



SWPC is a neighborhood organization funded for and by the South Wedge community

South Wedge Farmers Market Opening Day on June 3

By Sue Gardner Smith, Market Manager

The South Wedge Farmers Market, one of South Wedge's treasures, returns for the summer season on Thursday, June 3 from 4 - 8 p.m. at the corner

People of all ages, backgrounds and interests mix in a friendly community that reflects the diversity and energy found in the South Wedge urban village and

which more and more people are seeing as the smart thing to do.

Because the fruits and vegetables all come from local farms, you'll find those in season here in upstate New York – a great way to enjoy the pleasures of seasonal eating. The opening weeks at the market will highlight early summer's tender salad greens, peas, asparagus, spinach, green garlic, radishes, and of course, upstate's incredible sweet, juicy strawberries. Later in the season, as the harvest follows its natural course, tomatoes, corn, squash, beans, cherries, raspberries, blueberries, and other treats of summer will appear, followed by the rich bounty of late summer and early fall.

Farmers are also bringing eggs, meat and chicken from animals that were sustainably raised and humanely treated – no antibiotics or hormones ever given. Local milk, cheese and yogurt will be available, plus honey, wine and flowers. Plants and herbs for your yard or garden will be available from farmers who, though not certified organic, use the same safe, sustainable growing methods. You will also find fresh pasta and baked goods, all you'll need to take home for an easy, tasty supper.

Shoppers looking for value will find lots of options at the market. EBT customers are welcome; just bring your card to the market tent to receive tokens that can be used like cash. Tokens can also be obtained from a credit or debit card for easier shopping. You get more for your money at the market; the same dollar buys more freshness and nutrition than with conventional food shopping.

In addition to the market's edible bounty, each week mu-

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South Wedge Farmers Market opens for business (Photo by Nancy O'Donnell)

of Alexander St. and S. Clinton Ave., behind Boulder Coffee Company.

Along with ample parking, a new shuttle service is available between Southview Towers, Pinnacle Place and The Hamilton. (See page 12 for times.)

The South Wedge is lucky to be home to the most unique farmers market in the Rochester area, now entering its fourth great year. Unlike most markets, this one is tucked away under big trees in a lovely, shady corner of the neighborhood.

its adjacent neighborhoods. All come together to enjoy fresh, delicious foods, good music and fun.

Remember how the peas, tomatoes, carrots, and corn from Grandma's garden burst with ripe, juicy, intense flavor? Those flavors can still be found at the South Wedge Farmers Market, where you can buy those delicious veggies directly from the farmer who probably picked his crops earlier that same day. Unless you have your own backyard garden (or a plot in the South Wedge Victory Garden), you'd have to drive out into the country to find that same freshness.

All the fruits and vegetables come from small-scale, local farms, so crops are grown more sustainably than at giant agri-businesses that provide most of the food available today in supermarkets. Supporting these farmers supports the local economy and local food supply,

Thank You Key Bank Foundation

Key Bank Foundation, in response to an invitation from former Board Member Rick Ryba, made a \$500 unrestricted donation to SWPC. Our thanks to the Key Bank Foundation and to Rick for supporting our work and our mission to promote a diverse, historically significant and commercially sustainable urban village in the South Wedge.

Slim Goodie Boutique Opens on South Ave.

By Rachel Chaffee



Kia Sloan (Photo by Rachel Chaffee)

Kia Sloan is not your average 32-year-old boutique owner. Born and raised in Rochester, Sloan left to work as an elementary teacher in various cities, including Philadelphia, Brooklyn, and Miami.

A former runway model for various independent designers in Miami, Sloan's interest in fashion and her desire to bring

something new to Rochester led her back to her hometown to open a small boutique, Slim Goodie. The boutique was originally housed on Thurston Road in the 19th Ward. Sloan decided to move this spring to the South Wedge neighborhood because she saw it as a more fashion-diverse neighborhood with

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

Wedgestock 2010

"Not Your Ordinary Annual Meeting"

Sunday, August 21

11 a.m. – 9:00 p.m.

On the move to the heart of the South Wedge on South Avenue!

(Details to follow in the next issue of the Wedge)

Star of the Wedge - Nancy Sawyer-Molina

By Nancy O'Donnell



Nancy Sawyer-Molina (Photo by Nancy O'Donnell)

Nancy Sawyer-Molina just loves SpongeBob SquarePants. Her Coffee Connection office is filled with the cartoon character. He's on a lamp shade, on a calendar, and a fat Sponge Bob hangs on her key chain.

"I love him," laughed Sawyer-Molina. "He has a high standard in his work ethic. He begs Mr. Crab to let him work for nothing."

With a work week of 60 plus hours, Sawyer-Molina and SpongeBob have a lot in common.

Her South Avenue business is more than a place to get a cup of coffee. It advocates for fair trade coffee farms in Peru while it offers invaluable training to women in recovery from substance abuse.

Sawyer-Molina has been working hard all her life. She grew up the only daughter of a salesman and homemaker in McKeesport, Pennsylvania. (Her only brother died three years ago.) At 16, she was a young mother of her own daughter.

"In the late 1960s if you had a child while in high school, you couldn't go back," said Sawyer-Molina.

So newly married, she got a job in a steel mill. "It was rolling mill office. I didn't wear a hard hat, but my office was next to the blast furnace."

A few years later, she was divorced and moving to Rochester with daughter Erin, following many others from western Pennsylvania who found jobs at Kodak, IBM, Delco or Rochester Products. "I came in on Sunday, went to four places on Monday, and had a job on Tuesday."

For her daughter's early years, she worked Kodak's "the C-trick [shift], 11 p.m. - 7 a.m." She found a babysitter who would spend the night, so she could see Erin off to school in the morning.

Her first job there was to inspect photographs. "Some of them showed intimate details of people's lives," laughed Sawyer-Molina. "We called them 'sevens'. Because you couldn't mail them, we'd call them and tell them they had to come in to get them."

Along with the full-time job, she took classes at Monroe Community College (MCC) and eventually earned a real estate license. "One day I just quit Ko-

dak," she said. "I was in a bar, and I said I'm not going back. I left them a note." (She was six months away from making her five-year anniversary there, which would have meant a hefty bonus increase.)

What followed were years she calls her "Italian Renaissance period."

She married local businessman Anthony Marcella and went back to school for a degree in marketing. After seven years, they divorced.

Along with the ambition and the hard work, Sawyer-Molina enjoyed partying. By 1987, she was in recovery for her own addiction, found AA, and was "transformed."

She reached for a book, *Voices for Recovery*, which she said is part of a movement that encourages recovering addicts "to let people see the success in recovery." [AA traditions, in contrast, discourage members from breaking their anonymity in press, radio or film.]

"It's important to add your voice," she said. "The thing is, addiction is a disease. Do we say to a person with cancer who has a relapse that they had one because they did something wrong?"

"I only have sobriety a day at a time," said Sawyer-Molina, who now has put 23 years of days together without taking a drink.

In the midst of her recovery, she decided she needed an adventure. "I'd been interested in Peru since I was in sixth grade. I loved the names Machu Picchu and Lake Titicaca. And I wanted to go see the Amazon River."

Soon she signed up for a four-day "Backpack the Inca Trail" that began in Cuzco, at 14,000 feet altitude above sea level.

The trip made a profound impact on her life. She saw extreme poverty but also people with "a simple acceptance of life." "It was life on life's terms," said Sawyer-Molina. "I saw a 50-year-old woman dragging up a case of Coca Cola up the mountain to sell to tourists, making probably \$5 for the day."

When she returned to the states, she couldn't forget. In 1991, she sold her house in Greece, and with her Golden

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Letters to the Editor

South Wedge's Got that Metro Feeling

Today I spent a wonderful afternoon discovering the wonders of a real metropolitan city. As I strolled through the city neighborhood streets, I noticed innovative restorations of historic buildings as local workers rehabbed them into up-and-coming apartments and retail space. I stumbled into hip clothing stores, a funky hat shop, and a variety of locally run minimarkets and cafes. The people passing me on the streets were as diverse as the shops. A young man on the street corner dressed in a Statue of Liberty costume singing and dancing to his iPod waved and smiled at me. A young woman store owner could not wait to tell me about the new businesses entering the neighborhood. I passed by a scrumptious cheesecake shop, an authentic Mexican eatery, a place for Cajun fare and peeked into an amazing old building that sells refurbished historic house parts from local renovations. What a great few hours and only minutes from where I live. No, it was not Toronto, N.Y.C. or Boston. It was the South Wedge in the city of Rochester!

--Lisa Cove
Pittsford, New York
(Reprinted with permission by author)

Due to space constraints, the following letter is printed in abbreviated form.

Shoveled Sidewalks Make Good Neighbors

I moved into the South Wedge in May 2005 when I returned from studying at the Maxwell School of Citizenship and Public Affairs at Syracuse University. It was a breath of fresh air, finally moving back to Rochester. Our locale is more community involved and driven, more receptive to change, and I'd like to think with a more inclusive approach to economic diversity.

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Community Partner



South Wedge Planning Committee
224 Mt. Hope Avenue • Rochester, New York 14620
(585) 256-1740

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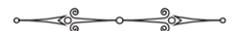
The Wedge Newspaper, a not-for-profit newspaper, is published by the South Wedge Planning Committee (SWPC), a grassroots organization serving the South Wedge Urban Village. Its mission is to provide accurate coverage of neighborhood news as well as local, state and national news that affect the area.

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.

The South Wedge Planning Committee, Inc.

June and July - Community Calendar

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

SWPC Board Meeting:

tzwahlen@frontiernet.net
Thursday, June 10, 6 p.m.
Thursday, July 8, 6 p.m.

SWPC Executive Team

tzwahlen@frontiernet.net
Thursday, June 3, 6 p.m.
Thursday, July 1, 6 p.m.

Commercial & Economic Development

chris@historichouseparts.com
Tuesday, June 8, 6:00 p.m.
Tuesday, July 13, 6:00 p.m.

Community Engagement (Neighbors & Block Clubs)

aclark@swpc.org
TBD

Finance Team:

tsciarabba@hotmail.com
Tuesday, June 8, 12:30 p.m.
Tuesday, July 6, 12:30 p.m.

Housing & Structures:

mmcullough@dor.org
Wednesday, June 2, 5:30 p.m.
Wednesday, July 7, 5:30 p.m.

Marketing and Membership Committee:

flogan@rochester.rr.com
rachel@madebyrachel.com
Tuesday, June 8, 5 p.m.
Tuesday, July 13, 5 p.m.

South Wedge Farmers Market Advisory Committee:

suegardnersmith@gmail.com
Tuesday, June 1, 6 p.m.
Tuesday, July 6, 6 p.m.

Wedgestock 2010 Planning Group:

joanker@frontiernet.net
Wednesday, June 16 & 30,
5:30 p.m.
Wednesday, July 14 & 28,
5:30 p.m.

BASWA (Business Association of the South Wedge Area)

chris@historichouseparts.com
(Visit baswa.org for locations):
Wednesday, June 9, 6 p.m.
Wednesday, July 14, 6 p.m.

Ad Deadline
for Next Issue
July 12

by Nancy O'Donnell



Alistair Pauling (Photo by Jennifer Golen)

Good News for Alistair

Angela Pauling, Rochester Community Acupuncture co-owner, husband Justin, and 2-1/2-old-year son Alistair can finally celebrate.

After wrangling with their health insurance company over a proposed treatment for Alistair, who was born with a rare, life-threatening primary immunodeficiency, the couple finally got approval and traveled to Baltimore, MD, at the end of April.

Alistair was born with Chronic Granulomatous Disorder, a genetic disorder that affects only four in a million people and impacts white blood cells essential for fighting infections. Because of medications and treatments the little boy received, he developed a severe feeding disorder and cannot take any food by mouth. Instead he receives all of his nutrition through a feeding tube.

The Paulings began to make plans to travel to Baltimore after Alistair was accepted into John Hopkins Hospital's Kennedy Kreiger Feeding Clinic program, which will teach him to take food by mouth.

"The insurance company agreed that the local services were not equivalent," said Angela. "We went to the evaluation and were put on a six-month waiting list for their eight week intensive outpatient treatment program."

After a six-month wait, the Paulings heard about an opening, but now were denied approval. They appealed and were denied a second time. Despite the rejections, the couple held a spaghetti dinner fund raiser in March to raise money to cover living expenses while away.

"We couldn't believe the support we got from local businesses and from the community at large. We served about 500 people at the dinner and have been overwhelmed by the outpouring of love and support. We raised enough money to cover almost all of our living expenses for the two months in Baltimore," Angela said.

After one more denial by the health company and Angela's promise to take her case to the media, her application was accepted.

Supporters can follow Alistair's Baltimore experiences on Caring Bridge at www.caringbridge.org (look for the website "Alistair").



Friends of Mt. Hope Cemetery agree "This Treasure Matters" (Photo by Nancy O'Donnell)

Mount Hope Cemetery Receives "Save America's Treasures" Funding

On April 6, the Friends of Mt. Hope Cemetery and supporters met for a photo op at the historic Victorian era cemetery to remind Members of Congress on recess that the community is solid in its support to preserve the South Wedge treasure.

Marilyn Nolte, president of the Friends group, credits Congresswoman Louise Slaughter for getting a \$198,000 grant for the cemetery.



Rau Mausoleum (Photo by Donald Hall)

The funds will be used to restore the historic Rau mausoleum, resting place for one of Rochester's premier German beer-making family, along with the grave of Revolutionary War veteran General Jacob Gould. (Both mausoleums are adjacent to the north entrance fountain.)

Remaining funds will be used to recreate a crushed limestone carriage path that once bordered the front of both mausoleums and to restore the exterior of the nearby Gothic Revival chapel.

"We'll replace windows with etched glass that looks like stained glass," Nolte said.

Also in attendance were Maranne McDade, a City of Rochester grant consultant along with her "preservationist" children; Joan Lindberg, Lilac Neighbors Association president; Sue O'Neill, president of Azalea Neighbors; and Benton Street community activists Sylvia Charlesworth and Jerry Kressman along with other cemetery Friends.

The work begins in September and must be completed by April 2011 said Nolte.

The Federal Save America's Treasures is one of the nation's largest grant programs that provide funds for "preservation and/or conservation work on nationally significant intellectual and cultural artifacts and historic structures and sites."



Graphic courtesy of Allison Clark

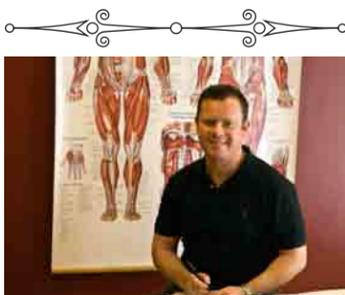
South Wedge Bloggers Bloom

The *Wedge* newspaper has discovered a host of bloggers from among South Wedge Planning Committee ranks enthralling followers with stories of moms and toddlers, healthy eating, fashion and style.

Allison Clark aka SWPC Community Engagement Coordinator created "The Adventures of Bean and Goobs," a humor blog about the ups and downs of life with her two small sons at beanandgoobs.com. Her blog, online for only four months, was chosen as a finalist in the 2010 Scholastic Parent & Child magazine Parent Blogger Awards. She'll win in the "best humor" category if you cast your vote by June 4. Visit <http://www.scholastic.com/parents/blogawards/>.

Christina LeBeau, freelance writer and South Wedge Farmers Market committee member, keeps her blog's focus on food and family. Her blog, "Spoonfed: Raising Kids to Think About the Food They Eat," spoonfedblog.net received 10,000 page views in one month alone.

Rachel Chaffee, SWPC board member, fashion and home style designer, Ph.D. candidate, etc. tells the story of her jam-packed life at madebyrachel.com/blog. Look for more *Wedge* bloggers in future columns!



Colin Coffey (Photo by Billijo Wolfe)

Renewing Massage Adds Reiki

Colin Coffey, owner of Renewing Massage, adds the light hovering hands-off energy work of Reiki to his deep tissue massage practice come June.

Coffey opened his business above Rochester Community Acupuncture in 2009. Although he learned a bit about the Asian bodywork while studying at Onondaga School of Therapeutic Massage, he recently began a weekly study with Dijana Winter at the The Center for Inner Peace in Penfield.

"It's an unlimited healing energy," said Coffey. "The idea is that everyone's a healer. The body is doing the work. The body knows how to absorb a pill. The focus is on the internal healing you do yourself."

Reiki or "universal life energy" manipulates energy flow in the body. It originated as a spiritual practice developed in the early 20th century by a Japanese Buddhist practitioner. Generally the practice is passed down in the West by teachers who follow a lineage begun by Hawayo Takata.

Coffey was drawn to the practice after he suffered a back problem so painful that manipulation was impossible. After several Reiki sessions, he felt better.

"I started to feel something. I felt better afterwards. I'm not into the airy-fairy stuff," said Coffey. "Sometimes you don't know why something works, only that it works for you."

Renewing Massage, 728 South Avenue, 709-6725



Laura McSpadden (Photo by Lee Bender)

Local Activist Explores the Vocabulary of Gender Identity

Laura McSpadden, South Wedge writer and office administrator for the Gay Alliance of the Genesee Valley, explored a fascinating world of "the vocabulary of gender identity that offers a beautiful dance of limitless possibilities" at the GAGV office on East Main Street on April 24.

Some of the terminology is new; some has been around since the 1970s: "Cisgender, Transgender, Transsexual, Genderqueer, Bigender, Intersex, Pangender. He, she, ze, him, her, hir."

During the class, the audience discussed just what exactly "sex" and "gender" means, and "the pronoun problem in a gendered language."

McSpadden argued that gender-neutral pronouns are important and that there are "broad reaching implications of an embrace of trans-inclusive language."

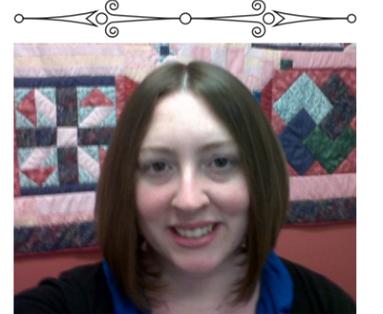
"Trans issues are and have been an important aspect of my personal, academic and professional lives," writes McSpadden in a later e-mail. "As a genderqueer individual I have had to find ways of responding to the inaccuracies of friends' assumptions and labels, the bigotries of employers and the refusal of treatment by medical professionals. As a result, I have done extensive research and writing on trans-issues in both literature and psychology, examining both historical and contemporary aspects of transphobia. I have worked with employers, educational institutions and re-

ligious organizations regarding how to recognize policies that are transphobic, and ways of healing the disparities that exist between cisgender and trans individuals."

Also, attending the workshop were members of the Rochester Transgender Group which meets on the third Wednesday of the month at 140 Alex Bar & Grill at 140 Alexander Street and the last Saturday of the Month at GAGV office in the Auditorium Theater on West Main Street. To learn more, contact Misty 454-1579.

Trans Action Group (TAG) is dedicated to advancing gender liberation through discussion, support and action. For more info, call 857-2946.

To learn more, contact McSpadden at the GAGV office, 244-8640, ext. 10.



Angela Clark-Taylor (Photo by Paul Taylor)

Angela Clark-Taylor Joins SWPC Board

Angela Clark-Taylor was named to the South Wedge Planning Committee Board on May 6, replacing Rick Ryba.

Clark-Taylor lives on Gregory Street with husband artist Paul Taylor and canine companions Johnny Cash and Hermione.

"I just love the South Wedge and am so excited to be working with the South Wedge Planning Committee to help continue to build the best (in my humble opinion) neighborhood in the city," writes Clark-Taylor in a recent email to the *Wedge*.

A veteran volunteer, Clark-Taylor serves on the Rochester AmeriCorps Advisory Board at Monroe Community College, Vice Chair for REAL (Rising Educators, Advocates and Leaders) for Planned Parenthood, and Events Committee Chair.

Before being named to the board, the community activist was already working as Vice Chair of the Community Engagement Committee and as a member of the Wedgestock Committee and the Housing Committee.

Rick Ryba, brought substantial insight to all things financial as the SWPC's board member, even if it was only for three months. As Vice President and Senior Treasury Advisor at Key Bank, Ryba also helped to get a \$500 grant for SWPC.

The Cleveland, Ohio native loved the South Wedge, but when Huntington Bank offered him a position at its Columbus, Ohio headquarters, he couldn't say no.

Ryba reported he and wife Heather have put down a bid on a house in Westerville, a town named by Money Magazine as one of "the best places to live in America." If you don't count the South Wedge.

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Where Families Grow Together

By Allison Clark



Star Alley, sans snow, site for Third Thursdays (Photo by Doug Root)

Third Thursday "Art & Music in the Wedge" Series Begins June 17

Mark your calendar for BASWA's (Business Association of the South Wedge Area) Third Thursday 2010 Series in Star Alley on South Avenue (between Gregory and Hickory Street). Assorted farm vendors will also take part in this annual evening of community fun.

June 17 – The Public is Invited to BASWA's Urban Folk Art *aka* Traffic Control Box Unveiling Party & Artist Reception, Star Alley, 7 – 8 p.m. Music by *Fred Vine*, sponsored by Equal=Grounds. *Cashback* (Johnny Cash Tribute Band), sponsored by Lux Lounge, 8 - 10 p.m.

July 15 - *Cavalcade* sponsored by Rochester Community Acupuncture, 8-10 p.m.

August 19 - *The Hi-Risers*, sponsored by Historic Houseparts, 8-10 p.m.

September 16 - *Lobster Quadrille* sponsored by John's Tex-Mex. 8-10 p.m.

October 15 - *40 Rod Lighting* and Weenie Roast sponsored by Hedonist Artisan Chocolates 8-10 p.m.

Linden-South Historic District Listed on National Register

The Linden-South Historic District is officially listed on the National Register, reported Chris Jones, Business Association of the South Wedge Area President. Neighbors are already purchasing the plaques to go on individual houses.

The neighborhood is also planning on building some decorative stone or brick piers at the entrances to the district at the corner of South Avenue and Linden Street and Mt. Hope Avenue and Linden Street. Bronze markers will be installed on the piers and gardens created around them. The installation should happen sometime this summer.

Garage Sales Gone Wild June-4-6

Three local neighborhoods—Swillburg, Highland Park and Upper Mount Hope—will be holding area-wide garage sales on the first weekend in June. Upper Mt. Hope includes 25 homes from Elmwood Ave. to Westmoreland Rd., South Ave. to Castleman Road. (Look for signs and info on Craigslist.) Visit their web sites (swillburg.com, highland-parkrochester.org and umhn.com).



Free Pruning Lessons at Highland Park

Mark Quinn and Noelle Nagle conduct a discussion and demonstration on "Pruning - What Is It and How Are You Supposed to Do It" on Wed., June 9, at 7 p.m. Watch the experts prune a lilac bush and learn the proper way to do it. Meet at the Pansy Bed on Highland Avenue near South Goodman.

Highland Bowl Summer Concert Series

The 2010 Highland Bowl Summer Concert Series begins Friday, June 25 with Phil Lesh and Bob Weir. Gates open at 5:00 p.m. Concert begins at 6:30 p.m.

Business Mentors for Summer Youth Program

RochesterWorks is offering a Summer Youth Employment Program that will run for six weeks starting on July 12, 2010. Student interns will be placed with local businesses for summer employment at no cost to the business. The students are 14-18 years old and are available to work 20-30 hours per week. RochesterWorks will monitor the youth throughout the summer and will handle all the details regarding paperwork and payroll. They still have openings for business mentors that would like to request an intern for the summer. For more information, contact Rosa Smith-Montanaro, 585-258-3513, rsmontanaro@rochesterworks.org.

Gay PRIDE 2010 Runs July 10-18

Events include a Gay Day at Seabreeze (July 10), a Rainbow Flag Raising at City Hall (July 11), a PRIDE Kick-off at the Strathallan Hotel (July 16), followed by PRIDE Parade & Festival (July 17), ending with the PRIDE Picnic at Genesee Valley Park. For more information, visit <http://www.gayalliance.org/pride>.

NeighborWorks® Rochester Awarded \$35,000

NeighborWorks® Rochester, a nonprofit organization and member of the national NeighborWorks® Network, recently received a \$35,000 grant through the Daisy Marquis Jones Foundation.

The money will support NeighborWorks® Rochester's Healthy Blocks program which works with residents to make exterior housing improvements, address quality of life issues, support business development and assist with neighborhood marketing and branding.



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Genesee Co-op Offers Money Help for Teens

Teens can learn about budgets, savings, checking accounts, ATM/Debit cards, credit, shopping for a big purchase and much more at a free four-day workshop at Genesee Co-op. Registration is required for "Money & Me", a hands-on experience that gives teenagers the basic of money. The workshop runs August 9-12, from 10 a.m. – 3 p.m. To find out more, contact Jessica Rodriguez at 461-2230, ext. 20.



A CELEBRATION OF BIRDS
JILL GUSSOW
585 232-1992
jgussow@gmail.com
CURRENT Box 3/31/10
Jill Gussow Traffic Box (Graphic courtesy of BASWA)

BASWA Unveils Urban Folk Art on June 17

BASWA (Business Association of the South Wedge Area) and SWPC unveil the designs of nine artists who will paint traffic control boxes on South Avenue (Byron to Linden Streets) and Mt. Hope Avenue (Byron to Cypress Streets) on June 17, 7-8 p.m. at Star Alley. (More than 120 artists applied.). The artists receive a \$500 stipend per box upon completion of work.

Musical entertainment follows the unveiling. Free and open to the public.

For more information, visit www.baswa.org.



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www.rcn4kids.org

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South Wedge Birth Announcements



Maximillion Edward Walsh
(Photo by Sandy Brazis)

Welcome Maximillion Edward Walsh

Maximillion Edward Walsh arrived on February 24, 2010, at 5:17 p.m. He weighed in at 8 lbs. and 5 oz. While born with a full-head of dark hair, he is now bald (for the time being).

Baby Max can expect to be the best dressed baby in the Wedge. His parents are Sandy Brazis, co-owner of Thread on South Avenue, and Dave Walsh, Hell on Earth clothing designer.

Sandy reports that English Bulldog, Stanley, and cat, Butter, are adjusting to Max's arrival.



Grey Nichols Wilton
(Photo by Lyjha Wilton)

Welcome Grey Nichols Wilton

Boulder Coffee Company owner Lyjha Wilton and wife, Jillian, added one more boy to the family with the arrival of Grey Nichols, born on May 10 at 12:10 p.m. He joins brothers Cooper, Van and Indi and older sister Lennon.

Grey weighed in at 7 lbs., 14 oz., 19 inches long.

Slim Goodie

(continued from page 1)

"people who know more about what's 'in' right now" when it comes to fashion. With successful boutiques like *Thread*, *Godiva* and *Headz Up* close by, Sloan felt her lines of shoes and accessories would be the perfect fit for South Avenue shoppers looking for something "new to accessorize their day."

Slim Goodie offers a mix of styles from ultra trendy to super urban, with a host of t-shirts from independent designers out of NYC and Miami, as well as jewelry lines that change monthly. The selection of women's shoes range from rain boots to heeled sandals, and include brands like Blowfish and Chinese Laundry, more often found in suburban stores.

Sloan also carries an incredibly unique line of handmade men's shoes by Osborn Design Studios, a Brooklyn-based business that supports workers in developing countries like Guatemala by using fabric and materials made by artists there. In addition, Slim Goodie also has a selection of hats, including fedoras, cuffs made from recycled vinyl records, scarves, handbags and belts.

Sloan hopes to increase the amount of merchandise made by local designers and artists, which is currently limited to small collections of leather bags and earrings and a few other accessories. She also plans to include a small gallery to showcase local artwork. The highly affordable Slim Goodie will appeal to a wide range of people eager to check out something different in the Wedge.

Slim Goodie, 667 South Ave, in the former *Thread Home* space. Hours: Monday- Saturday from 11 a.m.-7 p.m., 328-3555.

SWPC Committee Reaches Out to Area Realtors

by Nancy O'Donnell



Realtor Moira Lemperle enjoys brunch with SWPC board members John "JD" Dennis and Donna Roethel Lenhard (Photo by Nancy O'Donnell)

South Wedge Planning Committee (SWPC) Housing and Structure Committee members Donna Roethel Lenhard and John "JD" Dennis reached out to local realtors with a spring brunch that combined both style and substance. Along with providing a table of salad,

sandwiches and double chocolate brownies, they also sought to educate area brokers and realtors about the many benefits of the neighborhood.

"We wanted to get together to problem-solve how to get more owner-occupied homes in the Wedge," said Roethel Len-

hard.

Local landlord Dave Halter has kept an eye on Wedge housing inventory over the years. He wants realtors to think of the Wedge when they show houses to homebuyers who want to move into the city.

"Realtors take people to East Avenue and Park Avenue because it's an easy sell," said Halter. "Everyone knows it. We are as old as Park Avenue and East Avenue. [The committee] wants to talk about the quality of the homes, the competitive prices in housing and the wide variety of businesses we have—Mise en Place, the Cinema, the coffee houses, bars and restaurants."

The committee's mission is also to act as an advocate for a mix of housing that provides options for a full range of incomes and to help to maintain the historical character of the South Wedge while encouraging the use of green building practices.

South Wedge Farmers Market

(continued from page 1)

sicians will keep things lively. Kids will find fun activities. Perhaps the best thing about the South Wedge Farmers Market is that it's a great place to enjoy a summer afternoon and meet friends and neighbors in our special part of the city.

The South Wedge Farmers Market, now officially part of the South Wedge Planning Committee, will be held every Thursday through October 28. SWPC is committed to the market's long-term success and is providing resources to ensure it will remain a vibrant asset to the community long into the future.

For more information, see www.swfarmersmarket.org.

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South Wedge Business Buzz

By Nancy O'Donnell



Bob Soltysiak welcomes back Granny's Ice Cream owner Patrick Belle-Isle (Photo by Nancy O'Donnell)

Granny's Ice Cream Reopens for Summer

Owner Patrick Belle-Isle shined up his ice cream scoops in anticipation of reopening Granny's Ice Cream at the corner of South Goodman Avenue and Caroline Street. During the winter, Belle-Isle has kept busy working at the Dome Arena, but the South Wedge was never far from his heart.

"Little kids came running up [to the stand] and shouted, 'Granny! Granny!'" said Belle-Isle. "People looked at me like 'He's no granny!' I also had a visit from two little neighborhood girls and their mom who brought me flowers from their gardens."

The ice cream man added the newest Perry's Ice Cream flavors this summer including Banana Crème, raspberry and lemon sorbets along with a new fruit smoothie whose flavor depends on "whatever is the freshest fruit my sister can get at the market that day."

Look for three sizes of sundaes smothered with a choice of syrups (strawberry, chocolate, butterscotch and caramel) made crunchy with dried, roasted or Spanish peanuts for (\$3.50-4.50). "And lots of whipped cream," said Belle-Isle.

793 South Goodman Avenue, Mon.-Fri. 4 -10 p.m., Sat.-Sun. 1 p.m. - 10 p.m.



Nathaniel Square Corner Store (Photo by Doug Root)

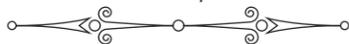
South Wedge Corner Store Adds a Touch of Elvis to Menu

Co-owners John Roth and Jay Schreiber have added a breakfast menu to the corner store that already gets raves for its beer selection. Most notable on the menu is "The Elvis" — peanut butter, banana and bacon on toasted sourdough bread for \$3.50.

Also for breakfast: egg and cheese breakfast sandwich with

a choice of potatoes, bacon, turkey, ham or sausage (\$2.75-\$3.75) or breakfast melts on sourdough bread (\$3.75-\$4.75). Breakfast burritos (\$3.75-\$6.25) are stuffed with three eggs, a choice of cheese, peppers and onions in a flour tortilla (Roth's restaurant, John's Tex Mex, is right next door). Potatoes, bacon, breakfast sausages and chorizo sausages can also be added. Vegans can order tofu instead of eggs.

495 South Ave. Mon. - Fri. 7 a.m. - 10 p.m. Sat. 9 a.m. - 10 p.m. and Sun. 9 a.m. - 5 p.m.



Hedonist Alley (Photo by Johannes Bockwoldt)

Hedonist Chocolates to Debut Apprentice's Chocolate Collection

Hedonist Artisan Chocolates will debut an original chocolate collection created by apprentice Ken Droz at an upcoming premiere at their South Avenue kitchen.

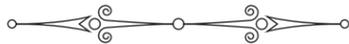
Droz, a full-time father of two, came to Hedonist's kitchen last September, for advice about creating chocolates at home. Instead of advice, company co-founder Jennifer Posey invited him to apprentice in their kitchen.

On July 9, Droz launches his "Bold Collection," which will include at least five original chocolate creations.

While details about the final offerings have not yet been announced, Droz said that he's been "reluctant to pursue flavor combinations that people expect to find at the center of their chocolates, or are likely to find again."

Join Hedonist Artisan Chocolates for the Droz debut on Saturday, July 9 from 6 p.m. 8 p.m. at 674 South Ave. This event is free and open to the public. To learn more, visit www.hedonistchocolates.com/catalog/events.php.

674 South Ave. 461-2815.



Artful Gardener ribbon cutting (l-r) Commissioner R. Carlos Carballada; Jeff Neely, Neely Construction; Jean Westcott, Mark Westcott, Matt McCarthy from Dept. of Neighborhood and Business Development.

Artful Gardener Opens with Ribbon Cutting

City Business Development Commissioner R. Carlos Carballada welcomed Jean Westcott,

The Artful Gardener, to the neighborhood and presented a plaque from Mayor Bob Duffy on behalf of the City of Rochester, congratulating Jean Westcott on the opening of the store. Mr. Carballada also presented Westcott with the Certificate of Occupancy. Along with husband, Mark, some 60 friends, family and community members were on hand to witness the ribbon cutting.

"Opening day, Saturday the 8th went very well," reported Westcott. "The store had a steady stream of customers and well wishers all day in spite of the weather. Everyone who came in was very welcoming. Many neighborhood folks stopped in and expressed their excitement and pleasure at having the new store in their community."

"I'm very thankful to everyone who stopped in and hope they continue to be inspired by the shop and the gardens as they develop and grow over time."

727 Mt. Hope Avenue, 454-2874.



South Wedge Properties, LLC Moves to South Wedge

Chip and Rebecca Rice, founders of South Wedge Properties, LLC, recently moved their operations to Sanford Street. The company's former location was in the Park Avenue area.

The Rices lived in a two-family property on Averill while renovating it, and subsequently purchased another double on Averill, a HUD foreclosure which also needed "a ton of work." After renovating two more doubles on Sanford Street, and a four family foreclosure/renovation project on Hanna Place, the Rices say they were on their way to building something more than just part-time property investing. South Wedge Properties was formed in 2003.

"We fell in love with the Wedge, an area we had little knowledge about, but enjoyed the location, as well as spending time at then Rohrbach's on Gregory Street, eating cheesecake at Cheesy Eddies, being able to walk to Highland Park for the Lilac Festival, and just enjoying City life," reports Rebecca by email.

"We have enjoyed seeing the Wedge turn into one of Rochester's premier and most desired areas," Chip says.

The company manages approximately 165 apartments and commercial spaces throughout the Southeast area with a concentration in the South Wedge. The company currently employs three full time and three part time employees.

268B Sanford Street, www.myprettyhomes.com or call 413-3760.

Popular Swillburg Restaurant Owner Returns

By Nancy O'Donnell



Tam Tran (Photo by Nancy O'Donnell)

Tam Tran's retirement from restaurant ownership lasted about nine months.

"I did nothing," said Tran, describing life after he sold the South Wedge Diner on South Clinton Avenue.

In March 2010, the popular Swillburg restaurateur opened South City Diner, one block away from his old business. This time he's joined by partner Simon Vay.

Waitress Toni Prutzman, who worked with him at his first business, joins him in his new venture.

Old customers are thrilled to discover he's back.

"He makes the best gravy on the avenue," said Elmer Cooman, 84, who was recently enjoying lunch with his friend George Coon.

This time Cooman had ordered a bowl of chicken rice

soup that he requested be served without the chicken or mushrooms. "It was very good."

One new dish Tran offers is the "Country Skillet," a mix that includes scrambled eggs, home fries, cheddar cheese and sausage gravy. Other popular menu items are 11 salads. One favorite combines grilled chicken on a bed of arugula with walnuts, red grapes and blue cheese.

While Tran said he excels in "American" cuisine, he's also added some 24 Thai dishes, 11 Asian noodle dishes and 6 Chinese to the menu.

For dessert? Thirteen flavors of pie made by the sisters at the School of the Holy Childhood.

South City Garden, 798 South Clinton Avenue, 271-8181. Sun.-Thurs. 6:30 a.m. - 9:30 p.m., Fri.-Sat. 6:30 a.m. - 10:30 p.m.

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Letters to the Editor

continued from page 2

...I engulfed myself in community gardening because I both enjoy gardening and believe that a clean and beautiful street was key to reviving a neighborhood.

My employment affords me the experience of walking to and from work. Sometimes those walks aren't all that pretty. A large number of our fellow neighbors are plain sloppy and uncivil. Many of them are in better economic positions. (I can't tell you how many Hickory Street neighbors went on vacation, but never bothered to help water, weed or plant our communal flower beds.)

These incivilities come in many ways. Sometimes litter sits there for weeks until I pick it up myself and deposit it into the trash or into my own recyclable bin. Or the new young residents park their shiny new cars across the sidewalk, [forcing] me to walk in the road to get around their parked cars. Then there's the issue of winter sidewalks. We have a City Code that specifically says that property owners shall, or their first floor residential or commercial resident, shall keep the sidewalk free and clear of ice or snow (and other debris). Essentially, the code goes unenforced.

Simultaneously, as I've brought the unsafe sidewalks to people's attention, I've also made sure that I thank a neighbor when they do shovel.

A sidewalk is a mode of transportation. [Snow clogged sidewalks] impact our local economy. Everyone wants to buy local, play local, spend local. Dozens of people have written to me because of my thank you notes.

It's easier to get a ride to Henrietta and roll up in a car, get out onto a nicely shoveled parking lot.

Those are dollars lost. So if South Wedge businesses want us to spend local then they need to make it easier. They need to ensure that their sidewalks are as pristine as those outside Dick's Sporting Goods in Marketplace Mall.

Why can't SWPC and BASWA start working with landlords to make sure they educate tenants, both residential and

commercial, of their obligations?

I hope you see that my point is beyond simply being valid—it is basic civility. I just hope that [SWPC] BASWA, the City, our NSC/NET Office will have the wherewithal to simply do what is right and economically sustainable—which is what the South Wedge needs and wants.

**--Shawn Patrick Wallace
SouthWedge**

**Star of the Wedge -
Nancy Sawyer-Molina**

continued from page 2

Retriever, Hunter, she moved back to Peru. She threw herself into 12 Step recovery work, learned about coffee and coffee farms and became involved with the *Central De Cooperativos Agrarias Cafetaleraso* (COCLA). She also fell in love with the Peruvian Jose Molina and married him a year later.

At first the couple thought they'd return to Rochester to sell other property she owned before returning to Peru.

"We obviously stayed longer," laughed Sawyer-Molina. While Jose studied Human Services at MCC, she began a nonprofit web-based business in 1995, selling Peruvian artisan works. She named her company, *Ausangate*, a Quechua (language of the native people of Peru) word for "spirit."

Always moving forward, Sawyer-Molina completed a BA in Human Development from Empire State. This added to earlier credentials she earned in Drug and Alcohol Counseling.

"I was selling online, going to school, and I wanted to help the coffee farmers, but I wasn't going to store 150-lb. burlap bags of coffee in my kitchen."

Finally, all of her passions and talents combined, and in 1999, she opened the Women's Coffee Connection farther down South Avenue.

"I wanted to sell coffee and help women in substance

abuse recovery. I was seeing women relapsing because of lack of skilled training, and they couldn't keep a job."

She needed \$40,000 to open a coffee shop, so she ran Bingo Games in Northwest Rochester. With that seed money, she qualified for funding from the Maria C. & Joseph C. Wilson Foundation.

By August 2001, she was teaching "hard and soft skills" (customer service skills and conflict resolution) to some 84 women.

"We've had a lot of success. Four [of the women who went through the program] own homes. One teaches in the Rochester City School District. One went to Cornell University. Some are studying nursing at MCC," said Sawyer-Molina.

Last year, MCC recognized her work in the community and her organization that boasts an "80-85% success rate in training women."

Slowing down is impossible for the counselor, coffee maker, human rights advocate and adventurer. But, if she thinks of retirement it will look like this:

"Running a 30-day residential substance abuse program in Peru. I even have a name for it 'Sumac-Wasi.' [Big House in Quechua]," said Sawyer-Molina.

Knowing her, who could doubt it won't happen?



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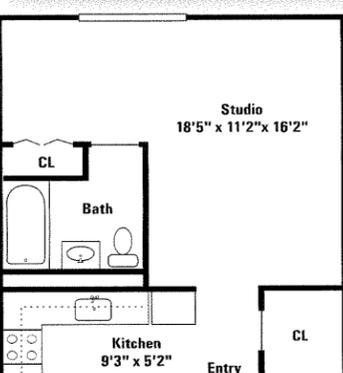
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Hickory Street (Photo by Doug Root)



Walton Street (Photo by Nancy O'Donnell)



The Hamilton on Mt. Hope Avenue from Ale



Linden Street (Photo by Nancy O'Donnell)



Linden Street (Photo by Nancy O'Donnell)



Averill Avenue (Photo by Doug Root)



South Avenue and Gregory at SWPC Kiosk (PH



Averill Avenue (Photo by Doug Root)



Comfort Street (Photo by Nancy O'Donnell)



Averill Avenue (Photo by Doug Root)



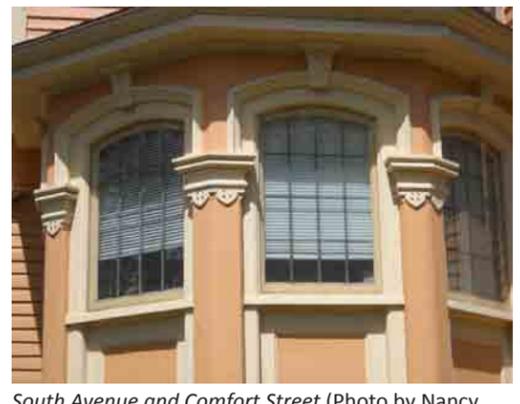
Comfort Street (Photo by Nancy O'Donnell)



Linden Street (Photo by Nancy O'Donnell)



South Avenue (Photo by Doug Root)



South Avenue and Comfort Street (Photo by Nancy O'Donnell)

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Alexander Street (Photo by Doug Root)



Gregory Street (Photo by Doug Root)



Averill Avenue (Photo by Doug Root)



Hamilton Street (Photo by Doug Root)



Gregory Street (Photo by Doug Root)



Photo by Doug Root



Linden Street (Photo by Nancy O'Donnell)



Hickory Street (Photo by Doug Root)

DETAILS



Hickory Street (Photo by Doug Root)



Averill Avenue (Photo by Doug Root)



Sanford Street (Photo by Nancy O'Donnell)



Cypress Street (Photo by Nancy O'Donnell)



Linden Street (Photo by Nancy O'Donnell)

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Home Maintenance for the Summer

By George Lorson

Open up your windows and let that long awaited warm summer breeze blow through your home. Mix up a big pitcher of freshly squeezed lemonade and enjoy it on your front porch with your neighbors. Summer is finally on the way and the SWPC Real Estate Department has a few home maintenance tips for all of our neighbors.

- Inspect all your screens to be sure there are no holes or tears that may allow pesky bugs to enter your house. You may repair these yourself or take them to your local hardware store for new screening.
- Inspect your gutters for any ice damage over the winter. Loose or hanging gutters should be replaced or repaired by a professional gutter company.
- When mowing your lawn, 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. Water every other day for the seed to germinate

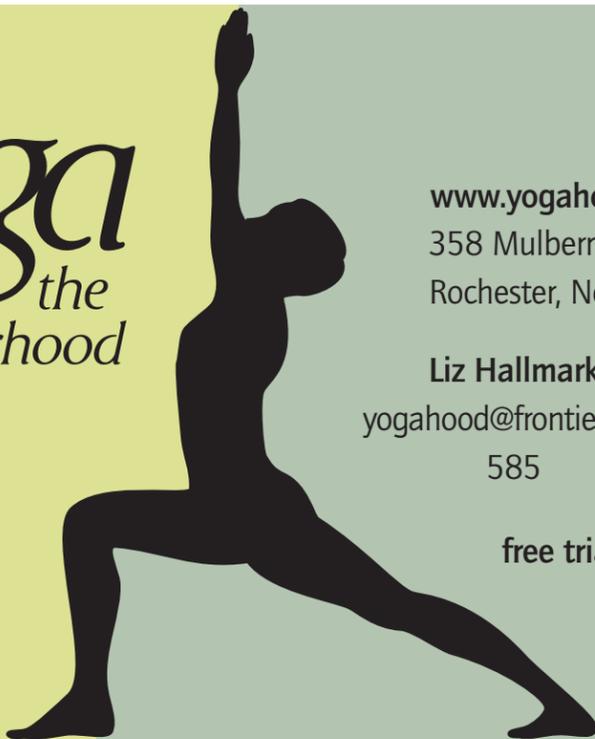
quickly.

- If you notice that your concrete sidewalk leading to your house (not the City sidewalk) has cracked and is a trip hazard, you may wish to replace the section with new concrete. Remove the concrete and place it at the curb on your trash day. Notify the City that a special pickup is required. Install 2 X 4 wood forms on both sides of the walk level with the remaining sidewalk sections. Remove any loose material in the area so there is at least 4" of depth to be filled with new concrete. Purchase pre-mixed 3000 PSI concrete (not cement or mortar) in bags from Home Depot or a similar store and follow the directions for mixing and finishing the surface. When the concrete is firm (about 3 days) remove the forms and place topsoil along the walk and re-seed as needed.
- Inspect your wood porches, trim and handrails for needed repairs and painting. Following Lead Safe Work Practices, replace any rotted or damaged components with similar material. Properly prepare the surface, prime and paint with latex or oil based paint. Be sure to cover any surfaces you do not want paint to get on. For a brochure on the Lead Safe Work Practices, please contact our office.
- Inspect your hedge trim-

mers and pruning shears. If they need sharpening, take them to your local hardware store for professional sharpening.

- If your driveway needs to be sealed, either contact a professional sealing company or do it yourself. Measure your driveway surface for the square footage and go to Home Depot or a similar store for the sealer in 5 gallon cans. Again, read all instructions and directions on the container before using the material. Remember this may be a messy do-it-yourself job and the sealer will track on anything you step on if you step in the fresh material.
- Inspect your steps and handrails to be sure they are safe and not deteriorated. If you find that they are in need of repair, following Lead Safe Work Practices, replace the defective components with similar materials. If the repair project is more than you can manage on your own and you feel you need a professional carpenter to do the work, contact our office for a listing of fully insured contractors that have worked in the neighborhood. We at SWPC hope that these tips have been useful and remember that summer is just around the corner. Relax and enjoy the summer in Rochester with your family and friends.

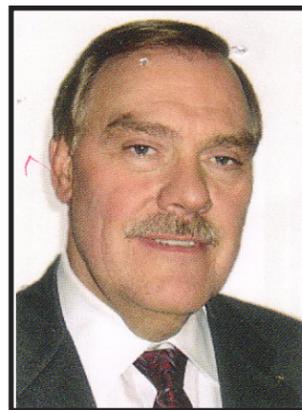
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Day of Caring – May 13, 2010

A Thank You To All Who Gave Of Their Time And Talents

The sites: Nathaniel Square, South Wedge Victory Garden, Marie Daley Park, and an Averill Ave. neighbor's home

The crews: Xerox Corporation volunteers headed by team leaders Adam Clark of Harris, Chesworth, and O'Brien, LLP; Tom Preston of Manfred's Home Maintenance and Repairs; and South Wedge Victory Garden Co-Managers Jim Papanu and Heather Penrose.

The results: Mulched flower beds, new fences, mown lawns, trimmed trees...a more beautiful South Wedge

Thanks to others whose photos we missed: Raymond Britt (Xerox Corp.), Emy Casper (Xerox Corp.), Adam Clark (Harris, Chesworth & O'Brien, LLP), and the blonde nurse playing hooky from her job who did not wish to be photographed. (Photos by Nancy O'Donnell)



The Xerox Crew at Nathaniel Square (back row l-r) Tom Preston, Jason Lammela, Scott Eardman, Mo Suliman, Deidra Crane, (front row l-r) Steve Enos, Laura Piccolo, Bryan Renica



Annette Fantanzo, Xerox Corp.



Ryan Plamer, Xerox Corp.



Mike Harland, Xerox Corp.



Jim Papanu, South Wedge Victory Garden co-manager, took the day off from his job at Leveraging Technology, Inc. to mulch.



Richard Rizzo, Xerox Corp.



Heather Penrose, Victory Garden co-manager



Joe Woo, Xerox Corp.



A spruced-up Nathaniel Square

Clean Sweep – May 22, 2010: Building a Better Neighborhood

This year the City of Rochester's Clean Sweep brought volunteers from all over to the South Wedge for a morning of neighborhood beautifying. Clean up crews gave the South Wedge Victory Garden a face-lift, spruced up Byron Street and South Avenue's Star Alley and added bright flowers and fresh paint.

Many thanks to all who made the South Wedge Clean Sweep a big success!

Photos by Nancy O'Donnell



McQuaid High School students and parent joined SWPC Director Bob Boyd on Bryon Street (l-r) Ralph Hudack, Ryan Hudack, Bob Boyd, Brennan Kelly, Alex Berry, Zach Pearson



Veterans Outreach volunteers at Clean Sweep include (l-r) Josh Guy, Savannah Guy, crew leader Joseph Martinez and son Phillip Martinez, John H. Jackson, Jr.



T.W. Farrell, Veterans Outreach, and Malcolm Misere



South Wedge Victory Garden Clean Sweep (l-r) Maria Fisher; Leonor Nunez; Casmic Reid; Ashlea Barnard, John Marshall H.S. senior; Clement Chung and bricklayer Igor Podzorov, formerly from the Ukraine.



Clean Sweep at SWPC Tianna and Tamara Negrón from Spencerport.



SWPC Board member Cheryl Stevens and crew tidy South Avenue.



Elisha Strickland, Veterans Outreach, joined by Kristina Jones, Danielle Scofield from Rush-Henrietta and Jane Giambone from Brighton.



Crystal Wood and Kessam Prozeller weed Star Alley while Arlen Prozeller oversees the work.



Exchange students Lars Liekmeier (Hannover, Germany) and Milan Mitrovic (Belgrade, Serbia)



Stephen Lennon, from Hilton, gets comfortable weeding Star Alley.



Star Alley volunteers (l-r) Stacey Shannon, Carol Lennon, Clay Lieberman.



Byron Street Clean Sweep (l-r) Melt-em Bayramova, Bob Boyd, Zamira Iskandarova, Aslan Bayramov



Clean Sweep at the SWPC office (l-r) Cheryl Stevens, Jim Papanu, Doug Root, Heather Penrose, Tom Kicior and Dave Halter.



South Wedge Profiles

by Nancy O'Donnell



Sue Gardner Smith (Photo by Nancy O'Donnell)

Sue Gardner Smith

Farmers Market Manager

Sue Gardner Smith grew up in rural upstate New York, the oldest of seven. After high school, Sue studied for a B.A. in English in Utah.

"I've always been fascinated by food, how it's produced, and cooking," said Sue. While living in California, she lived not far from Alice Water's famed restaurant Chez Panisse.

After she married husband Mike Smith the couple planned to settle in London, returning only to their vacation home in Springwater, New York. However, an illness in the family kept them stateside, and they moved to Brighton where they raised daughter Sophie, 19, (now a student at the University of Pittsburgh) and son, Wes, 13, a student at Twelve Corners Middle School.

In 2008, Brighton started a "Color Brighton Green" Task Force that looked for ways the town could be more sustainable.

"They decided that Brighton should have a farm market. I had no qualifications [to run it] except that I liked to eat," laughed Sue. "I had no idea of what I was getting into."

She turned to Chris and Vicki Hartman, founders of the South Wedge Farmers Market for help.

The Brighton Market opened in June 2008. Later she worked at the Long Season Market at Artisan Church on S. Clinton Avenue.

When she was approached about managing SWPC's market, she didn't hesitate.

"I live closer to the South Wedge market than the Brighton market," said Sue. "I shop at the South Wedge Farmers Market. I love the feel of it, the philosophy of sustainability."



Alicia "Lee" Bender (Photo by Nancy O'Donnell)

Alicia "Lee" Bender

Farmers Market Community & Outreach Marketing Coordinator

From the start, Alicia "Lee" Bender's interests have ranged from the political to the poetic to the pastoral.

Growing up in the Rochester suburbs, Lee yearned for urban life. At first Lee's mother would do the driving into the city. "As soon as I could drive, I'd head in," ze* said.

At 15, Lee worked on Representative Louise Slaughter's political campaign. After graduating from Greece Athena High School, ze attended Wells College in Aurora, New York, (Cornell's sister college) where ze majored in creative writing. From there ze went on to several years of landscape work before returning to school to study the environment. "I was interested in ecosystems and how they function, the social

components and the economics behind them."

Lee graduated from Wells in 2008 with a B.A. in Environmental Studies with a concentration in Environmental Biology. Most recently, ze was accepted into the University of Buffalo's law school.

Lee and fiancée Laura McSpadden, a writer at the Empty Closet, moved into the South Wedge last July. When she learned that SWPC was hiring staff for its newly acquired Farmers Market, she immediately contacted the office and was hired as its Community Outreach Coordinator.

"My focus is reaching out to different communities. Education is also important. We'll be working with kids to teach them about [food choices]."

"My main goal is to create a more inclusive market so that any resident in the South Wedge will feel comfortable coming to enjoy themselves, meet their neighbors and get great food."

"In choosing the pronoun "ze" instead of "she or he," Lee explains, ze makes a "linguistic statement that there doesn't have to be a gender split in describing a person. It's a philosophy that helps people embrace the entirety of humanity."

SPRING FIESTA FRITTATA

**Most ingredients available at this year's South Wedge Farmers Market*

1.5 T. olive oil
1 sliced red onion
12 oz. cooked potatoes, cut into wedges or sliced
6 lightly beaten eggs
1 cup feta
2 T. green garlic
6 oz. spinach
Seasonings of choice- rosemary and dill recommended

Heat oil in frying pan and sauté garlic for 2 minutes. Sauté onion for 5 minutes until soft, stirring occasionally. Add potatoes and cook 5 minutes or until golden, stirring occasionally. Cook spinach 3 minutes, stirring occasionally. Preheat broiler to high. Season eggs, pour over sautéed mixture. Sprinkle cheese on top, cook over medium 5-6 minutes until eggs set and the base is light gold. Put in broiler for 3 minutes. Remove when lightly golden.

Eating Local Makes Sense and Saves Cents

By Alicia "Lee" Bender

The thrill of new technologies in American life have caused many to become silent in a vital conversation: the one about food. It is one of the most personal choices we make, and yet we have lost our end of the conversation to the guy who cuts us off mid-sentence. In this case, "that guy" is the industrialized food system.

Most people picture pastoral farms when asked where their food comes from. At this point, this is not the truth unless the food is purchased from local producers; food production has become a impersonalized assembly line. Bemoaning the modern food industry is not the solution to our ignorance about the food we're eating--buying locally-grown foods is.

Increasingly, people vote with their dollars by buying from companies that support their values. Purchasing from local farms at farmers markets, cooperative grocers, and roadside stands sends a strong message to suppliers.

Shopping indiscriminately at the supermarket guarantees that your food is grown far away, perhaps California, Idaho or China.

Most food travels 1,500 miles from the field to your table. Add the oil and gasoline required to fuel machinery and the amount of petroleum required to feed us in the conventional food system and the amount is astounding. The web site 100milediet.com estimates that eating local requires 17 times less fuel than eating food from a nationally provided diet.

Freshness is another consideration. Non-local foods are picked before their peak to prevent spoilage before their long journey; food grown locally is often selected fewer than 24 hours before you see it, ensuring a very fresh, nutritious tomato, egg or head of lettuce.

Many foods also lose nutritional value during shipment: some fruits may lose up to 50% of their vitamins.

Economically, more of the money exchanged for locally grown food remains close to home; treehugger.com estimates that for every dollar spent on food within conventional food systems, a farmer earns 20 cents. At a farmers market, low transportation costs and lack of "middle-men" means that the farmer earns the entire dollar spent. Less is spent in packaging, shipping, and brokering; [your dollar] actually supports the farmer and his/her family. Buying locally-grown food gives us a voice in the supply system. Local farmers at markets are able to hear directly which products their customers need. Think of the contrast with market-driven economies, where a producer creates demand by flooding the market with their choice of product.

It's important to remember that intimacy with our food, body and land is lost in the industrial food process.

Eating local foods allows us to know what practices are used to raise our food. Local farms tend to use more eco-friendly practices and preserve open lands—they are often stewards and caretakers rather than abusers of the land. We come to know the farmers, their families and the land. We can actually smell and touch the soil and food.

Knowing the source of our food gives us a greater appreciation for our life source and helps us make healthier meal choices. Knowing our community, land, food, people, and history instills a sense of pride and unity in community members; from here, we can build healthy, clean neighborhoods and relationships with the life surrounding us.

South Wedge Farmers Market Opening Day Events

By Sue Gardner Smith



South Wedge Farmers Market 2007 (Photo by Robert Hadad)

The South Wedge Farmers Market opens on Thursday, June 3, at 4 p.m. at Boulder Coffee Company, 100 Alexander St. The traditional Lettuce Toss will launch the new season at 4:30 p.m., with South Wedge Planning Committee Executive Director Bob Boyd tossing

the lettuce. The lucky lettuce catcher receives a prize of market treats. Neighborhood clergy plan an interfaith market blessing, and music will be provided by the jazz group, *Affinities*. Special guests from the South Ave., Flint St. and Baden St. Recreation Centers include the Mighty Liberators Color Guard and the Double Dutch Sensations who will perform their precision routines. Expect special activities for kids, too.

Shoppers can buy peas, asparagus, lettuce and other salad greens, spinach, chard, radishes. New vendors this year include

Phil Munson of Gale-Wyn Farm in Canandaigua who will bring vegetables and perhaps some of the first strawberries of the season. Tim Koegel of Windy Ridge Natural Farms in Alfred brings certified organic chicken and eggs, and Jerod Thurber of Leonard Oakes Estate Winery in Lyndonville adds wines, alcoholic ciders, and sparkling cherry wine to the market. Marty Schutt, Schutt's Apple Mill, in Webster will sell apples, cider, and his famous fried cakes. Later in the season, we'll be joined by Keith Myers of Flour City Bakers.

This year, Market will host a monthly food drive to support the Food Ministry at Calvary St. Andrews Presbyterian Church on Ashland Street. (Every Tuesday, volunteers there distribute food at the church to people in need.) On the last Thursday of every month, donations of food and/or money will be accepted to help support the church's food cupboard. The first drive will be held on June 24.

A new feature on Opening Day is the Market Shuttle. Each Thursday, a shuttle bus will pick up customers at the Hamilton Apartments, South View

Towers, and Pinnacle Place Apartments, take them to the market, and return them home when they are done shopping. The free shuttle is wheelchair-accessible and offers an easy, convenient way to enjoy door-to-door shopping for our high rise neighbors.

Shuttle Schedule

Shuttle pick-ups start at Southview Towers at 4 p.m., travel to Pinnacle Place at 4:30 p.m., and on the Hamilton Apartments at 5 p.m. Return trips from the market will be continuous from the drop-off location at the market.

South Wedge Farmers Market Meet our Vendors...

By Sue Gardner Smith



Jake Lagoner (Photo courtesy of Lagoner Farm)



Pat and Jim Sharpless, Organic Matters Farm (Photo courtesy of Organic Matters Farm)



Happy Cows (Photo courtesy of Sweet Grass Meats Farm)

Jake Lagoner Lagoner Farms Williamson, NY

For over 100 years, the Lagoner family has been farming in Williamson, NY, not far from the shores of Lake Ontario. The lake cools the summer breezes and softens winter's harshness to create ideal growing conditions for apples and other fruits. The Lagoners have created a thriving family farm in that welcoming climate.

Now covering 150 acres, the farm has been nurtured by five generations of Lagoners, with Jake now farming the same land his great-great grandparents, Anthony and Jennie, purchased in 1909. Jake and wife Mitzi recently welcomed baby Isabella to the family, so hopefully there will be Lagoners farming in Williamson for a very long time.

Jake and his family grow a delicious variety of fruits, starting with the first strawberries of June. Raspberries, blackberries, cherries, peaches, plums and nectarines also thrive. Pears and a wide variety of apples finish the harvest. The farm also produces tomatoes, squash, pumpkins, peppers, and eggplant.

The farm practices Integrated Pest Management techniques, which is a method that allows farmers to minimize the amount of pesticides used on crops.

Mitzi oversees a bakery that produces pies, pastries, and jams which are made from their fruit. Those treats will be available at the Lagoners' tent at the South Wedge Farmers Market. Because of the size of the farm, the couple always brings a wonderful selection and variety of foods to the market, and they offer great value.

You can also visit Lagoner Farms at 6895 Lake Road, Williamson, where they have a farm market and a pick-your-own operation. Lagoner Farm also sells at several area farmers markets. For more information, visit www.lagonerfarms.com.

Jim and Pat Sharpless Organic Matters Farm, Lyons, NY

Jim and Pat Sharpless are living the life a lot of people may fantasize about—trading the corporate rat-race for a farm in the country.

Jim and Pat lived in southern New Jersey, where they both worked as computer software engineers. They met an organic farmer living nearby who started a CSA (community supported agriculture farm). Pat joined the CSA, and worked on the farm in exchange for food grown there. They decided to give up their jobs and make their living as farmers.

They first explored farms in Vermont. After a camping trip to Letchworth Park, they started farm-hunting in the greater Rochester area.

The fantasy picks up here—they found an old abandoned farm in Lyons, surrounded by beautiful views of the drumlins or glacial hills so characteristic of Wayne County. The farm was blessed with good soil and Organic Matters went from dream to reality.

Today their farm consists of 62 acres, 40 of which are tillable; the remaining acres are covered with hardwood and spruce forests on two of those scenic drumlins. Jim and Pat live in the old farmhouse which, along with a big old barn, was built in 1870.

In 2000, they became certified organic through the Northeast Organic Farming Association (NOFA-NY). They now grow their certified organic vegetables on 3-6 acres of the farm, plus hay on 20 acres and wheat on 8. They grow a wide range of crops, including greens, carrots, beans, tomatoes, peppers, squash, and watermelons, including red, orange, and yellow-flesh varieties. They enjoy trying out unusual varieties of vegetables, and customers can usually find something new at the Organic Matters booth. Because they are certified organic, Jim and Pat build their soil through crop rotation, fallowing, and the use of cover crops. This process is very labor intensive—lots of hand weeding, hoeing, hand watering, and hand-picking of insects. So, when you buy a bunch of asparagus or a tiny yellow-fleshed watermelon, you'll know it has received lots of personal attention from Jim and Pat.

Leith MacKenzie Sweet Grass Meats Farm, Naples, NY

A growing number of consumers are choosing to buy meat only from farms that care for their animals in a humane and sustainable manner. Leith MacKenzie raises well-treated animals on Sweet Grass Meats Farm. His cattle and sheep are 100% grass-fed on 300-acres of grassy fields, south of Naples in the bucolic rolling hills of Italy Valley.

Leith grew up in the Valley, where his parents raised cattle and still live. After attending college in North Carolina and working on a farm there, he worked on several western ranches. He and his wife Sasha eventually returned to Italy Valley to establish their own Sweet Grass Meats Farm.

Leith is currently raising 200 sheep and 40-50 cows. During the growing season and well into the winter, the animals are rotated almost daily to provide them with fresh grass and to precisely manage the growth of the grass to assure the best possible nutrition for the animals. This rotation requires that the portable fencing system that encloses the animals be moved. This past year he was able to "winter graze" the sheep until the beginning of February and the cattle to the beginning of January. At that point he began offering the animals hay that he either grew himself or purchased nearby.

In addition to selling beef and pork at the South Wedge Farmers Market, Leith sells meat through a buying club, with frequent deliveries to Rochester.

Most meat available today comes from animals that are raised in huge factory farms. Animals are confined in tiny spaces and fed grain, which is cheap and makes them grow fast, but which is not a healthy diet, leading to heavy antibiotic and hormone use. Factory farms produce stressed and ill-treated animals, polluted environments, and less nutritious meats. Allowing animals to graze on grass provides their natural diet in a far more humane living environment.

It's hard to imagine a more beautiful setting for animals to graze, or a farmer who is more committed to the well-being of his cattle and sheep than Leith MacKenzie.

2010 SW Farmers Market Vendors

Old favorites and new to the market...
for your shopping enjoyment

Biscotti for Everybotti
Rochester
Biscotti from organic, natural and local ingredients

Bloomfield Honey Farm
Bloomfield
Raw and creamed honey and other honey products

Chicory Blue Gardens
Spencerport
Fresh-cut flowers and herbs

Clearview Farm
Palmyra
Certified organic vegetables, herbs, eggs

Donovan Orchards
Rochester and Barker Plums,
Asian pears, certified organic and conventional apples

East Hill Farm
Middlesex
Vegetables and fruit

Fingerlakes Family Farms
Aurora
Milk, yogurt, cheese

Flour City Bakers
Rochester
Baked goods

Fraser's Garlic Farm
Churchville
Certified organic vegetables

Freshwise Farm
Penfield
Hydroponic and field-grown vegetables

Gale-Wyn Farm
Canandaigua
Vegetables, fruit, herbs, flowers

Honeyhill Farm
Livonia
Certified organic chicken and vegetables

Lagoner Farms
Williamson
Vegetables, fruit, jam, pies

Leonard Oakes Estate Winery
Lyndonville
Wines and alcoholic ciders

Lighthouse Gardens
Honeoye Falls
Herb and vegetable plants, annuals, perennials

Little Bakery
Rochester
Baked goods, organic flours

Martha Jane's
Geneseo
Vegetables, English muffins

Organic Matters Farm
Lyons
Certified organic vegetables

Raindance Harvest Farm
Webster
Vegetables

Rochester Roots
Rochester
Vegetables

Salamone Fresh Pasta
Rochester
Fresh pasta and sauces

Schutt's Apple Mill
Webster
Apples, cider, peaches, friedcakes

Seven Bridges Farm
Lima
Beef, pork, chicken, eggs

Small World Bakery
Rochester
Baked goods, granola, sauerkraut, kim chi, hot sauce, local flour

Sweet Grass Meats
Naples
Grass-fed beef and lam, pork

Tripleberry Farm
Kendall
Blueberries, blackberries, jam, fudge

Windy Ridge Natural Farms
Alfred
Certified organic chicken and eggs

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South Wedge Victory Garden

By Jim Papapanu & Heather Penrose
Victory Garden Managers

An earlier and warmer than usual spring has been a welcome respite from Rochester's traditionally prolonged winters. Trees are outfitted in brand new verdant garb, and flowers are blooming everywhere.

While all may seem quiet at the South Wedge Victory Garden at 122 Hamilton Street, behind the scenes there's a whirlwind of activity taking place.

Applications have been processed, and participants are being introduced to a short set of simple Victory Garden ground rules. Beyond this, a number of events will soon be bringing the garden itself back to life for the 2010 growing season.

On May 13, United Way's Day of Caring volunteers performed work necessary to ready the Victory Garden for use by this season's gardeners.

They covered the grounds of the garden with a fresh layer of mulch. Volunteers also added new compost to the existing garden beds. This will help ensure that each gardener has well prepared soil that is rich in nutrients and organic matter.

This year, the garden will be expanded to add a few additional 4' x 8' raised beds beyond the 27 existing plots. Once this work is completed, the Victory Garden will officially be open for the growing season and this year's gardeners will begin planting their vegetables!

City of Rochester Clean Sweep volunteer workers enlivened the garden's Hamilton Street façade. The garden's fence and its arbor were dressed up with a coat of paint. Annual flowers were planted to add a splash of color in the beds between the sidewalk and the fence. SWPC Coordinator and

potter Eileen Thomas is contributing a ceramic sign for the Victory Garden that will hang from the arbor to crown the garden's welcoming front walkway.

One of the objectives of the South Wedge Victory Garden is to help foster a sense of community. To accomplish this, gardeners this season will use online social media and other forums to discuss issues and interests. Providing this opportunity for discussion between gardeners will allow the exchange of vegetable growing tips, tricks, experience, and a chance to get answer to questions like "How did my neighbor grow those amazing heirloom tomatoes?" Gardeners will also work together on the garden's general upkeep during the season. If there is sufficient interest, a harvest season potluck lunch or dinner celebration may also be held, bringing folks together to share the fruits of their growing labors.

With all of these exciting activities happening, the only puzzle piece left to fall into place is for nature to provide a summer full of sunshine and warmth to nurture our vegetables. Aside from that lone unknown, 2010 is already poised to be an excellent season for the community gardeners working the land at the South Wedge Victory Garden!



Papapanu-Penrose Plot in 2009 (Photo by Bob Boyd)

BOULDERFEST IS BACK!

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Boulderfest 2010 brings another fabulous free festival - the best bands and the first local Etsy Fair - to the South Wedge

JULY 16, 17, 18

Boulder Coffee Company, 100 Alexander Street
Fri., 4-7 p.m., Sat. and Sun. 2- 8 p.m.

Friday, July 16

Makyo Star, These Electric Lives, Bacci, Josh Netsky, The Instruments Band, Teagan & the Tweeds

Saturday, July 17

Edge of Jupiter, Roots Collider, One World Tribe, John Brown's Body, Who Took These Pictures?, Angelo Rose, Mikey Jukebox, The Demos

Sunday, July 18

The Absolutes, Nick Young & the Burning Daylight, Buddhahood, The Deep Blue Dream, Pia Mater, Slowlight, The Moho Collective

For more info, visit <http://festival.bouldercoffeeco.com/>.

Vendors who want to join in the Etsy Fair, contact Jenna8989@yahoo.com.

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Attention Local Crafters & Artists

Please join
The South Wedge Planning Committee (SWPC)

Wedgestock 2010 Artist Fair*

South Avenue, from Gregory to Hickory Street

August 21, 2010, 11 a.m. – 5 p.m.

Wedgestock 2010, not your ordinary annual meeting, brings the community together each year to celebrate the uniqueness of the South Wedge. Wedgestock 2010 is shaping up to be bigger and better than ever, and we want you to join in the fun.

Local artists and crafters, collect your best in show, and bring them to exhibit and sell.

For more information, contact Angela Clark-Taylor at a.clark-taylor@hotmail.com for an application or pick one up at the SWPC office, 224 Mt. Hope Avenue (at the corner of Hamilton Street). Application, contract and check must be received no later than July 1, 2010.

*At least 85% of your crafts must be handmade items. No more than 15% of your display is allowed to contain mass-produced or "buy-sell" items. Show goes on RAIN or SHINE. No refunds of registration fee will be given after August 1, 2010. Your confirmation and additional details about the show will be mailed in July.

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South Wedge Prof Joins Fight Against Human Trafficking

By Nancy O'Donnell



Bill Livermore, executive director of the Somaly Mam Foundation; Angelique Stevens, MCC assistant professor; Somaly Mam, author and activist, are joined by Holocaust, Genocide, and Human Rights Project Student President Megan Scott, Pamela Allyn and Brandilea Trescott, student vice presidents (Photo by Christine Plumeri)

Angelique Stevens, South Wedge resident and Monroe Community College Assistant Professor of English, introduced the horrors of international sex trafficking to the Rochester community.

Somaly Mam, activist and author, was sold to a brothel as a child in Cambodia, escaped as a teenager and began her own war against sex trafficking. Now recognized around the world, Mam has rescued some 5,000 young girls from sexual slavery. Through her foundation, she shelters, educates and gives medical treatment to sex slaves some as young as five. She recently published a memoir, *Road to Lost Innocence*.

Stevens and MCC's Holocaust, Genocide and Human Rights Project, along with other academic departments, invited Mam during an April 7 evening event as part of the fourth "Voices of Vigilance" program. The program focuses on current human rights issues and invites the public to the college campus.

"This year the students created an entire program around her arrival," said Stevens in an e-mail after the event. "[The students] showed the movie, *Holly* [a fictional depiction of the life of a child prostitute] on campus, held a Day of Silence to raise money for the Somaly Mam Foundation, and they encouraged faculty to teach her text in their courses."

The student group raised \$1,000 and presented it to Mam that evening.

"When I read her book, I was so inspired by her story

that I decided to go to Cambodia over the summer to volunteer at her organization," says Stevens. "She makes me believe that ordinary people can do extraordinary things. I want to be closer to that for a little while, maybe some of it will rub off on me."

Stevens recounted Mam's powerful message. "[Mam] said that it's not the rape that bothers her the most, or the beatings, or the slavery she experienced. What bothers her most is the silence. She experienced so much brutality before she escaped the sex slave trade, you would expect her to run as far from it as she can, but she doesn't. Instead, she speaks out. She puts her life at risk to save very young children sold into brothels. Her voice is heard all over the world, yet it's still not loud enough in a system where millions of children are sold into sex slavery every year. My [own] voice seems to be a simple thing to give."

Stevens reports that while she originally planned to make a "personal trip" to Cambodia this summer, she's received an enormous response from the MCC community after Mam's visit. She's now writing a proposal to work with Mam's organization.

"I believe humanitarianism is infectious and making those kind of connections with our students can only make the world a better place," adds Stevens.

To learn more about the Somaly Mam Foundation, visit <http://www.somaly.org/>.

June/July Programs at the Highland Branch Library

Summer Reading for Children

July 6-August 20
Pick up your special calendar pages to help keep track of how much you read or are read to. We'll have small prizes to reward your progress. Ages 3-9

Books in the Park

Wednesday mornings at 11:30, July 7 - August 11 (weather permitting)
Join us for stories, songs, puppets and more. Bring a blanket to sit on. We'll meet near the poet's garden, across from the Conservatory on Reservoir Ave. Ages 2-6. If weather is questionable, call Alexandra at 428-8227 to confirm.

Rubber Stamping

Tuesday, July 13, 2:00
Create a card, a picture to hang up, or a gift to give. We'll have lots of colorful paper and stamps so you can create your very own piece of art to take

home.
Ages 5 and up *Please register

Magic! Magic! Magic!

Thursday, July 15, 2:00
Steve Ingraham, a professional magician, will amaze you with his magic tricks. Ages 5 and up *Please register

Book Discussion

Monday, July 19, 5:30
Do you know Claire and Jamie Fraser? If your answer is yes, please join those of us who are anxiously awaiting Diana Gabaldon's next book. We will share thoughts about her work. All ages *Please register

This Rocks!

Tuesday, July 20, 2:00
Bring in 2 or 3 small round rocks and transform them into PET ROCKS! Let your imagination go wild as you paint your creation. Ages 6 and up *Please register

Dogs in the Library?

Thursday, July 22, 2:00
Do you like dogs? Come meet a group of mellow therapy dogs from Strong Pets. You can even sit down and read to one of them! Ages 5 and up *Please register.

Book It!

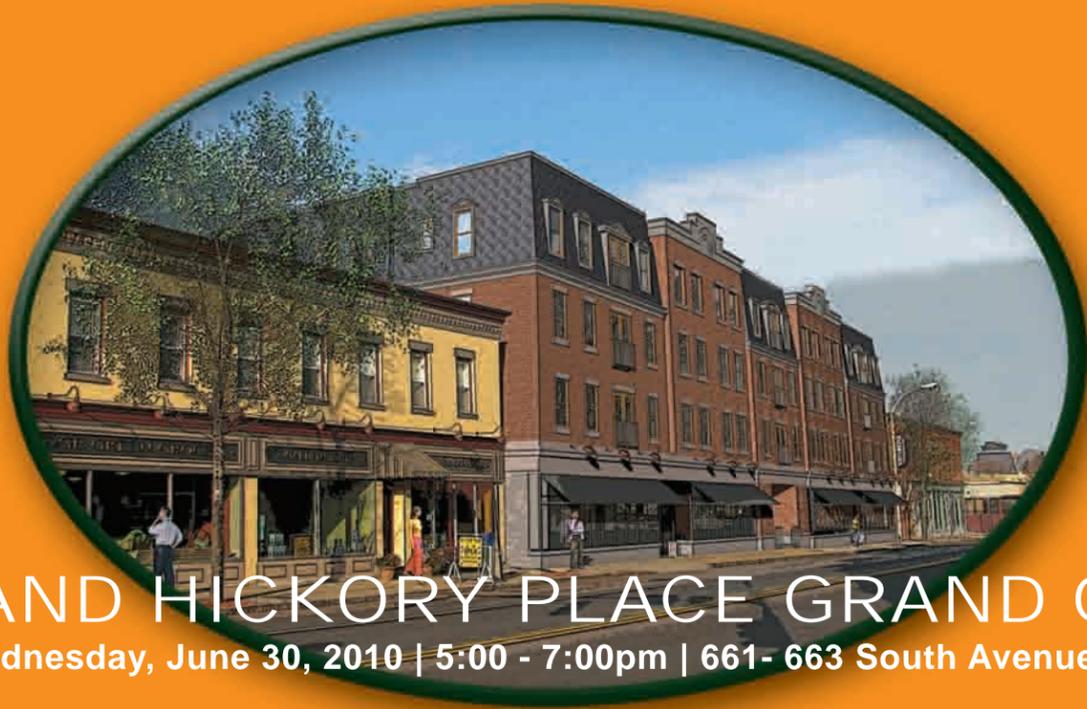
Tuesday, July 27, 2:00
Make your own journal, book, photo album, or diary. We'll show you ways to make some unusual books. Ages 7 and up *Please register.

Splash!

Thursday, July 29, 2:00
Leap into the world of frogs! We'll experiment with water and do some related crafts. Meet in Highland Park in front of the conservatory. Parent or guardian must attend. In case of rain, we'll meet at the library. Ages 5 and up *Please register.

Highland Branch Library 971 South Ave. 428.8206

Wedgestock 2010 - Aug 21 - South Ave.



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and

Saturdays
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For more information,
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