area such a distinctive and desirable character is the Highland Park Neighborhood. Formerly known as the Ellwanger & Barry Neighborhood, this eclectic, family-friendly area of over 1500 households stretches from the west side of South Clinton Avenue to the north side of Highland Avenue down the east side of South Avenue



Mise En Place opens its new euro market deli this month. (L-R) "Casey" and Paige Holenbeck with son Reese. Story on page 8. Photo by Nancy O'Donnell

to Gregory Street.

The Highland Park Neighborhood has deep historical roots. The original name of the neighborhood came from George Ellwanger and Patrick Barry who started a nursery in the early 1840's that grew into the largest business of its kind in the world. They started selling off portions of the nursery's land for housing in the 1870's. In 1888, Ellwanger and Barry contributed to the City a tract of land that became Highland Park, designed by Frederick Law Olmsted, and is today a world class arboretum and home to the annual Lilac Festival.

The Highland Park Neighborhood Association is a vibrant group of residents with a long history of involvement in their community. In the 1960s, it helped prevent the 390 Expressway from destroying the neighborhood. It worked with Highland Hospital to create a neighborhood friendly design for the physician office building and other projects in the 1980's. It helped create palettes of trees for our urban forest in the wake of the ice storm, and played a major role in preventing inappropriate development of South Avenue.

In September 2007, The Highland Park Neighborhood Association

sponsored its first annual 'Taste of the Neighborhood'. More than 250 neighbors gathered at the Meigs/Linden playground for food, music and friendship.

The association also participated in the neighborhood spirit parade along with School #12 and Baber Church. It also sponsored a neighborhood softball team in the South East Fall Classic league, and held the third Annual Halloween Party and Parade in October 2007.

The other big news in 2007 was the change in the name along with a change in logo. The new logo pays homage to the history of the neighborhood while presenting a striking and modern design. The symbol recalls the historic arboretum in Highland Park and conveys the image of a fashionable inviting place to "put down roots". The swirling design is reminiscent of the Art Nouveau style popular when Highland Park was built.

The current leadership of Highland Park Neighborhood Association includes Mike Thompson, Roger Ramsey, Mary Rose McBride, Jeanne DeKeyserling, Michael Tomb, Ruth Danis, Amy Priestley and Paul Urai.

Rev. Hay Named to Women's Hall of Fame



Rev. Judy Hay, Women's Hall of Fame nominee. Photo courtesy of Calvary St. Andrews Church.

by Jackie Trobia & Shirley Brown

The Reverend Judy Hay, pastor of the historic Calvary St. Andrew Church (CSA) was elected to the National Women's Hall of Fame Book of Lives and Legacies in Seneca Falls, New York. Rev Hay was nominated by her congregation in late 2007 as "a pastor, an activist, a feminist and an educator." At a November 18 event, the CSA congregation presented her with a plaque from the National Women's Hall of Fame.

Rev. Hay received her education at Dubuque College and her Master of Divinity at McCormick Theological Seminary in Chicago. She was ordained by the Presbytery of Northern New York in 1971. She served in two Presbyterian churches in Albany and received her call

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Tapping into Extra Income for Seniors

By Eileen Thomas

Most seniors in the South Wedge area receive pensions and Social Security benefits as a major part of their income. These benefits usually provide either a fixed payment or a small adjustment that does not keep up with the increased cost of living.

At the same time, older homeowners often live in houses that have either a small mortgage, or no mortgage at all. With housing values in the South Wedge area on the rise, this means long-time homeowners can be living in a substantial nest egg.

If you are a senior homeowner, there is a way to access that nest egg

— a "reverse mortgage" or Home Equity Conversion Mortgage (HECM). The HECM concept was developed by the federal Department of Housing and Urban Development (HUD) with the assistance of the American Association of Retired People (AARP). HECMs are insured by the FHA.

You could compare a HECM to when you did have a mortgage on your home. Then, the bank held the title to your house and you paid them a certain amount of money every month. Maybe every once in a while you paid the bank a larger lump sum of money.

With a HECM, you hold the title to your house, and the bank pays

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Any Questions About Starting a New Business?

- How do I to put together a solid business plan?
- How will my current finances impact my business plans?
- Will I need financing?
- What are the best sources of assistance?

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Neighbors Council to Present Six New 'Knowledge Co-Op' Workshops

Rollin' Your Own Sushi

Friday, February 8th
6:00-8:00 p.m. (\$15)

Ever wonder how those sushi chefs turn out those edible rounds of art? Sip sake or green tea as you get creative and design your own rolls. Gale Lynch, Hickory Street resident and local Japanophile, will host. You will learn to make California rolls, cucumber rolls

and other Japanese delicacies.

Hand Tools 101

Friday, February 29th
6:00-8:00 p.m. (\$20)

Learn the basics of using hand tools from the hammer to the wood plane. Basic tools and techniques will be covered, and participants will work on a project from beginning to end. This co-op is hosted

by former college and high school industrial arts teacher, local craftsman and South Wedge Planning Committee board member, David Halter.

159 Caroline St. Limited to five individuals. Sign up early!

Beaujolais Wine Tasting

Saturday, March 8th
7:00-8:30 p.m. (\$20)

This wine tasting will focus on Beaujolais, the fruity "bistro" wine of France most notably known as "Beaujolais nouveau" and will feature several Beaujolais wines from different French villages. This co-op will be held at the South Wedge Planning Committee offices and is hosted by amateur sommelier, Bob Boyd.

Power Tools 101

Saturday, March 29th
4:00-6:00 p.m. (\$20)

Learn the basics of using power tools from table saws to belt sanders. Basic tools and techniques will be covered. This co-op is hosted by former college and high school industrial arts teacher, local craftsman and South Wedge Planning Committee board member, David Halter.

159 Caroline St. Limited to five individuals. Sign up early!

EBAY Basics

Friday, April 11th
6:00-8:00 pm (Free)

For the EBAY novice. Topics covered will include: things to consider buying and selling on EBAY, bidding, building positive feedback, payment options, listing, auction formats and wording, costs and fees, feedback, photo hosting sites, shipping considerations, refunds, and international transactions. Hosted by Robert Lauterbach. This co-op will be held at the SWPC offices.

Crafty Kids: Make a Homemade Gift for Mother's Day

Saturday, April 26th
9:00 - 11:00 am (\$10)

Bring along your favorite kid(s) and make an original piece of crafty art that will blow the socks right off that special Mom in their lives. Kids and adults will have fun interacting while honing their creative skills! Location detail to come.

To sign up for any of these Co-ops or for more information, please contact Allison Clark (585) 256-1740 ext. 104 or aclark@swpc.org.

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Swillburg Neighborhood

continued from page 1

Today, the neighborhood is home to dedicated, caring residents. Many maintain a variety of community gardens to make the area a beautiful place!

The charming, narrow streets and natural mixture of homes and businesses offer the feel of a village with the convenience of urban living. Businesses such as the 1930's Highland Park Diner, upscale Rooney's Restaurant, and the authentic India House provide diverse dining opportunities. The neighborhood is centrally located in Rochester.

The neighborhood association in Swillburg is very active. Each year, the group organizes many events including National Night Out, Carnival, Swillburg, Rock the Park (musical Tuesdays in September),

Swillburg Spooktacular and a Holiday Light Decorating Contest.

The neighborhood association keeps neighbors informed by a quarterly newsletter called "The New Yorker" and a web site www.swillburg.com.

In 2007 the Swillburg Neighborhood Association completed a new gazebo and a light pole mosaic project at Otto Henderberg Park.

The organization has been very successful in making Swillburg a unique place to live with neighbors who know each other and have fun at the many events! The organization has become very proactive as opposed to being reactive!

The neighborhood leadership team includes David Chappius, Matthew Perdue, Dennis O'Brien and Alex Cerone. s



The WEDGE
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South Wedge Planning Committee
224 Mt. Hope Avenue • Rochester, New York 14620
256-1740

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Writers

Robert Boyd, Shirley Brown, Allison Clarke,
Mike Fleche, Ed Meyers, Nancy O'Donnell,
Brian Pincelli, Eilleen Thomas, Judy Trobia

Photographers

Allison Clark, Mike Fleche,
Nancy O'Donnell, Brian Pincelli

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E-mail Addresses:
first initial last name@swpc.org

The Wedge Newspaper, a not-for-profit newspaper, is published by the South Wedge Planning Committee (SWPC), a grassroots organization serving the South Wedge Urban Village. Its mission is to provide accurate coverage of neighborhood news as well as local, state and national news that affect the area. It was first published in 1982 as The S.O.S. News.

Today, the Wedge is printed bimonthly (February, April, June, August, October and December) with a circulation of 7300. The newspaper is mailed to homes in the South Wedge and distributed to area businesses and retail shops and other drop points in the Greater Rochester area.

Articles in this paper do not necessarily reflect the view and/or opinions of SWPC.

Please send any story suggestions or news releases to Wedge Newspaper Editor Nancy O'Donnell, 224, Mt. Hope Avenue, Rochester, New York 14620 or nodonnell@swpc.org.

Please see our complete Advertising Deadlines and Rates online at www.swpc.org.

Before recycling this printed newspaper, why not pass it on to a friend or co-worker.

Our Mission Statement

SWPC builds community in the South Wedge, encourages a full range of housing opportunities, and promotes a diverse, historically significant, and commercially viable urban village.

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By Allison Clark

Calling All Local Artists for Public Art Project

The Business Association of the South Wedge Area (BASWA) plans to commission sculptural artwork that will be placed over defunct parking meter posts along South Ave in the South Wedge neighborhood.

BASWA was awarded a grant through the Arts Council to commission the sidewalk art project. These sculptures must also double as bicycle racks.

Some great designs have been submitted, but BASWA would like a few more. Tell artist friends to go to www.baswa.org to learn about this call for public art. The project deadline has been extended to February 15.

South Wedge History Club

Mike Keene will give a free viewing of "Visions: True stories of Spiritualism, Secret Societies and Murder," at 6:30 p.m. Monday, Feb. 4 at the Highland Branch Library, 971 South Ave. This award-winning video documents the 19th-century stories of the Fox sisters, the disappearance of Capt. William Morgan and the shocking murder of William Lyman. The South Wedge History Club is free and open to the public. For information about the video, contact 1-800-648-8909. Contact Rose O'Keefe for more information on this event, email www.roseokeefe.com or call 244-4558

The South Wedge Neighbors Council

Neighbors Council is a group of South Wedge residents committed to improving neighborhood safety and quality of life. On the first Wednesday evening of each month the Council meets to organize neighborhood activities and work to make the South Wedge a great place to live. It is a terrific way to get involved. The February Neighbors Council will meet February 6 from 6:00 p.m. - 7:00 p.m. at Equal Grounds Coffee on South Ave. and March 5 from 6:00 p.m. - 7:00 p.m. at Tap and Mallet Pub on 381 Gregory St. For more information, contact Gale Lynch at 454-3295.

Hickory NUTS Initiate a "Meet & Greet" for Hickory St. Landlords

Members of Hickory NUTS are inviting Hickory Street landlords who do not live in their properties to meet with permanent residents to discover ways to invest in and improve the neighborhood. The Meet & Greet will be held in the home of Jayne Morgan and Gary Loitsch at 25 Hickory St. on March 26 at 6 p.m. Investors will meet Hickory St. residents and learn about the progress being made on several local development projects, learn about BASWA and SWPC and enjoy a meal catered by local restaurants. Members of the Hickory NUTS plan on organizing a second "Meet and Greet" for all those investors who were unable to attend this first gathering. Call 461-4795, so that you can be a part of this positive event.

Free Mammogram Screenings

Highland Breast Imaging and Women's Health Partnership offer free mammograms to women 40 or older who have little or no health insurance at the Breast Imaging Center's at 500 Red Creek Dr., Suite 130.

The annual Valentines Screening Day will be held on Saturday, February 9 from 8:00 a.m. - 12:00 p.m. Free parking and refreshments. Also enjoy a free 10-minute Reiki or chair massage sessions after your mammogram.

Call 487-3300 to make an appointment. Women who cannot make the screening day can be scheduled for a different day.

Foundation Invites Grant Applications

The Marie C. & Joseph C. Wilson Foundation announced local funding availability through its Rochester Small Grants program.

Qualified 501(c)(3) organizations may apply for grants in the range of \$1K to \$25K throughout 2008. The grants are given to effective organizations that can impact positive change in the community.

Grants will not be made to individuals, partisan political organizations or to support lobbying efforts. Requests for capital projects also will not be considered. For more information and an on-line application form, go to the Foundation's web site at: www.mcjwilsonfoundation.org or call 461-4696.

Jayne Morgan contributed to the column.

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Tapping into Extra Income

continued from page 1

you! The money from a HECM can be taken as a lump sum, monthly payments, and/or used like a line of credit. You can use the money for home improvements, supplement your pension, buy a car and so on.

As an owner-occupant, you do not have to pay back a HECM. However, it must be paid back when your house is sold or when you no longer live there. The amount owed will depend on the size of the original HECM and how much of it you used. The FHA insures HECMs so that owners are not held liable if housing prices fall, or if total monthly payments exceed the original amount of the HECM.

Some of the requirements to get

a HECM include:

- You and any other owner(s) must be at least age 62;
- The home must be a one- to four-family house or condominium;
- You must meet with a HUD-approved counselor to review and discuss the HECM;
- You must pay certain fees and closing costs when the HECM is set up.

As Edith Lank noted in her June 1, 2007 article in the Democrat and Chronicle, HECMs "can be a lifesaver for financially strapped seniors who want to remain in their homes." But she also cautioned readers to seek unbiased information from reliable sources. The

mailing that many seniors received, entitled 2007 Senior Benefit Update, does not fall in that category. Nor do television infomercials about HECMs.

If you want to learn more about Home Equity Conversion Mortgages, unbiased reliable information can be found at:

- The AARP website - www.aarp.org/revmort or www.hecmresources.org
- The Housing Council - www.thehousingcouncil.org or 585-546-3700
- NeighborWorks Rochester, Inc. - 585-325-4170 ext 326 (Amy Brough) ▲

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Lin's Garden on Mount Hope Offers Something for Everyone

Chinese Restaurant Now Offers Sushi Too

Story & photo by Mike Fleche

In today's busy times, who can exist without Chinese take-out? Apparently not the customers of Lin's Garden, who have pursued their favorite restaurant across the city to its new home in the South Wedge.

Vincent Lin opened his first restaurant on East Main Street in 2001. But he had his eye on a new spot, at the corner of Mount Hope and Gregory, a good location with better parking. He moved to 420 Mount Hope in February 2006.

The building, a former Kentucky Fried Chicken store that had been closed for years, was remodeled with the help of the City's Department of Economic Development. A grand opening and ribbon-cutting with Mayor Duffy was held September 20, 2006.

Vincent's customers followed him. Some, regulars for the past seven years, have become friends. "We always keep customers," he says. "They tell family and friends; [they] bring more customers."

A customer chimes in, "Fresh-est food I've had!" Throughout my visit, customers who popped in for their orders were eager to praise the food.

Lin's Garden usually delivers in about 45 minutes or less, depending on how busy they are. "Most times we're busy all day," Vincent observes.

House specialties include Singapore Rice Noodles, a combination of shrimp, pork, vegetables and egg in a spicy curry sauce; and Amaz-

ing Chicken, a dish of chicken and vegetables with a sweet and spicy sauce; it has a "fancy taste," Vincent says.

He says customers rave about his spicy sauce: "Very good spicy seasoning. Due to cold weather, a lot of people like [hot and] spicy seasoning."

He hastens to add that Lin's will make mild dishes too. "We flavor to

adapting his craft for a more American taste. He also got experience in catering.

The menu he designed for Lin's Garden is based on dishes he made in New York City, "the most popular items asked for by customers," he says. Lin's uses only vegetable oil in cooking, with no MSG.

Sushi was added to the menu six months ago. "This area has a lot of students," Vincent says. "Young people like sushi."

Lin's is one of the few restaurants to offer both Chinese and Japanese cuisine.

"Not too many places deliver [sushi]," Vincent points out. "[Ours is] very good, very fresh."

And for the resolutely Western taste, Lin's offers American party fare like ribs, chicken nuggets, and onion rings. "[The whole] family can order whatever they want, all from Lin Gardens," Vincent declares.

Several chef specialties added recently have become quite popular, including Salt and Pepper Shrimp, and Prawn and Chicken in Spicy Chili Sauce—"We sell a lot of this," Vincent says.

Vincent says he's grateful for the customers who have helped him prosper. "We thank you, all our customers, for your business," he said. "We've been here seven years already. We welcome new and old customers to our store."

Lin's Garden, 420 Mount Hope Ave. at Gregory Street. Phone numbers: 232-8320, 464-8888. Fax: 232-8324. Hours: Mon.-Thurs. 11 a.m.-10:30 p.m., Fri.-Sat. 11 a.m.-11 p.m., Sun. 12 noon-10:30 p.m.s



the customer's taste," says Vincent.

A menu of 25 lunch specials is available from 11-3 p.m., including Sesame Chicken, General Tso's chicken (a hot and spicy selection), and Shrimp with Lobster Sauce.

Lin's has a lot of vegetarian customers, Vincent says. "[We have] so many choices!" Among them are steamed vegetarian dumplings; bean curd home style (fried tofu with mixed vegetables); and sautéed string bean, zucchini, and broccoli in garlic sauce. "All fresh vegetables," Vincent adds.

Vincent Lin was born in Fuchow, south China. He learned to cook traditional Chinese specialties while working at restaurants there.

He arrived in New York City at age 20, and worked in "quality restaurants" for two or three years,

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St. Joseph's Neighborhood Center:

By Nancy O'Donnell

St. Joseph's Neighborhood Center's sign lists its services: "Health Care, Counseling, Advocacy, Literacy/GED." The logo above the words, two figures standing close enough to create a heart, aptly describes its mission—to treat every person looking for help with respect and love.

St. Joseph's Neighborhood Center (SJNC) was established in 1993 as a ministry of the Sisters of St. Joseph of Rochester to provide comprehensive health care, counseling, adult education and social work to those who were underinsured or without health insurance.

The Sisters began planning a health center in 1990, and when a small house opposite St. Joseph House of Hospitality became available in 1991, the Sisters sprang into action. Over the course of two years, the Sisters, their families, and local volunteers rehabbed the house. When it opened, the first floor was clinic space and the second floor housed two of the sisters.

Some 750 people came through the doors in its first year of operation. A staff of one full-time and one part-time was aided by only 24 volunteers. By 2007, the number of clients served reached 18,000 (3,500 individuals) served by 17 staff members and 200 volunteers.

Today the Center now helps the working poor from "every zip code in Monroe, Livingston, Wayne, Ontario and Genesee counties," said Director Christine Wagner, SSJ. "Being uninsured cuts across the county. Some 65% -75% [of the patients] are working uninsured. They've fallen into the chasm between affordability of private health care and the eligibility for public health care like Medicare and Medicaid."

Because the Center receives no government funds, it depends on the kindness of strangers and friends. Currently over 50 health care professional and 25 counselors and social workers volunteer to treat patients.

The Center's largest support in recent years has come from the Daisy Marquis Foundation. An annual fundraiser is also held (see box at right) to help offset the cost of a lengthening list of needs.

"The people who come for services are in different spots," said Wagner. "They're living in a culture of poverty or close to poverty. It's not just high cholesterol or finances, stress or depression or other physical problems. Folks come in, and we look at their life in a holistic way. They don't just leave with a pill, but with a plan of action for their lives."

The services provided may be housed in a small-scale operation—the Center now operates out of two houses joined by a central arch—but it is broad in mission.

They list of services include:

* Medical (except emergency) and mental health services. What

can't be done on-site is referred to health partners in the community. A small lab allows nurses to draw blood, give flu shots, and test patients for diabetes (HIV testing is done off-site).

- * Chiropractic or physical therapy
- * Vision screening including free eyeglasses
- * Free or low cost medicine for the Center's patients.
- * Low cost breast exams and mammograms are provided by Women's Health Partnership on Westfall Road
- * Feldenkrais and massage therapy



St. Joseph's Neighborhood Center on South Avenue attracts people from city and nearby counties. Photo courtesy of the SJNC Center.

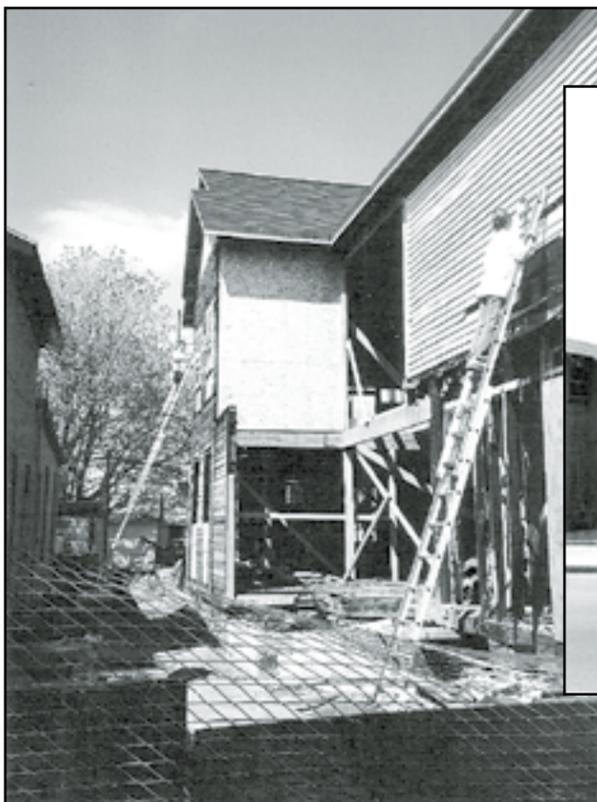


SJNC Center creates a "sense of safety" in the care they provide for the many uninsured and underinsured patients in the area.

Photo courtesy of the SJNC Center.



The Center's front desk has greeted some 18,000 patients in the last year. Photo courtesy of the SJNC Center.



Family and friends helped the Sisters of St. Joseph to rehab the new clinic. Photo courtesy of the SJNC Center.



The two houses now connect with a walkway. Photo courtesy of the SJNC Center.

* Mental health counseling.

Most recently, SJNC added a new program, Women on the Move, made possible by a grant from the local Women's Foundation, that enables women to move to greater economic self-sufficiency (see profile of Lee Cocco on pg. 7)

Beyond the medical help, the Center is a helping hub for others who need to use the phone, to access their mail, or those who want a free crusty loaf of bread, donated by the Little Bakery on Charlotte

Street. Beyond providing medical care, the Center serves as a valuable training ground for future health care professional in nursing and mental health. Each year some 35-40 students arrive from local and national colleges for training. Its reputation as a teaching facility with "quality supervisors" has increased the competition for places.

While SJNC staff is proud of their accomplishments, their success comes at a sobering price.

"It's a double-edged sword," said Wagner. "The fact is that we need to increase because...the health care system is imploding. We'd rather not be expanding. We'd rather work ourselves out of a job."

For the near future, SJNC will continue to provide a much-needed oasis of care in the South Wedge. It recently purchased a third building that will house its administrative offices and so increase clinic space overall. A grand opening is projected for June 2009. s

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Executive Breakfasts are held the third Wed. of every month coffee & eggs and good fellowship are served to people who want to get involved as a volunteer or health or mental health care providers., 8 a.m., Feb. 20 and March 19.
Call 325.2600 for reservations.



An Oasis of Care in the South Wedge



Michael Boucher,
SNJC social worker

In almost a decade of working as a Center counselor, Michael Boucher's learned a great deal about the societal factors that contribute to his clients' difficulties.

"The 'complexity of people's lives... the social ills like poverty, unemployment, racism, social inequality, homelessness, bankruptcy, bad credit, street violence and crime' impact a person's mental health," said Boucher, who provides much more than talk therapy. Often he provides a link to "rental assistance, transportation, a bus pass, Consumer Credit Counseling, free tax preparation."

"I certainly have been changed tremendously by my work here," said Boucher. "I have a greater appreciation of what people are up against and the need for help." In recognizing how many people have been "marginalized," he still remains optimistic that things will eventually change. "As Martin Luther King said, 'the arc of the universe bends towards justice.'"

Boucher completed undergraduate studies at Fairfield University in New Hampshire and earned a graduate degree in Social Work and Pastoral Ministry at Boston College. When he's not doing service at the Center, he works at home raising his 12-½ year old twins, Jonah and Kateri, while wife Lynne works as Director at the Center for Spirituality at Nazareth College. s



Christine Wagner, S.S.J
Executive Director

Christine Wagner wasn't exactly sure what she wanted to do in life after graduated from Nazareth Academy. She studied at MCC and Brockport where she earned a B.A. in English. After a series of "get through jobs" she discovered a desire "to lead a life of mission," and she joined the Sisters of St. Joseph in 1975.

In the eight years it takes to become a nun, Wagner taught baking and cooking at the School of the Holy Childhood and St. Joseph Villa. (She retains the joy of cooking today assisting with the Executive Breakfasts and auctioning off a catered dinner at the Center's Annual Fundraiser.)

Her quiet academic life changed considerably when she started to work for the Catholic Diocese as a community organizer.

"I became interested in national and international issues," said Wagner. She next enrolled in the Syracuse University Maxwell School where she earned a MA In Social Sciences specializing in conflict resolution and Women's Studies. She wrote her Ph.D. dissertation on a controversial local issue—Memorial Day Celebration and the animosities between peace marchers and military veterans.

"The vets were a little suspicious, but they wanted to tell their side of the story," said Wagner. "I don't do this often, but when I called to make an appointment, I gave my name as 'Sister Chris.' They respected the integrity of my position."

By 1991, Wagner longed to return to community organizing and became the project coordinator for the Center's rehab.

"We gutted the house," said Wagner. "We laid floors and hung drywall."

Because they were not yet a functioning center-- "Until you've proven your program, you can't get money," -- the sisters couldn't get large grants to fund its creation, so they depended on small grants from local churches.

When the center was finally opened, Wagner became its Director.

"My job is a perfect blend of direct services and administration," said Wagner. "When I'm writing [a grant proposal for a larger building] all I have to do is go downstairs and see how the Center needs to expand."

"People come in for the health care at a minimal cost and they think it's too good to be true," said Wagner. "The atmosphere is welcoming. There's safety and care. The stereotype [people hold] about free clinics is not true here." s



Deb Swift,
Director of Operations

Deb Swift lives a life of commitment to community service. A native of Oneonta, N.Y, she came to Rochester in 1987 to study at Colgate Rochester Crozer Divinity School. An ordained minister of the Presbyterian Church, she served as minister of music (she's proficient in voice, piano, organ and guitar) and parish associate at Calvary St. Andrews Church. Swift also worked as Associate Director at the South West Planning Committee (SWPC) and later at the Southeast Area

Coalition (SEAC) before joining the Center 2 ½ years ago.

"Some ministers are called to a parish. I was led by God to work in creating community, nurturing community," said Swift. "I love my job," said Swift. "It's my ministry to oversee the 200 volunteers, the programs and the building. Every aspect of day-to-day operations is my responsibility. I fill in at the front desk. I throw on my jeans and shovel snow."

Most important is her contact with the clients whose needs are many.

Sometimes Swift is asked to respond in spiritual ways as a chaplain.

"We don't push religion," said Swift. "Some patients are comfortable talking to sisters or social workers. All bases are covered. We have Jewish volunteers and Muslims and agnostics."

"Each person who comes through the door is treated with dignity and respect. They know they are loved. We create a sense of safety," Swift added.

The Center's place in the South Wedge is important to Swift. "It's important to have St. Joe's here in the Wedge. So many people are in need. They're not homeless; 65% are employed. They're just like you and me. It's important we minister to them right here." s



Lee Cocco,
Marriage and Family
Mental Health Worker

Buffalo native Lee Cocco came to social work after a first career in marketing and communications. After graduating from Syracuse University, she worked as a reporter in the Catskills before moving to Manhattan in search of a "more lucrative" job in corporate communications. Next, she moved upstate to take a marketing job with Nazareth College Art Center. After 12 years, she "felt a calling to move from public to

personal connections. I felt I could make a difference," said Cocco.

While studying for her Masters in Mental Health and Counseling at St. John Fisher College, Cocco started as an intern at St. Joseph's Neighborhood Center. Soon she was asked to become the Program Coordinator head of a pioneering program, 'Women on the Move'. The free program helps women, ages 30-50, to build a better life for themselves and their families in a variety of ways.

"Its goal is to move women on to economic self-sufficiency," said Cocco.

"Many are working moms," Cocco said. "They're working two to three jobs, often paying below the poverty level."

Cocco meets with 16 women one-on-one at least two times a month to discuss "concrete, measurable goals" such as moving from part-time to full-time employment, buying a new car or going back to school. She also joins them in special workshops on such topics as time management and budgeting.

The program offers much more than career counseling.

"There's a difference in the way [clients are treated]," said Cocco. "They feel listened to and respected. It makes me feel great to work in a place with that kind of spirit and commitment. People want to be there." s

Photos courtesy of Michael Boucher, Christine Wagner and Deb Swift. Lee Cocco photo by Mike Fleche.

Facts about the Center

Address:

417 South Avenue

Telephone number:

325-5260

Executive Director:

Christine Wagner

Hours:

Mon., Wed., Fri. 9:00 a.m. - 5:00 p.m.; Tues., Thurs. 9:00 a.m. - 7:00 p.m.

Fees:

\$5.00 donation or in-kind services; special arrangements in advance for lab work; Medicaid accepted.

Eligibility requirements:

None; St. Joe's serves uninsured or underinsured people.

About the program:

Primary health care services (physical exams; mental health assessments; blood pressure checks; laboratory tests; prescriptions; immunizations; chiropractic care; podiatry, massage therapy, dental) 2. Counseling and spirituality (personal and family; crisis; drug and alcohol evaluations and referrals for treatment) 3. Advocacy services (food, clothing and shelter; Social Services issues) 4. Literacy and GED tutoring program 5. Satellite office at Riverpark Commons, 185 Mt. Hope Avenue (focus on health education, parenting skills and children's services)

Accessibility: On bus route; level entrance; elevator with controls accessible to wheelchair user and with raised letter or Braille markings; handicapped accessible restroom.

St. Joseph Neighborhood Center Wish List

Everyday supplies, office furniture & equipment (paper shredder), bookcases and gently-used books for children and adults, bus passes, grocery gift cards, personal-size soap, shampoo, deodorant, toothpaste, toothbrushes, lotion, and disposable razors. Also, brown lunch bags, toilet paper, storage bags. Items may be dropped off at St. Joseph's Neighborhood Center, 417 South Ave.



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Mise En Place--New European-Style Market to Open on South Avenue

By Nancy O'Donnell

Kenneth "Casey" Holenbeck found just the right place in the Wedge for his new Euro-style grocery/deli. Mise En Place, in the former Green Grocers site at South and Gregory, opened February 1.

Mise en place (pronounced meh-zahn-plahs), is a French phrase that literally means "set in place" or as the Culinary Institute of America translates it, "everything in place."

Holenbeck plans to carry a wide range of foods in place when the shop opens. Along with the usual deli meats, macaroni salads, soups (vegetarian and carnivore) and sandwiches, the shop will feature a salad special of the week, homemade sausages, and "a nice arrangement of fresh fish that I'll grill or sauté for takeout." In a cozy side room, shoppers can eat in at a few table and chairs.

"My eventual goal is to have five to ten items on the menu for take

out. I'll make them fresh and then replenish them throughout lunch," said Holenbeck. "Fresh and local" are important words to the new market owner. "I'll use local growers as much as possible."

Grocery basics--eggs, milk and cheese, et al--will also be stocked.

A native Rochesterian, Holenbeck attended Hilton High School before studying culinary arts at Paul Smith College in the Adirondacks. After graduation, he continued his studies in the Burgundy region of France.

"I did grunt work [in one restaurant]," laughed Holenbeck. "I got to peel crayfish."

Back in the U.S., he worked in Boston restaurant before returning to Rochester.

"I bought a double family home on Gregory Street once I moved to the neighborhood, I always tried to

hang around in it," said Holenbeck, who now lives, works and plays in the Wedge with wife Paige and 14-month-old son Reece.

During this time, Holenbeck worked as a cook at 2 Vine, one of the city's most respected and visited restaurants. "Two Vine was an incredible company and I'm going to miss it a lot. It was a very good experience. I hope I can imitate its quality and style," he said.

As for his signature style? "I try not to specialize in one way [of cooking]," said Holenbeck. "If I had a preference, it would be Italian bistro, fusion cuisine."

The new Euro market will open in early February with a Grand Opening planned for later in the month.

Mise En Place, 682 South Avenue, 335-4160. Hours: Mon.-Sat., 8 a.m. - 9 p.m.s

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Graffiti Has Got to Go!

by Brian Pincelli

Graffiti has reached epidemic proportions along South Ave, South Clinton, and Monroe Ave. The City's graffiti cleanup team called The Defacer Erasers met with more than 20 SWPC neighbors and supporters on January 7th in efforts to remove graffiti from public property. They hit the pavement and cleaned up as much as 20-30 "tags" that day. To remove graffiti or tagging from private property the team needed a signed release form provided by the City of Rochester from property owners.



Members of BASWA, SWPC, and the City of Rochester met at a BASWA meeting on January 16th at

the Keg in attempt to discuss long and short-term solutions to the problem.

Rick Saltrelli from the City's Department of Environmental Services (DES) stated that in his many years of service he's seen graffiti as a trend that goes in and out of fashion, and in the last two years it has definitely surged. How-

ever, the Rochester Police Department has indicated that they do not think our neighborhood graffiti is gang-related.

NET Director Molly Clifford discussed how the neighborhood can implement a quick-response solution for future tagging as well as preventative measures. Major Bob Duffy has created a task force to

look at the graffiti problem, but further plans were not yet available.

Also in attendance at the meeting were Pete Saxe of the local NET office and Paul Holahan (DES). Residents or property owners who notice any graffiti and would like assistance in removing it, please call the NET at 428-7640 and SWPC at 256-1740. s

More PAC TAC Volunteers needed!

By Robert Lauterbach

You've probably seen a small group, wearing the familiar PAC TAC fluorescent vests, walking the streets of our neighborhood. The Rochester Police Department is looking for additional volunteers to participate in PAC TAC (Police and Citizens Together Against Crime).

PAC TAC is a wonderful program that helps you to get to know your neighbors and your neighborhoods. While crime continues to thrive in urban environments, even with more police involvement, PAC TAC becomes even more important.

On the third Thursday of every month, SWPC's Neighbors Council sponsors a community PAC TAC two-hour walk (6:00 - 8:00 p.m.) in and around the South Wedge

neighborhood. The goal is to get to know neighbors while walking through our neighborhood with a Rochester Police Department Crime Prevention Officer (CPO). In addition, these walks help increase the visibility of PAC TAC and send a message that South Wedge residents are actively engaged in deterring crime in our neighborhood. You don't have to be trained to go on these walks, just have an interest in getting to know your neighbors and your neighborhood.

If you decide to walk with a buddy at times other than the monthly community walk, you will need PAC-TAC training given by the Police Department as well as a background check. The training will include what you should look for and do in certain situations, and how to use the police radio. Call 428-7496

to sign up and get an application or stop by the NET Office.

The goal of our local PAC TAC team is to grow to as many as 50 volunteers in 2008, so more teams can walk on their own during the week, and increase the visibility of this important concept. Ideally, it would be wonderful to have every street represented with one volunteer, so information on unusual activities on those streets can be more easily exchanged within the PAC TAC group and the RPD. So, please consider becoming a street representative for PAC TAC. This is an opportunity to get involved in your community. For more information, please call Robert Lauterbach 734-2375 or visit the city of Rochester Website www.cityofrochester.gov/publicsafety/police/index.cfm?id=790.s

Red Cross & RG&E Help Seniors with Heating Needs

By Eileen Thomas

What would you do if you needed to buy heating oil for your home and didn't have the money to pay for a full delivery? Or if you couldn't pay your entire electric bill without skimping on the food or medicine you needed?

Beginning on February 14, 2008, the Red Cross/RG&E Heating Fund

Program can help neighborhood seniors who are faced with these kinds of important heating needs. The grants are one time only per heating season, and the maximum amount available per household is \$200.

In order to qualify, you must be 60 years of age or older and live in the area served by RG&E. You don't have to be an RG&E customer. There are also income limits that

you must meet. You are not eligible if you already received (or qualify for) a Home Energy Assistance Program (HEAP) grant this winter.

To find out if you or a family member are eligible for the Red Cross/RG&E Senior Citizen Energy Grant Program, or want more information, call 241-4474 for an appointment. s

New Java Joint Opens

Mulberry Street resident Jake Kane has opened a much needed cozy coffee house on South Goodman right behind the Cinema Theater that gives you someplace to hang before the movie starts.



Muddy Waters Coffee House, slated to open in early February, will serve in-house blended coffees (courtesy of Finger Lakes Coffee Roasters), teas and

pastries from George's Bakery and local pastry chef Steve Scarpulla.

The new café's name reflects Kane's other career—singer and harmonica player with local band, The Mud Kings. Along with pieces from local artists, Kane plans to add acoustic musicians to the mix in the coming months.

Kane is joined in the java venture with business partner Kurt Martel.

752 S. Goodman Avenue. Hours TBA. s



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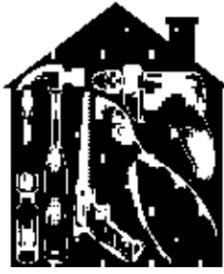
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Learn the Ropes



"Tool Tips"

By Ed Meyers,
SWPC Tool Librarian

Rope has a rich and long history. After early cave men learned to use stone tools, the next great discovery may have been lashing a piece of rope onto a wooden stick to make a stone axe or club. In spite of this very long history, the first book on knots wasn't written until 1847 by a German man named Listing.

NATURAL FIBER ROPES and TWINES

Before the age of synthetic experimentation, natural hard fiber was used to make ropes.

MANILA ROPE-- Considered one of the best ropes made, it is woven from a natural hard fiber called abaca and taken from a species of banana plant grown in the Philippines. This rope is still used a good deal aboard ship and on shore. Synthetics have caused some decline in use.

SISAL--A whitish hard fiber rope, it is much in use in place of

more expensive rope

HEMP--This one is costly to manufacture when its price is compared to synthetics.

JUTE-- Jute rope and twine is not very strong but remain popular because it is soft and has many industrial uses. It is made from a plant grown in India.

COIR-- A light weight, resilient rope made from the outer husks of coconuts. It is often woven into Manila and other rope lines to make them springier

COTTON--Ropes and cords created from this material have certain disadvantages but still remain popular. Such a rope is not very strong, and is often braided instead of twisted which does not allow them to be spliced. Cotton remains popular because it's easy to handle, runs smooth over a pul-

ley or through a block and is not expensive.

SYNTHETIC ROPES and TWINES

POLYETHYLENE-- A special feature of these ropes is that they float. They are permanently colored during manufacture, water proof, light weight, flexible, and rot resistant. This makes them a natural for water skiing and water rescue.

NYLON The king among ropes because it is resilient, water and rot resistant and twice as strong as any natural fiber rope of the same size.

How to choose a good rope.

Strength and stress are important factors. It is wise to choose a rope five times stronger than the load it must support. This safety factor may seem excessive, but it is accepted by users and industry as a bonafide standard.

What you plan to use the rope for is also an important consideration. There are many hundreds of different knots/lashings, and almost as many variations. Visit the public library for information on knots and lashing applications and learn a valuable and fun skill applied in daily living. ▲

Go Green, Save Money with Solar Energy

By Brian Pincelli

What major improvement can you make to your home that will, without fail, pay for itself in 10-15 years? Updated kitchen cabinets and countertops? Probably not. New windows? Not likely.

How about a solar power system? Absolutely. Installing either a solar-electric or photovoltaic (PV) system, which capture light energy from the sun and convert it into energy for your home, will pay for itself—and then some, in as little as four years' time.

If a homeowner is interested in solar-electric panels, a lot of help is available. The New York State Energy Research and Development Authority (NYSERDA) will pay, upfront, about 50% of the cost of a solar system. NY State offers a tax credit up to \$5,000, and the federal government offers a tax credit of up to \$2000. You can also borrow money to pay for the other half and NYSERDA will buy down the interest rate by four percent! Net-metering allows you to sell back any excess electricity you produce at retail value, and solar systems are

likely to increase the resale value of your home.

Some might say that the cost of these systems does not make economic sense when compared to investing in, say, a government bond, but government bonds don't reduce the amount of green house gases and carbon monoxide in the atmosphere.

Don't want those solar panels on your roof? Try using photovoltaic shingles, which serve as conventional shingles for weather protection while generating clean solar electricity for commercial and residential buildings. Companies like Uni-solar and OKSolar offer shingles that look like ordinary shingles and are as easy to install, but which turn your roof into a source of solar electric power.

Big construction companies in California like Lennar are now partnering with SunPower to offer new homes that have solar-power systems installed as a standard option, something like granite countertops. Solar roof-tile technology makes solar energy an affordable solution to reduce electricity costs. ▲



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Visit www.SouthWedge.org and see how South Wedge people can interact with each other in the virtual world. The network is an instrument for connecting and empowering neighbors through open communication. It is yet way to build community in the SouthWedge.

Chat with neighbors, post pictures, upload videos, and communicate with people! You can ask questions and answer questions or get a discussion going.

Look for apartments or offer apartments. The possibilities are limitless.

SWPC Board member Ben Munson launched the website to bring residents, businesses and community leaders together to form "a more cohesive community" and have a lot of fun too."

So sign up and help to build community!

SWPC Community Calendar

Direct Services Team

Thursday, March 20
Noon @ 224 Mt Hope Ave

Finance Committee

Monday, February 11
Monday, March 10
Noon @ 224 Mt. Hope Ave.

Housing & Overlay Committee

Wednesday, February 20
Wednesday, March 19
Noon @ 224 Mt. Hope Ave.

NBN Sector 6

Monday, February 11
Monday, March 10
5:30 pm @ 846 S Clinton Ave.

Neighbors Council

Wednesday, February 6
Wednesday, March 5
6:00 pm @ TBA

PAC-TAC

Thursday, February 21
Thursday, March 20
6:00 pm @ 846 S Clinton Ave.

Real Estate Team

Wednesday, February 27
Wednesday, March 26
6:00 pm @ 224 Mt. Hope Ave.

Resource & Marketing Team

Wednesday, February 27
Wednesday, March 26
7:30 pm @ TBA

SWPC Board of Directors

Thursday, February 14
Thursday, March 13
6:00 pm @ 224 Mt. Hope Ave.

Rev. Judy Lee Hay

continued from page 1

to the historic Averill Avenue CSA Parish as assistant pastor in 1973. After seven years, she became the first woman in the U.S. to be named a Senior Pastor of a Presbyterian church.

It wasn't long before Rev. Hay became involved in the larger community. She was co-founder and first Executive Director of the South Wedge Planning Committee. She worked with the neighborhood to address problems such as sub-standard housing, the exodus of businesses from the area, and the general deterioration of the South Wedge.

Her activism in the community and her outstanding ability to network continues today. With other supportive churches, she sends youth groups and work teams to help refurbish homes, gardens, and yards for those in need. Rev. Hay has also been known to pitch in with a rake or paint brush during these projects. Her devotion to the health of the South Wedge makes her a beloved figure in the community.

Rev. Hay has been instrumental in developing, supporting, and promoting outreach programs, such as a busy food cupboard, a preschool and family center, stewardship maintaining a neighborhood park, the Heifer Project, the Dominican Republic Health Project. In partnership with the city government, she helps to maintain the cleanliness of the neighborhood streets.

Rev. Hay uses every opportunity to help the congregation to be accepting of everyone, regardless of age, race, gender, sexual orientation, or economic status. Her inclusive call, "Wherever you are on your spiritual journey, you are welcome at the table of the Lord," addresses her continued teaching of what being a Christian should mean to us.

Rev. Hay is often asked to mentor seminarians as part of their educational preparation. In her years as pastor, she has taught dozens of prospective ministers.

In addition, to working on countless Presbytery boards, Rev. Hay has served the Presbyterian

Church of the USA as commissioner to the General Assembly and field staff for the office of Congregational Transformation for Church Growth and Ministry Support. She speaks at national, regional, and local conferences, sharing her knowledge about urban ministry and church transformation.

Family Arts & Craft Show and Dance Exhibit

Sat. March 1
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For more info,
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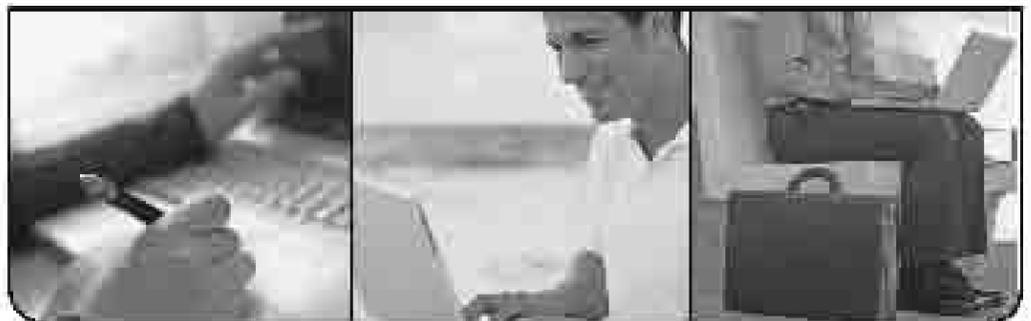


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Shoring Up Schuler House; The Graffiti Issue

The constant warm and cold weather trends of the past few winters have taken its toll on Schuler House at 224 Mt. Hope Avenue, home of the South Wedge Planning Committee. On December 28, 2007 the corbelling on the northwest side of the building buckled and gave way. We secured the area



and needed to remove weakened bricks for safety reasons. We removed an area of brick almost 20 feet by 4 feet. The long-term repairs will be costly. Right now we are working on getting estimates and figuring out how we will be able to pay for them. Any suggestions?

At the same time our 15-year-old copier died and is

beyond repair. We are actively looking for a replacement.

Graffiti has become a major issue in the Wedge. The problem has escalated and is part of a citywide increase. Those who "do graffiti" fall into a few broad categories – gang related, artistic and "taggers." The majority of graffiti observed in the Wedge has been done by "taggers." The individuals doing this destruction need to be identified, arrested and prosecuted. If you see some-

one defacing property, you should record a description, note if he/she gets in a car (and license number), call 911 and take a picture with your cell phone.

Research shows that if graffiti is removed quickly it discourages people from engaging in the destruction. SWPC is organizing volunteers to remove public graffiti and help with other graffiti. If you would like to volunteer, please contact me at 256-1740 Ext 102. ▲

We Have Color!

The Wedge Newspaper will be printing full-color ads and photos in our April issue.
Call now to save space!

Advertising in The Wedge promotes your business and supports the South Wedge Urban Village.

The Wedge first appeared in 1982, and now prints 7000 copies per issue and is mailed to every household in the South Wedge and distributed to over 100 retail drop points in the Greater Rochester area. In addition, the Wedge is available online at www.swpc.org

The Wedge is dedicated to fulfilling SWPC's mission to "build community in the South Wedge, encourage a full range of housing opportunities, and promote a diverse, historically significant and commercially viable urban village."

The Wedge is published six issues a year: February/March, April/May, June/July, October/November and December/January.

Ad Sizes	B&W	Color	Send your completed ad via e-mail to mfleche@swpc.org in jpg or pdf format.
Full Page (9.5" x 15")	\$765	\$1025	*Design fee: Ads already designed, sent in the above formats and sized to exact dimensions do not incur additional charges. To create or resize ads, a design fee will be charged. Fee is a one-time charge (unless ad is redesigned), and will depend upon size of ad, use of graphics, etc. The Wedge employs a professional designer to create advertising. If you want us to design your ad, please notify us as soon as possible. Call Mike at 256-1740 ext. 5, or write to mfleche@swpc.org .
1/2 Page (9.5" x 7.5")	\$382	\$512	
1/4 Page (4.75" x 7.5" or 9.5" x 3.75")	\$192	\$257	
1/8 Page (4" x 2.75")	\$ 99	N/A	
1/16 Page (business card size):	\$ 36	N/A	
Receive 20% off with a full year contract!			

Deadlines for next issue: New orders: Feb. 22 | Completed artwork: March 3

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