



South Wedge Victory Garden is Back!

By Allison Clark



One of the Victory Garden plots in season 2009 (Photo by Nancy O'Donnell)

If you've ever wanted to grow your own vegetables, then the South Wedge Victory Garden is for you! The South Wedge Planning Committee (SWPC) is hosting a community garden again this summer at 122 Hamilton Street where anyone from the neighborhood can apply for a plot to grow vegetables. Last year, the Victory Garden provided spaces for over 35 South Wedge families. Gardeners grew everything from beans and tomatoes to greens and garlic. It was a great way for gardeners to meet their neighbors while economically growing fresh, healthy and tasty produce.

Garden managers Jim Papanu and Heather Penrose of Averill Ave. will be overseeing the Victory Garden this year.

Now in its second year, this wonderful community garden will be evolving into a bit more of a "community supported garden". Gardeners will participate free of charge, but each gardener will be expected to offer about four hours of his or her time over the season to help out with the garden's overall maintenance.

SWPC will be accepting applications for garden plots until May 1st. You can pick up a copy of the application at the SWPC Headquarters at 224 Mt. Hope Avenue, find it on our website at www.swpc.org or call 256-1740, ext. 104 to have a copy mailed to you.

A Victory Garden II is also possible this year here in the Wedge. If there is sufficient garden interest and someone is willing to help create and oversee the new Victory Garden during the growing season, SWPC will help make this new garden a reality. If interested, please contact SWPC Executive Director Bob Boyd at 256-1740 or email him at rboyd@swpc.org.

United States® Census 2010

Be Counted!

When you receive your 2010 census in the mail, please fill it out and send it back. It will ensure that the South Wedge will receive its fair share of the over \$400 billion of federal funding each year.

Take the time to fill out the 10 short questions. Census data affect funding for your community, your community's representation in Congress and your community leader's planning decisions.



For more
information, visit
www.2010census.gov

IT'S IN OUR HANDS

Wedgestock 2010 On The Move: Not Your Ordinary Annual Meeting!

By Frank Logan

Wedgestock 2010 will be more exciting than ever as The South Wedge Planning Committee's (SWPC) "not your ordinary annual meeting" moves to the heart of the South Wedge on Saturday, August 21. This year Wedgestock will bring a street festival atmosphere as South Avenue, between Gregory and Averill, will be closed to traffic and transformed into the newest and soon to be the best neighborhood festival/annual meeting in Rochester.

Wedgestock 2010 will highlight the strength, new development and opportunities the South Wedge has to offer while celebrating SWPC's triumphs of the past year. We'll also be voting for new board members. Hey, isn't the South Wedge a really cool place to live, work or own a business?

Some of the early details—

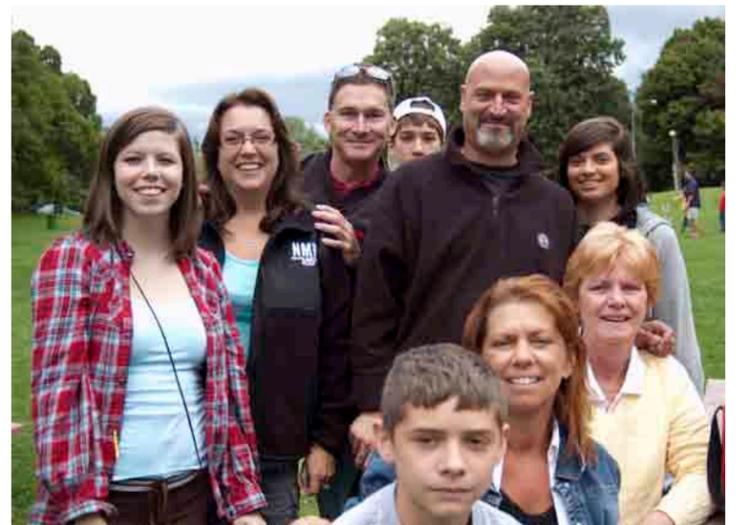
Wedgestock will start off at 11:00 a.m. and end around 9:00 p.m.

In between, the event includes: a Pet Parade, music from local bands and DJs, food vendors, artists and performers, and lots of activities for

children.

Save the date and don't miss out on this annual community event of the South Wedge urban village!

Check out www.swpc.org for more information.



Wedge residents at Wedgestock 2009 (Photo by Nancy O'Donnell)

South Wedge Farmer's Market
Opens June 3. Save the date!

Non-Profit Organization
U.S. Postage
PAID
Rochester, NY
Permit No. 4041

South Wedge Planning Committee
224 Mt. Hope Avenue
Rochester, New York 14620

Stars of the Wedge - Casey Holenbeck & Ron Maier

By Nancy O'Donnell



Ron Maier, Kenron Industrial Air Conditioning, Inc. (Photo by Nancy O'Donnell)

The South Wedge neighborhood has changed a great deal in the last 25 years. Once littered with boarded-up houses and empty storefronts, today it's transforming into a thriving urban village because of residents who stayed and fought for it, newcomers who bought into its potential and businesses brave enough to invest in it.

This month's Star of the Wedge column salutes two businesses owners: one who arrived early and aided in its rebirth--Ron Maier, owner of Kenron Industrial Air Conditioning, Inc., -- and Kenneth "Casey" Holenbeck, owner and chef of Mise En Place, part of the new generation of business owners who are helping to make it one of the city's hottest neighborhoods.

"A financial opportunity" in 1975 brought Ron Maier to his first South Wedge property at 700 South Avenue, the former home of the Fine Arts Cinema.

"There were 80 boarded up houses, and the commercial district was non-existent," said Maier. "A couple bars and greasy spoon diners we called 'Stinky Pinky's and 'Smelly Shelly's.'"

Yet still Maier could list its advantages. "It has three main components for a community to sustain itself: a resident population, services for the residents and employment in the hospital and the U of R," he said. "We're a path to the city and out [on South Avenue]. And the neighborhood was established, not like the suburbs."

But, the most important reason to move Kenron Industrial Air Conditioning, Inc. to the

Wedge was the people. "They were very energetic. They liked to make improvements."

Soon Maier was active in the South Wedge Planning Committee (he chaired the board from 1979-81). He cleaned up the streets and bought property. His first purchase, a four-story 1870s brick building at the corner of Gregory Street and South Avenue, was to keep the City from tearing it down.

"It had had an explosion and devastating fire," said Maier. "I wanted to save it."

Now the former rooming house holds retail shops and apartments. Maier continued to buy properties in the Wedge including the Historic German Club and the former home of Lauterbach's Hardware. He is most proud of his property at 750 South Avenue.

"My son [Shawn] and I worked on this one together and made it a super energy efficient building," Maier said. "We added rigid installation inside, new drywall and new windows."

Maier hadn't planned on being a landlord while growing up in Greece, NY. After he graduated from high school, he studied at a trade school in Newark, NJ. He moved back and started his business in 1969.

"It was literally in a chicken coop in Scottsville," said Maier, who next moved Kenron to Murray St. He married his wife, Norma, and had two children Shawn and daughter Shana.

Maier continues to help the area improve. When he felt a patch of South Avenue near Rt. 490 had become "an eyesore for people coming into the Wedge," he sent over workers to weed and carry away debris and bottles.

Maier has managed to have fun along the way of rebuilding the South Wedge. He just returned from a trip with his wife to the Dominican Republic. Ten years ago, he and Shawn took a 17,000 mile motorcycle tour of U.S. side roads all the way to Alaska.

"We ended up at Prudhoe Bay, above the Arctic Circle," he said.

He discovered one thing

along the way. "There's a thread that runs through America and that is--caring and kindness. There was never a place on the secondary roads where we didn't have enjoyable encounters."

Maier sees that same thread in the South Wedge. [People here] understand the value of a community. They value what was done 100 years ago, and they take care of their homes. If they don't, they don't stay here long."

Kenneth "Casey" Holenbeck is one of the new generation shop owners who lived here first before building a business.

The Greece native moved to an Alexander Street apartment in 2001. Then sous-chef at 2 Vine restaurant, Holenbeck had always loved cooking. He cooked his first grilled cheese



Kenneth "Casey" Holenbeck, Mise En Place (Photo by Nancy O'Donnell)

sandwich at three year old." My mother would pull a chair up to the stove and let me cook." He'd returned home after studying at Paul Smith's College and stints in restaurants in the Burgundy region of France and Boston, MA.

Then single, Holenbeck said "I liked the feel of the South Wedge, the people." By 2007, he'd bought a two-family house on Gregory Street, married his wife Paige and had son Reece.

"I wanted to open a business," said Holenbeck. "I talked a lot with Bob Boyd about the what and where. I knew the neighborhood wanted a grocery store. I wanted more than a gro-

continued on page 4

Letters to the Editor

The Wedge Newspaper Gets Rave Review

For too long I have postponed writing to send kudos to you for your outstanding local newspaper. We moved to the South Wedge almost five years ago, from Livonia, where we'd lived for 35 years. We "researched" Rochester for three years before moving and spent the entire third year looking for a house. Every day we express our gratitude and joy for having chosen the South Wedge. We are here to stay!

The Wedge keeps us informed about forthcoming activities and what's going on in the neighborhood. We "met" so many new neighbors in the paper! The ads guide us to local services we try to utilize. So many times there are shops and services and events for which we would not otherwise be aware.

We especially enjoy the writing of Nancy O'Donnell, which is always interesting, clear, entertaining and informative. Her style seems a beautiful mix of professionalism and good conversation.

In this age of the decline of newspapers, *The Wedge* gets better and better and is a shining star. Please continue to offer this wonderful publication. You do very good work.

--Johanna Connelly
Cypress Street

Roller Derby Saved My Soul and Here's Why

I never thought of myself as an athlete, more the starving artist type. I'd rather spend my days inside a welder's mask than pumping iron and bumping chests. I didn't identify with the "jock" mentality, the competitive attitude that seemed to embody athletes around me. I have however, always played a variety of sports. Until now, no sport has so completely enveloped my soul--Roc City Roller Derby, its high energy jammers, its hard hitting blockers. There is nothing in this sport I do not

continued on page 5



Community Partner



OFFICIAL NEWSPAPER OF THE SOUTH WEDGE
South Wedge Planning Committee
224 Mt. Hope Avenue • Rochester, New York 14620
(585) 256-1740

Officers

Tanya Zwahlen, Chair
Monica McCullough, Vice Co-Chair
Donna Roethel Lenhard, Vice Co-Chair
Anthony Sciarabba, Treasurer
Sarah Johnstone, Secretary

Board Members

Demetrius Castro, Neighbor
Rachel Chaffee, Neighbor
Felicia "Bo" Clark, Neighbor
Dave Halter, Business
Chris Hartman, Stakeholder
Chris Jones, Business
Tom Kicior, Stakeholder
Frank Logan, Neighbor
Ben Munson, Neighbor
Ricky Ryba, Stakeholder
Cheryl Stevens, Neighbor
JoAnn Thomas, Neighbor
Michael Trojian, Stakeholder
John vanKerkhove, Neighbor
Lyjha Wilton, Business

Honorary

Vince Corsall, Mitchell Dannenberg, John Dennis, Joe DiDonato, Mack McDowell

Advisory

Tony Adiuoti, Jody Asbury,
John Billone Jr., Marsha Dumka,
Howard Konar, Richard Pifer,
Patrick Tobin, Len Zwias

Staff

Robert Boyd, Executive Director
Alicia Bender, Allison Clark, Phinis "Butch" Horton, George Lorson, Nancy O'Donnell, Sue Gardner Smith, Eileen Thomas

Consultants

Norm Karsten, SBDC SUNY Geneseo
Deb Ferris, Bookkeeper

Wedge Newspaper

Nancy O'Donnell, Editor
Allison Clark, Layout
Webster Printing, Printing & Mailing

Writers

Robert Boyd, Allison Clark, Frank Logan,
George Lorson, Nancy O'Donnell

Photography

Robert Boyd, Guy Coppola,
Nancy O'Donnell, Gerry Szymanski

To reach The Wedge,
call (585) 256-1740, ext. 105

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

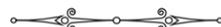
The Wedge Newspaper, a not-for-profit newspaper, is published by the South Wedge Planning Committee (SWPC), a grassroots organization serving the South Wedge Urban Village. Its mission is to provide accurate coverage of neighborhood news as well as local, state and national news that affect the area.

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 sustainable urban village.

Ad Deadline
for Next Issue
May 12

The South Wedge Planning Committee, Inc.

April and May - Community Calendar

All meetings are held at 224 Mt. Hope Avenue, except when noted.

SWPC Board Meeting:

tzwahlen@frontiernet.net
Thursday, April 8, 6 p.m.
Thursday, May 6, 6 p.m.

SWPC Executive Team

tzwahlen@frontiernet.net
Thursday, April 1, 6 p.m.
Thursday, May 6, 6 p.m.

Commercial and Economic Development

chris@historichouseparts.com
Tuesday, April 13, 6:00 p.m.
Tuesday, May 11, 6:00 p.m.

Community Engagement (Neighbors and Block Clubs)

aclark@swpc.org
Wed., April 7, 6:30 p.m.
Wed., May 5, 6:30 p.m.

Finance Team:

tsciarabba@hotmail.com
Tuesday, April 13, 12:30 p.m.
Tuesday, May 11, 12:30 p.m.

Housing and Structures:

mmccullough@dor.org
Wed., April 7, 5:30 p.m.
Wed., May 5, 5:30 p.m.

Marketing & Membership Committee

flogan@rochester.rr.com
rachel@madebyrachel.com
Tuesday, April 13, 5 p.m.
Tuesday, April 11, 5 p.m.
Location: TBD

South Wedge Farmers Market Advisory Committee

swfarmersmarket@gmail.com
Tuesday, April 6, 6 p.m.
Tuesday, May 4, 6 p.m.

Wedgestock 2010 Planning Group

joankerk@frontiernet.net
Wed., April 14, 6 p.m.
Wed., April 28, 6 p.m.
Wed., May 26, 6 p.m.

BASWA (Business Association of the South Wedge Area)

chris@historichouseparts.com
(Visit baswa.org for locations)
Wed., April 14, 6 p.m.
Wed., May 12, 6 p.m.

by Nancy O'Donnell



SWPC Farmers Market Intern Jamie Daniels (Photo by Nancy O'Donnell)

SWPC Welcomes South Wedge Farmers Market Student Intern

Jamie Daniels, 20, a SUNY Geneseo student, is working with the South Wedge Planning Committee to locate grants that can be used to increase EBT (electronic benefits transfers) at this year's South Wedge Farmers Market.

Daniels, a native of Greene, New York, and a junior majoring in Accounting, will work 115 hours at SWPC as part of a Management class.

"I heard about [the intern position] from the Assistant Dean in the School of Business, Barbara Howard, and I looked at the SWPC web site," said Daniels.

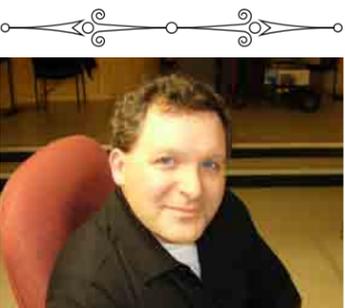
When she discovered the varied activities taking place in the Wedge, especially the Thursday Night Music Series, she was immediately interested in working here.

"It struck a chord," said Daniels, a trombone player for 10 years and a member of the university's Jazz Band. "I play in a community band back home."

Daniels has already enjoyed her first pulled pork sandwich at Beale Street Café along with a neighborhood tour.

"I found out what buildings SWPC helped," said Daniels. "The contrast is very striking."

Daniels is considering continuing on for a M.A. "I'm keeping my options open. That's why I wanted this [internship]. I can see what's out there."



Stephen Brown, Highland Park Conservancy president (Photo by Nancy O'Donnell)

Highland Park Children's Pavilion Gets \$50K Boost

The nonprofit Highland Park Conservancy, Inc. "Rebuilding the Children's Pavilion" fund got a \$50,000 boost during its annual membership meeting at the Monroe County Parks Administration Building on February 24.

Conservancy President Stephen Brown announced that he was personally donating \$50,000 to the fund.

The Children's Pavilion, 46-ft. in height and 62-ft. in diame-

ter, was conceived by Highland Park landscape designer Frederick Law Olmstead as the park's centerpiece. When the project stalled, George Ellwanger and Patrick Barry, who had donated the 19.63 acre park to the city in 1887, provided \$7,000 to complete the building as a gift to the children of Rochester. The Pavilion, built on the "Pinnacle Range," the park's highest point, was officially opened on Sept. 29, 1890. It was closed for repairs in 1961 and finally demolished in 1963.

Tentative cost estimates for rebuilding the Pavilion were provided by Barkstrom & La-Croix Architects who put construction at \$2.6 million.

To learn more, visit www.highlandparkconservancy.org.

Lilac Festival "One of North America's 100 Best Events for 2010"

The American Bus Association (ABA) named the Lilac Festival as one of the Top 100 Events in North America for 2010, indicating its "excellent entertainment value to both tour groups and individual travelers from around the world." The Top 100 list is published annually in *Destinations* magazine, in one of the "most sought-after lists by travel professionals, motor coach operators and the general public," reports the ABA.

This year's Lilac Festival runs from May 14-23.



Amanda Jacobs (Photo by Nancy O'Donnell)

Yoga Helps to Raise a Church Roof

To raise money for its new roof, Peace Lutheran Church on Caroline Street is offering Pay-What-You-Can Yoga classes. The classes, called "At Peace with Yoga," are taught by Amanda Jacobs, a church organist and yoga teacher certified by the White Lotus Foundation in Santa Barbara, California.

"I so want to see the yoga program grow because it has the potential to help so many people," said Jacobs.

In advertising the classes, Pastor Ghislaine Cotnoir noted that the church was hoping that "pay as you go" classes will encourage people who might not be able to afford a gym membership or take yoga classes to try it.

All classes are multi-level and designed for adults of all ages and ability. People attending class should wear loose, comfortable clothing; bring a yoga mat, blanket and water bottle. Classes are held on Wednesdays at 5:30 p.m. and Friday mornings at 9 a.m.

Peace Lutheran Church, 125 Caroline. For more information, contact Pastor Cotnoir at gmc1214@yahoo.com or 244-9206.



Joe Margiotta and unrelated bust (Photo by Nancy O'Donnell)

Swillburg Welcomes New York Style Deli

Joe Margiotta's "street meat" wagon was a landmark at East Avenue and Alexander Street for seven years. When the city started a lottery for the coveted spot in the East End, Margiotta decided to park his truck and open up a storefront deli in a South Clinton Avenue building he'd owned for some time.

Early this year, Joey Mag's opened its doors. The new deli offers everything from imported Greek olive oil to takeout chicken wings, pizzas and subs.

One notable menu special is the "Italian Stallion Sub," which contains two pounds of meatballs, two pounds of sausages and one pound of cheese, and includes one pound of French fries and a 24-oz soda. The price? \$29.95 if it leaves the premises. "If you eat everything in an hour or less, it's free," said Margiotta.

Joey Mag's New York Style Deli, 1026 South Clinton Avenue. 442-2270. Hours: 11 a.m. - 10 p.m. Mon.-Sat.



Hedonist's divine chocolate creations (Photo by Gerry Szymanski)

Hedonist Artisan Chocolates Gets Country Living Shout Out

South Wedge Jennifer Posey and Zahra Langford's Hedonist Chocolate was featured in a recent article in *Country Living*, a premier decorating and lifestyle magazine since 1978.

Photographer Gerry Szymanski's photo of a chocolatier at work accompanied the article. "The Online Farmers' Market" touts foodzie.com, a website that gives "small-batch food vendors a big audience."

Hedonist Chocolates, 674 South Avenue, <http://hedonistchocolates.foodzie.com/>.



Gerry Szymanski (Photo by Nancy O'Donnell)

Gerry Szymanski Photo Exhibit on Display at Orange Glory Cafe

Along with placing a photo in *Country Living*, photographer, librarian, filmmaker and composer Gerry Szymanski opened an exhibit of his work, entitled "Sacred Fire," at Orange Glory Café at 240 East Avenue in early March. The exhibit includes his stunning wide angle "Sudden Storm Passing Over" series that makes the Rochester lakefront skyline look like the great South West.



Harry Davis advocates for bike lanes at City Hall (Photo by Nancy O'Donnell)

Davis Fights City Hall for Broad St. Bike Lane

South Wedge resident Harry Davis's mission in life is to "comfort the afflicted, and afflict the comfortable." He's been a campaign manager, third party candidate for Rochester mayor, anti-noise protestor, animal rights supporter and proponent of all things green. He's also making a bid for the New York State Assembly 131 District seat being vacated by Susan John.

Recently, when he learned that a proposed Broad Street construction, The Historic Erie Canal Aqueduct and Broad Street Corridor project, didn't include bike lanes, he began organizing protests outside Rochester City Hall.

On Feb. 16, Davis held another Bike Lane protest, but soon learned that the city had decided to include them on the Broad Street Bridge.

"I appreciate the work of Council Member Dana Miller to pull all of this together," Davis wrote on his website. "The City should improve the entire length of Broad Street, within the Inner Loop, from South

Union Street to Brown Street by creating dedicated and well marked (with ASHTO chevrons and bicycle sharrows) as well as lane lines. Proper (min. 6 ft./2 m. width) bike lanes really are simply a matter of paint and the will to provide for citizens who do not have a motor vehicle and use a bicycle to commute to work or do everyday errands efficiently."

Davis said that the issue of bike lanes and sustainable transportation is a very personal one since he uses a bicycle for most of his travel. He plans to continue to keep watch on the project and is in contact with the City Engineer James McIntosh.

"We are happy Rochester has decided to create bike lanes after we reminded the city of their importance," wrote Davis in a recent e-mail. "The importance of sustainable and efficient transportation for Rochester cannot be overstated. This would include light rail, high-speed rail, bike paths and additional pedestrian options - all of which should complement a rational and minimalist approach to automotive traffic. We would like to see a green Rochester begin to be developed in the next term. Transportation is a key to this goal."

Later in the month, Davis received word from the City Engineer that there will be 14 lanes ("shared use..for bicycles and autos) within the Broad Street Project. In addition, McIntosh reported that the city has a study to develop a Bicycle Master Plan that would be going for City Council approval in March. Details of the Plan will be available on the www.cityofrochester.gov.

To learn more visit www.harrydavis2010.com/.



Angela Clark-Taylor (Photo by Nancy O'Donnell)

Wedge Resident Hosts V-Day Art Exhibit at RoCo

Angela Clark-Taylor organized a V-Day Art Exhibit at East Avenue's Rochester Contemporary Art Center (RoCo) in early February. V-Day is a global movement intended to raise awareness and combat violence against women and girls.

The event drew a large crowd to view RIT graduate Alicia Ross's needlepoint pieces which examine "traditional expectations and modern-day characteristics ascribed to motherhood, womanhood and celebrity."

The exhibition was held in conjunction with V-Day of Rochester.

By Allison Clark



Annual Plant Sale 2009 (Photo by Guy Coppola)

Rochester Civic Garden Annual Sale on May 29

"Get there early!" is Guy Coppola's advice for flower shoppers. The Rochester Civic Garden trustee said that while the Annual Sale at Warner Castle on Mt. Hope Avenue begins at 8 a.m. on Saturday, May 29, "neighbors with wheelbarrows are already lined up." Vendors, nurseries, and Garden Club participants arrive at 6:30- 7:00 a.m., and most plants are sold by 11 a.m. Prices range from \$1 Shasta daisies to \$75 tree peonies.

Expect to find (maybe) perennials, shrubs, trees, heirloom tomatoes. Other noteworthy items include hydrangeas, peonies, ornamental grasses, dwarf conifers and Lenten roses.

"We also may have some exotics," said Coppola.

Fresh brewed coffee will also be for sale.

SwillFest 2010 Set for April

The Swillburg Neighborhood Association's Swillfest is set for Friday, April 9 at 6 p.m. at the Historic German Club. Live Music by *Raise the Roof*. The event also includes a Silent Auction and Cash Bar. \$15 adults, \$5 children (10 and under). For more information, visit www.swillburg.com.

BASWA Call for Art

The Business Association of the South Wedge Area (BASWA), in conjunction with the South Wedge Planning Committee (SWPC) seeks to commission completed art work on at least nine metal traffic control boxes spanning South Avenue from Byron Street to Linden Street and also on Mt. Hope Avenue from Byron Street to Cypress Street.

BASWA wants to support local artists and to recognize the fact that controlled, sanctioned graffiti-style street art (or "Urban Folk Art" or "lowbrow art") can be beautiful, vibrant, urban public art.

Artists will be paid a stipend of \$500 per box upon completion of work. Postmark deadline for application materials & design submissions is April 1, 2010. The Selection Committee will meet to review all submissions and select finalists from April 15-May 1. Artists will then be notified. Completed boxes will be unveiled on June 16. For more information or for an application, visit www.savourourflavor.com.

BASWA Irish Beer Tasting Fundraiser

BASWA Irish Beer Tasting Fundraiser is set for April 15, TBA. The event will be held downstairs at the German House on the Third Thursday in April, time TBA. People can sample seven different Irish brews: Guinness, Smithwick's, Harp, Magner's, and three mixes of the preceding: Irish Black and Tan, Half & Half, and a Black Velvet. To get information about buying tickets, visit BASWA on Facebook. Other events for May will also be posted there.

Third Thursday Art and Music in the South Wedge

Live in Star Alley, May 21 from 8:00 - 10:00 p.m., will feature *Carol and the Impalas* and *Gifted Children*. Don't miss it!

Yard Sale

Rochester Childfirst Network will hold a Yard Sale on May 14-16. Come shop for furniture, appliances, toys, children's clothing, books, games, glassware, cookware and more. Rochester Childfirst Network, 941 South Avenue. Visit www.rcn4kids.org for more information.

Heartbeats for Life! Spring Dinner

Heartbeats for Life's Spring Dinner will be held at Mysore Woodlands Restaurant on Monday, April 12 at 6 p.m. The buffet dinner will be prepared Ornish-style: low-fat and vegetarian. Heartbeat's for Life is a wellness support group for cardiovascular patients, their families, friends and those interested in prevention. 1900 Clinton Avenue. \$25 per person includes dinner, tax and gratuity. Cash bar available. For more information and reservations, call 234-7076 or visit www.heartbeats4life.org

Broccolo Earth Expo at Cornell Cooperative Extension

Learn about going green and recycling at a free Earth Expo planned for Saturday, April 17, 9 a.m. - 4 p.m. Food & Kids Activities. Guest Speakers every hour. Raffles all day. All proceeds go to support 4H of Cornell Cooperative Extension, 249 Highland Avenue.

Grant Helps Calvary St. Andrew Lights Up Its Lights

Calvary St. Andrews (CSA) recently applied for a grant through the Congregational Ministries Committee of the Presbytery of Genesee Valley for outdoor lighting reports parishioner Vera Mascaro.

"CSA received a \$1000 grant for lighting of the playground area and the side of the building," said Mascaro. "All for

safety measures. The neighbors are delighted. And, of course, Percon Electric installed." Percon was also instrumental in refurbishing the church's playground last year.

Looking for Part-time Workers?

If you are looking for individual to work 20 - 30 hours per week consider contacting Rochester Works. RochesterWorks offers a prescreened pool of clerical, technical, food service and outdoor maintenance workers at no cost to the employer or business. RochesterWorks staff monitors the interns to ensure customer satisfaction. All payroll, Compensation, W2's and paperwork processed by RochesterWorks. You'll be helping this emerging workforce while delegating part of your workload. This is an opportunity to make a difference in a young person's life! If you are interested, please contact Rosa Smith-Montanaro 585-258-3513 or email rsmontanaro@rochesterworks.org.

Rochester Works, 255 North Goodman Street.

Dog Walkers Against Crime (DWAC) begins April 6th

Want to get involved in the Wedge? Own a dog? Sick of crime & trash? Then, come and walk with us! DWAC begins its third season of crime-fighting at 7 p.m., April 6. We will be walking every other Tuesday, meeting at Marie Daley Park. This year every walker gets their very own DWAC water bottle and their 4-legged BFF will receive a bandana with the DWAC logo! So, come join us! DWAC is a great way to meet your neighbors and your best friend will thank you! Check dogwalkers-againstrcrime.com for more information or email dogwalker-sagainstrcrime@gmail.com. See you there!

Stars of the Wedge

continued from page 2

cery store. I wanted a hybrid."

He added prepared foods to his business plan, and when the building was available, he jumped.

"It's great spot," he said. "It gets about 1,000 cars a day, and everyone in the Wedge helps out. Dan Caverly [from the South Avenue Irish Pub] is in almost every day. Ron Maier's workers, Beale Street, sometimes 10-15 people from Flower City Glass come in."

Most recently, he knocked out a wall, removed a ramp and added more room for dining in. Catering has expanded to include birthday parties in house that include a sophisticated food menu, wine and high end beers like Dogfish and Smutty Nose.

"We're definitely pulling people in from all over the area," said Hohenbeck, as he stands in front of a wall of newspaper restaurant reviews for a Wedge photo.

Hohenbeck celebrates Mise En Place's second anniversary

with wine tastings in April and May. He now has nine employees on staff.

And despite a work week that often reaches 85 hours, Hohenbeck still makes Sunday "family day" when the couple and Reece and daughter Macy Grace (born last December) spend the day together having fun.

A former high school hockey player, Hohenbeck now takes three-year-old Reece to the ESL rink. "He does all right," said Hohenbeck. With hockey season over, his son now skates on "littler roller blades."

Hohenbeck sees even more possibilities in the South Wedge as one of the "young generation of business owners."

"I see the college coming over, hospital [workers] coming down more this way," predicted Hohenbeck. "The Avenue [will be] filled with cool shops. It will be a nice strip with lots of character."

Kenron Industrial Air Conditioning, Inc. is now located at 299 Gregory Street. Mise En Place is at the corner of Gregory Street and 683 South Avenue.

Abundance is your local source
for natural foods



- Great wholesome groceries
- Fresh local produce
- Naturally raised meats & fish
- Large selection of bulk foods
- Vitamins & Supplements
- Fresh Juices (Tue, Thu & Sat. 11-2)
- Natural Body Care products
- Books, Gifts & more . . .

62 Marshall Street, Rochester 14607
(off Monroe Avenue near the Inner Loop)

Store Hours: Monday - Friday 8am-8pm,
Saturdays 9am-7pm, Sundays 10am-7pm

585-454-2667 **www.abundance.coop**

Locally-grown & Community-owned.
Open to everyone 7 days!



Hours: Mon. - Fri. 8-5:30



686 Clinton Avenue South
271-5179

Serving the South Wedge since 1947

General
Automobile
Repairing
Domestic
&
Foreign



C.H. Morse Stamp Co.

528 South Avenue, Rochester, NY 14620

(716) 454-5188

Visit our web site: www.nymarking.com

Letters to the Editor

continued from page 2

love. I am a Derby girl, and I do not make this statement lightly. I think in derby, I dream in derby. I live by derby. It comes with sweat and tears, early morning practices and many sacrifices. We are a very tight knit organization, run by and for our skaters. We have amazing support from volunteers and referees. We train hard; we play hard; we party hard, all the while giving back to our community.

Our fans have many reasons for attending our bouts. Maybe you'll go because you want to see some big hits and hard falls. Maybe your favorite band is playing at half time. Or maybe your buddy said there were hot chicks in fishnets, short skirts, and beer. Regardless of the reason you go, you will not be disappointed, whether you sit in a front row "suicide seat" or not.

So there you are; you've made it. You've found your seat; the introductions have been made. The game begins with one whistle blown, and a group of blockers from each team begin skating in a tight pack. Two seconds later another whistle blows, one "jammer" from each team explode off their start line and race at the pack. The first jammer through the pack without penalty is declared lead jammer, and now has the right to call the potential two minute jam off at any time by touching her hips. The jammers skate as fast as they can to lap the pack and get points starting on their second pass through. A point is scored for each opposing blocker a jammer can pass cleanly. If she's smart, skilled and uses the assistance of her blockers she can avoid huge hits by opposing blockers, who want to see her face down on the track, and make it unscathed through. If a blocker lays a good hit on her, however, she could end up in your lap with a beer on her head. Savor this moment, for it will not last long she will be back on the track chasing down the pack with all she's got before four whistles blow, ending the jam. The game is structured by two-minute jams fit into two 30 minute periods, and it's a wild ride from the first whistle to the last.

Roc City Roller Derby's first home bout is May 8, 2010, against the Long Island Roller Rebels at the Genesee Valley Sports Complex, in Genesee Park. It is a double header with our two home teams playing against each other as well.

I'm Number 911. Stop by and say hi. I'll let you buy me a beer at the after party.

Check out the details, buy tickets or connect with us to volunteer at www.rocderby.com.

--Asa Clubs
Gregory Street

Correction:

Angela Clark-Taylor's name in the "Wedge Resident Promotes Citywide V-Day," (Feb/March issue) was incorrectly spelled. We regret the error.

Unity Health Rochester Flower City Challenge Coming

By Nancy O'Donnell

Organizers for a two-day Duathlon/Triathlon are hoping to showcase Rochester neighborhoods and bring city residents out to cheer, volunteer and participate on April 24-25.

The River Challenge Duathlon/Triathlon will be hosted at the Genesee Waterways Centre and Ice Rink and include a 5K run, 20 mile bike and 3 mile canoe or kayak paddle (or 5K Run for the end of the duathlon) on April 24. The following day, the Unity Health System Rochester Flower City Half Marathon (13.1 miles) and Mayor's Family 5K will be hosted at the War

Memorial and take participants through neighborhoods such as Susan B. Anthony, Downtown Rochester, East Avenue, Park Avenue, the Highland Park area and Mt. Hope Cemetery, and along the river path of U of R.

The event is produced by YellowJacket Racing, a premiere event production company of Rochester, along with Fleet Feet Sports, the runners/walkers specialty retail store of Rochester, NY.

For more information and course maps visit www.flowercitychallenge.com or contact Fleet Feet Sports at 697-3338.

U of R Proud Partner with South Wedge

By President Joel Seligman



The University of Rochester is proud to partner with our neighbors in the South Wedge to provide cultural, educational, and entertainment opportunities and to enrich our community through community service. As the area's largest employer and major health care provider, the University is an important contributor to the local econo-

my. It supports worthy community initiatives and offers hundreds of free or low-cost events each year that contribute to the quality of life in Rochester.

I'm proud that the University of Rochester is engaged with our neighborhood groups, and I want to thank the South Wedge Planning Committee and all of our neighbors in the Wedge for your continued hard work and dedication. We do our very best to be good community partners and are fortunate to work with outstanding neighborhood groups. As the University continues to grow and thrive, I look forward to our ongoing partnership with the surrounding community.

If you ever have questions or thoughts you would like to share, please do not hesitate to reach out to Colleen McCarthy in the University's Office of Government and Community Relations 273-5955.



Rochester Childfirst Network
A wonderful place for children!

- Enriching school environment
- Outside play on 4+ tree-lined acres
- Convenient extended hours from 6:30AM to 5:30PM
- Full and part-time enrollment
- Breakfast, snacks, & lunch included
- Enrolling toddler, pre-school, and after-school "Kids Club"
- Welcoming kids 18 mo. to 6th grade
- We offer small class sizes, diverse setting, field trips, summer camp & more!

Call 473-2858 for more info or a tour

941 South Avenue
www.rcn4kids.org

SERVING CHILDREN SINCE 1857



TY ELECTRIC CORP.

"Serving the South Wedge since 1970"

Electrical Contractors

• Residential • Commercial • Industrial
Bucket Trucks

423-6300

**SWPC TOOL
LIBRARY HOURS**

☞ Thursday 3 p.m. - 6 p.m.

☞ By appointment (256-1740, ext. 102)

Atias Plumbing

MASTER PLUMBERS L.C. 263

271-3460



Jeff Atias

1023 South Clinton Ave.
Rochester, New York 14620

**Let a Neighbor Help
You Buy or Sell.**

Susan Sanford, Associate Broker
585-785-2104
www.sn4dsells.com

HUNT Columbus
Since 1911 division



CHEESY EDDIE'S

"Serving Rochester's Best Desserts"

Since 1976

*The Finest all natural ingredients
made from Scratch!!*



602 South Avenue, Rochester, NY 14620

585-473-1300 www.cheesyeddies.com

Art in the So

Murals, sculptures and paintings are abloom all over the South Wedge. Sculptures and parts of Gregory Street. Next, traffic boxes will be canvasses for area artists (s



"Patron Saint of the South Wedge" by Bobby McManus (South Ave.)



Yet more birds by Jill Gussow (Coffee Connection, South Ave.)



"Duet" by Tyler James Guay (South Ave.)



Hoop Dreams by Denis Sena at St. Joseph's House of Hospitality (South Avenue)



Abstract on Averill (South Clinton Ave.)



"Something Moore" by Rob & Alex Marvin (South Ave.)



Mill Wheel at Nathaniel Square Park (South Avenue)



"Tree" by Lisa Chentfant (South Avenue)



Arrow on Ashland Str



Steel Fish by Asa Merkley (Gregory St.)



"Wheat" by James Border (South Avenue)



"Peace & Education" by Denis Sena (St. Joseph's House, South Ave.)



"Walk the Path of God" by Dimitri Kadiev (St. Joseph's House of Hospitality, South Ave.)



"A Matter of Perspective" by Kevin Mentus (South Ave.)



"Bicycles" by Matt Crane (South Ave.)



"Realized Dreams" by Robert Marvin (South Ave.)



"Faces" by Ben Rubin (South Avenue)



Metal flower (Averill Avenue)

"Blue Heron" by Wendy Rust (South Ave) was unavailable for

South Wedge

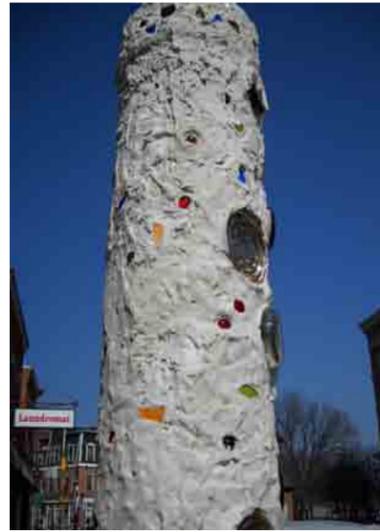
ed bike racks, formerly known as parking meters, line South Avenue
(see details of the contest on page 4) . (Photos by Nancy O'Donnell)



Metal work by
Asa Merkley



Etooufee (Beale Street Café, South Ave.)



"Bottle Glass" by Bruce Fernandez
(South Ave.)



"Martini Man" by John Grecco
(South Ave.)



reet



South Clinton Avenue Traffic Box by Kevin Serwacki
and Joseph Sorrentino



Miscellaneous Moving Art (Open Face Sandwich, South Ave.)



"Woody" by Wendy Rust (South Ave./
Hamilton St.)



"Big Cheese" by John Archer (South
Avenue)



Birds Got to fly, Fish Got to Swim for Coffee by Jill Gussow
(Coffee Connection, South Ave.)



"Gratitude for the Harvest, Call for Peace" by
Kathy Smith (Savory Thymes Catering, Mt.
Hope Ave.)



Heart of Steel by Christine and Paul
Knoblauch (Gregory Street)



Nathaniel Rochester by Pepsy Kettavong (South Ave.)



"Cosmic Bubble Wand" by Patrick
Doyle (Gregory Street)



"Trio" by Tyler James Guay (Alexander St.)



"Obelisk" by James Borders
(South Ave.)

for photographing. It was covered during construction.

****This is a paid political advertisement****

Harry Davis

For New York Assembly

Harry Davis Announces Candidacy for New York State Assembly

"The main reasons I have decided to run for the 131st Assembly District is to improve transportation in Rochester and foster an atmosphere that will create local jobs, diversity rather than gentrification, help small businesses grow, and bring back a standard of ethics to politics in New York."

"The importance of sustainable and efficient transportation for Rochester cannot be overstated. This would include light rail, high-speed rail, bike paths and additional pedestrian options - all of which should complement a rational and minimalist approach to automotive traffic."

*www.ReconnectRochester.org
www.RochesterSubway.com*

**Help Send Harry to Albany By Donating
to His Campaign Today!**
www.HarryDavis2010.com



**We Demand
Bicycle Lanes
on Broad St.**

**www.HarryDavis2010.com
Davis for 131st
New York Assembly**



Meet Harry Davis

Most folks know Harry Davis as the home grown, well-traveled progressive activist. Harry wears many hats: the Park Avenue small businessman, the newspaper publisher, the Greenpeace video producer. However, there is a story less well known--one of personal adversity, courage, determination, and triumph. He was once an advanced skier and New York State 880 relay medalist until 2001, when Harry was struck down by bacterial meningitis, resulting in the partial loss of his feet. Many people would have given up, withdrawn, sank into self-pity, but Harry did no such thing. He moved on, persevered, and has vowed to fight for everyone whose voice has gone unheard.

Candidates for office often tout their resumes, their endorsements, who they are. Such things tell you little about the internal resources of people who would hold office. Of course, this is not the only thing on which to base a vote. Harry is so energetic, people often don't know this part of his story. Harry knows that people in this city struggle against adversity every day, and he won't forget them.

Help send Harry to Albany by Donating Online Today.
www.HarryDavis2010.com.
Vote "Harry Davis" on November 2.

****This ad paid for by The Committee To Elect Harry Davis****

South Wedge History – Tom Locke

by Nancy O'Donnell

"I could stand on my porch and see several boarded up houses," said Tom Locke who moved into his Averill Avenue home in 1978. Determined to make a home and to help build a neighborhood, Locke settled in for a long stay.

He bought his house for \$10,000. His next door neighbor paid \$400 for his. While he doesn't know the exact year his house was built, he does know the first owner was one Sarah Dougherty, who kept her children close in the two houses next door. One child, Thomas, grew up to be the City Clerk.

Today his spruced up American foursquare house,

built in the early 20th century, is neighbor to equally refurbished houses filled with neighbors he enjoys knowing. And the feeling is mutual. (Cheryl Stevens says neighbors relish an invitation to Tom's house for dinner.)

The walls of his house are covered with artwork he's collected over the years. Along with family antiques -- a Barriester bookcase he got for his 21st birthday-- he's added one-of-kind pieces. One of his prize possessions is a wooden bed made by Jeffrey Zagan, a RIT student in the School of American Craft.

"The wood was harvested from Highland Park after the Ice Storm of 1991," said Locke.

One special feature in the house is a curved wall in his li-

brary. Another special feature is the view from his dandelion yellow guest bedroom window--the Tiffany stained glass windows of Calvary St. Andrew next.

"They are lit at night and absolutely beautiful," said Locke.

His home now houses an "Africa Room" with Egyptian fabrics and elephant-shaped curtain rods. At the bottom of his second staircase is a small landing decorated with irises, including an iris poster designed by former neighbor Bob Conge, who created them for a South Wedge Planning Committee fundraiser.

He turned to neighbor Carol Burton for help with a piece of cobalt blue glass he wanted to

use. She designed stained glass windows that now light his dining room.

In 2000, an electrical fire forced him out of the house and into an apartment on East Avenue. "Now mine was the only one boarded up on the block," laughed Locke, who moved back as soon as he could.

He's enjoyed watching the South Wedge blossom. "I enjoy Lux, especially the back patio in warm weather, Mise En Place

and John's Tex Mex."

A decade later, Locke is still working on his house (architectural scallops at the roof line next on the list). He remains involved with SWPC. He's part of a group planning Wedgestock.

"I usually leave town for my birthday in August. This year [Wedgestock] will keep me home," said Locke. 



Tom Locke (Photo by Nancy O'Donnell)



417 South Avenue Rochester, New York 585-325-5260

Primary Health Care
Personal & Family Counseling
Literacy & GED Tutoring

Health care for the uninsured
*For more information,
call 585-325-5260*

Sponsored by the Srs. of St. Joseph

*Where Health Is A
Community Effort*



\$50/hr

**RENEWING-
MASSAGE**

renewing-massage.com

MASSAGE

Book now! Tel: # (585) 709 6725

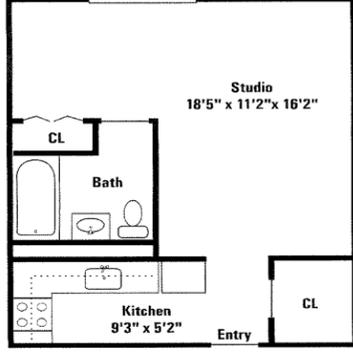


NOW AVAILABLE!

**NEWLY RENOVATED
AFFORDABLE,
ACCESSIBLE
STUDIO
APARTMENTS**

**NOW
ACCEPTING
APPLICATIONS!
HURRY!**

CALL 585-546-7119 TODAY!!



- Everything is New-- Appliances, Flooring, Cabinets, Bathrooms!
- All Utilities Included
- Affordable Rents
- Rental Assistance Available for Qualified Applicants
- Elevators

THE HAMILTON

185 Mount Hope, Rochester, NY 14620
email: thehamilton@coniferllc.com
www.coniferliving.com



building opportunities. achieving dreams™



Spring Home Maintenance

By George Lorson

Hear any robins chirping outside your window? Seen any tulips and crocus popping up in your garden? Spring is finally on the way, and the SWPC Real Estate Department has a few Home Maintenance Tips for all of our neighbors.

- While the ground is still moist, gently pick up the sod that the sidewalk plow deposited on your lawn, lay it back in place and press it firmly into place with your feet, so it can begin to grow again before it dries out.
- Gently begin to clean your flower beds before the bulbs and perennials are too far out of the ground. Use care when raking the leaves out of the bed so you do not knock the buds on the plants off otherwise they will not bloom.
- When raking your lawn to remove the dead grass, if you encounter any spots where the grass has died over the winter, loosen up the soil and apply a generous amount of grass seed and a small amount of fertilizer. Then work the mixture into the soil, and cover the area with straw to help retain the moisture.
- When turning on your outside water faucet, check the faucet and shut off for leaks and tighten the packing nuts

with a crescent wrench if necessary.

- Inspect your hoses and spray attachments for leaks. Sometimes it may be less expensive and frustrating to buy a new hose or spray attachment than it is to repair old worn out equipment.
- If you encounter grubs when working in your garden or lawn, capture one in a zip lock bag. Take it to your local garden store for identification and ask for the proper grub control material. Read the application instructions carefully and follow all directions on the bag.
- If you suspect your lawn needs a little boost to make it green and lush, contact your local garden store for the proper fertilization materials and procedures. Again, read all instructions and directions on the bag.
- Inspect your lawnmower before starting it up for the first time. First, disconnect the spark plug wire. Using a putty knife, clean out all the dead grass in the housing and chute. Check the blade to be sure it is sharp, and if not, remove it and take it to a local hardware store to have it sharpened properly. When re-installing it, be sure the bolts are very tight. Check your spark plug to be sure it is in good condition and not

caked with carbon. You will need a special "spark plug wrench" to remove the plug. If you need a new plug, take the old one with you to the hardware store to be sure you get the right one otherwise your lawnmower may not run smoothly. Check your oil level, and if it is dark and dirty, drain it and re-fill the crankcase with new oil as recommended by the hardware store. Do not overfill as this will harm the engine. Be sure you re-connect the spark plug wire before you try to start the mower.

- Inspect all your garden tools to be sure they are in good shape after you put them away last fall. Be sure there are no broken handles or loose attachments that need to be replaced or tightened. Check all your pruning shears to be sure they are sharp. If your tools are defective, check with your local hardware store for replacement items to make your spring work more enjoyable. If your shears need sharpening, take them to the hardware store to have them properly sharpened.

We at SWPC hope that these tips have been useful and remember that summer is just around the corner, and soon your flowers will be in full bloom! 🌸

Premier Dog Training

Diane J. Gardner, CPDT
Certified Pet Dog Trainer

585-764-8187

Email: PremierPets@rochester.rr.com
Member: Association of Pet Dog Trainers



Eco Bella Bakery

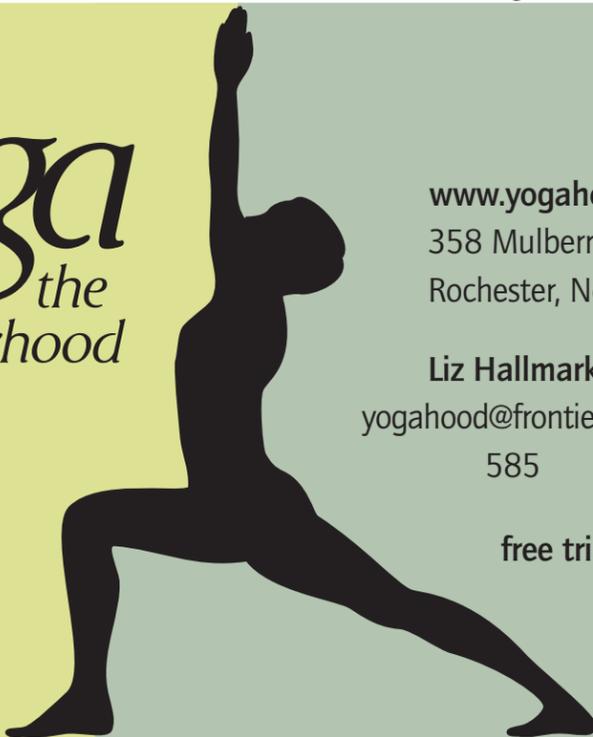
Your South Wedge Neighbors

732 South Ave.

(585) 503-2488

Tues 12-6, Wed 10-6, Thurs-Sat 8-4, Sun 10-2

Yoga
in the
Neighborhood



www.yogahood.net

358 Mulberry Street
Rochester, New York

Liz Hallmark, E-RYT
yogahood@frontiernet.net

585

free trial class

SOUTHVIEW TOWERS Affordable Housing

1 Bedroom Apartment Available

All Utilities Included • Pet Friendly
On Bus line • 24 Hour Maintenance
Activities/Events Offered

Professionally Managed by



Call 325-2580 📞



2052 S. Clinton Avenue
Rochester, NY 14618

585.244.3337

www.dentistrywithaheart.com

Comfortable and Relaxing!

A comfortable and relaxing dental experience is what Contemporary Dentistry is all about. Having undergone extensive continuing education in the areas of aesthetic and complex dental restoration, our doctors and staff have the compassion and expertise you need for the most comfortable and relaxing dental experience possible.

New Patient Offer

\$50 OFF Any Dental Procedure

Mention this ad at initial visit and receive \$50.00 OFF any dental procedure. Not valid on dental cleanings. Restrictions apply. Cannot be combined with any other offer. Offer expires 5/31/2010.



CONTEMPORARY
DENTISTRY, PLLC

Arlene Messner DDS

Anna V. Belous DDS

Artful Garden Set to Bloom on Mt. Hope Avenue

By Nancy O'Donnell

Philadelphia landscaper Jean Westcott was thrilled to discover that her new home in Rochester was part of the famed Ellwanger Barry neighborhood now known as the Highland Park Neighborhood.

"I prefer Ellwanger Barry," laughed Westcott who wishes the name hadn't been changed. "I love the horticultural history."

Westcott moved to the city to join husband Mark, an optical engineer for Corning-Tropel, Inc. The couple and cats, Sam, Goslow and Jasper, live in a home that she later learned had been built by Ellwanger Barry Realty Company in 1923.

Westcott brings a 25-year history of landscape work in Pennsylvania and Princeton, New Jersey to her new business. She has both a degree in design and horticulture from Temple University and a degree in landscape architecture from Rutgers University.

Her first goal when she moved to Rockingham Street was to transform their 45' x 80' sloping back garden. She created "three interlocking patios," added a central walkway and dotted the outdoor rooms with container plants. (Her garden was included in the Landmark Society's 2008 House and Garden tour.)

In frequent travels down Mt. Hope Avenue to the University of Rochester gym, Westcott said she always noticed the small English cottage that housed Arc Florist. When she

saw a "For Sale" sign she leapt.

"I loved the building, and I want to ground myself in Rochester," said Westcott. "Look around. Across the street used to be the Ellwanger nursery offices. One hundred yards away is the Ellwanger Garden."

The building was originally built in 1890 and used as a residence. It later became a flower shop called "New York Floral" which serviced Mt. Hope cemetery next door. The building was eventually expanded in the 1950s to include a greenhouse (now enclosed by walls).

When Westcott bought the building, she didn't have a concrete idea for her future business. "I called SWPC and talked to Norm Karnsten [SUNY Geneseo business advisor]. We met every two weeks until I got a business plan written."

"Now we talk once month unless he stops by to give me a cup of coffee," laughed Westcott. The building's roof is being rehabbed along with much of the interior in anticipation of opening "The Artful Gardener."

The Artful Gardener retail space will include glazed "frost proof" Asian stoneware, cast and carved stone, fiberglass/resin antique reproductions and modern sculpture, wrought iron. It also will sell accessories in glass, metal, ceramic and concrete, fountains, statuary, gardening books and small quantities of "unique flowers." In another area of her remodeled cottage, Westcott will provide an in store micro-plan service

for small scale projects or limited budgets as well as Custom Design and Master Planning for larger do-it-yourself or contract projects.

"[My business] will be designed as an idea-or-display garden inside and out where guests may gain knowledge and inspiration for use in their own homes," said Westcott.

"I'm always influenced by the architecture of the house and the people who live there," said Westcott in describing her landscape design strategies. "My focus in design varies from small city gardens to large suburban gardens."

She is especially attracted to the large porches found on many of the area's homes that will make perfect "container gardens."

In many ways, Westcott's work has been informed by English cottage gardens that include pergolas, boxwood and cutting gardens.

An Artful Grand Opening and ribbon cutting is planned

for May 8 at 9 a.m., but if new customers can't make it, "the entire month of May will have specials," Westcott added

Future plans include transforming a 50'x100' back garden at the store now consumed by "a lot of junky weeds and scrub" into a showcase of "different theme outdoor rooms"

that may include "an enclosing hedge of yews, stone pathways and banks of hydrangeas."

Anything's possible in an area touched by the famous Ellwanger and Barry.

The Artful Gardener, 727 Mt. Hope Avenue, 454-0401.



Jean Westcott outside her new Mt. Hope Avenue retail and landscape design shop (Photo by Nancy O'Donnell)



Safe. Effective. Affordable

728 South Avenue Rochester NY 14620

Affordably priced \$15 - \$35 sliding scale.

info@rochestercommunityacupuncture.com
www.rochestercommunityacupuncture.com

Call or visit our website to schedule an appointment or for more information.

Ellwanger-Barry Nursery School

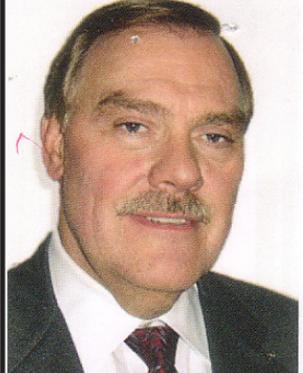
A Cooperative Preschool
for ages 3 -5

open enrollment
585.461.4250

for more information
www.ebns.org

Near U of R @ 4 E. Henrietta Rd.





Jim Adams
Salesperson

Office: 585-381-4400 Ext 299
Fax: 585-381-4451
Cell: 585-478-1500
E-Mail: JimAdams@RealtyUSA.com
57 Monroe Avenue, Pittsford, NY 14534




1 Bedroom Apartments
\$740/month

2 Bedroom Apartments
\$785/month

All Utilities Included!

1st Month Free!

At the corner of South Ave and Manor Parkway
Across from Highland Hospital, near school and park
See our floor plans online at www.igordon.com

Highland Manor Apartments
11 Manor Parkway • Rochester, NY 14620 • Leasing Office (585) 271-0949

Solving Problems of Our Business



Vail Automotive
757 South Avenue
Free Downtown Transportation
271-2406

Electronic Diagnosis & Tune-Ups

- Carburetor Service
- Alternators/Regulators/Electrical
- Suspension & Drive Train
- Air Conditioning/Cooling
- Brakes
- Exhaust
- 24 Hours Flatbed Service
- Certified technicians American & Foreign

Manor Parkway Apartments

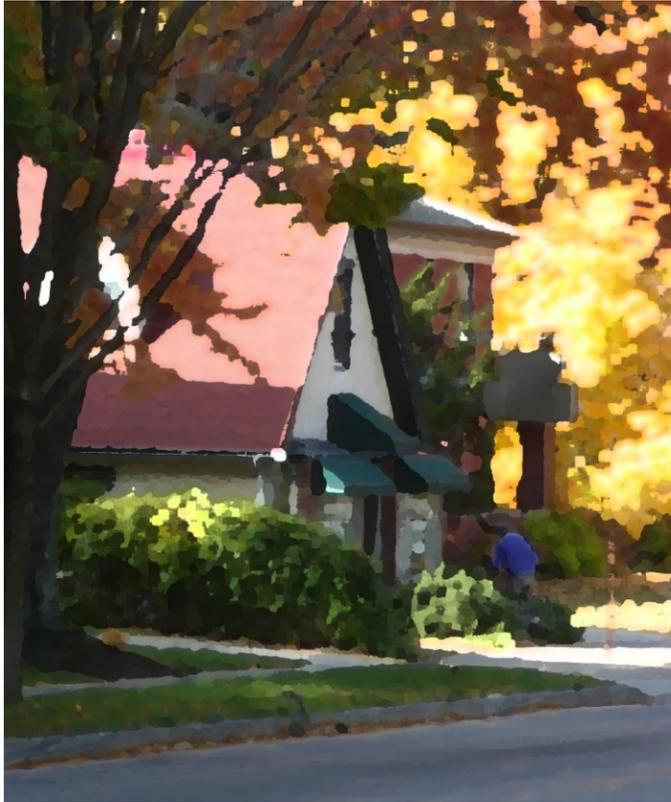
Studio and 2 Bedroom Apartments

- Rent Includes Heat & Hot Water
- No Additional Fee for Cats
- Model Open for Viewing



90-2 Manor Parkway **473-0816**

For the Love of Gardening!



Born out of my 25 year career in the profession of garden design The Artful Gardener is my dream, inspired and brought to life by the beauty and history of this great neighborhood. I hope you find the store to be a friendly and inspiring place to visit.

**Ornament & Decor
for Home and Garden**

Garden Design for Everyone

Do-it-Yourself Projects through
Comprehensive Master Plans.

- Jean Westcott

Mention this
Ad and save 15%
on retail
purchases in
May

Renovation design of older landscapes is a specialty.

Grand Opening May 8th

727 Mt. Hope Avenue, Rochester

Just Yards From Highland Park!

585.454.2874

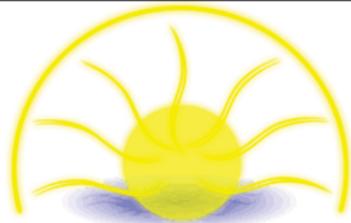
Store Hours:

Tues. & Thurs. 11:00 - 7:00; Wed., Fri. & Sat. 10:00 - 6:00

Sundays in May 12:00 - 4:00

Design Consultations by Appointment

Hikari
Food & Grocery



光 盛 超 希
廚 具 中 心

- ◆ Fresh Produce: Tues. p.m., Fri. and Sat.
- ◆ Regular and specialty Oriental foods
- ◆ Kitchen and cooking supplies
- ◆ Dollar Cleaning Supplies
- ◆ Money Grams
- ◆ Chinese Herbs and Medicine
- ◆ Special Orders
- ◆ Key Maker
- ◆ USPS Service
- ◆ Copy & Fax

www.hikarimarketus.com

699 South Clinton
(585) 473-6005

1667 Mt. Hope Ave.
(585) 461-3180

Z

**PETE
ZIZZI**

Broker Associate, ABR, REALTOR
Cell: 585-802-5198
Office: 585-279-8155
Fax: 585-279-8156
PeteZizzi@remax.net
www.PeteZizzi.com



RE/MAX Plus
Each office independently owned and operated

2171 Monroe Avenue, Rochester, NY 14618

I bring experience and knowledge of the South Wedge to helping you with all of your South Wedge housing needs. Call for CURRENT information on the Home Buyer Tax Credits.



"We love them when you have to leave them"

- Family owned and operated.
- Insured, bonded, and pet first aid certified.
- Daily dog walking service now available.

Professional pet sitting services in the
comfort of the pet's home.

Call 662-8498

www.rochesterpetsitting.com