



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

## Glover's Barber Shop Celebrates 20 years

By Erskine Glover



Glover's Barber Shop (l-r) David Reese, Lamar Marshall and Ronnie Glover, (seated) Craig Glover. (Photo by Bob Boyd)

As the revitalization of the South Wedge business community continues to evolve into a 21st century hub for progressive and sophisticated retail operations, Glover's Barber Shop has become one of the pillars of the business community that embodies the rich spirit and soul of the South Wedge.

We recently celebrated our 20th year as the first African-American Barber Shop in the South Wedge on September 4, inviting the community, clients and other Rochester residents for a party at 700 South Avenue, a short distance from our former location.

Our new shop is in a historic building formerly housing the Fine Arts Theater [see more about the building in Business Buzz on page 6].

Glover's Barber Shop has never compromised its business principles. Our clients will

immediately appreciate that we have modernized our amenities, and that we are still dedicated to providing services that are world class.

Glover's Barber Shop is proud of its staff: Master Barber Ronnie Glover oversees daily operation and works with two exceptionally talented barbers: David Reese and Lamar Marshall.

They are two of Rochester's premier barbers, and Glover's has been fortunate to have them both intertwine their talents with the philosophy of the business. The entire staff is well-versed in making sure that a client's barbering experience is a productive investment of their time and money.

At any moment of the day, you can find yourself sitting next to Xerox business executives, clergymen from prominent local churches, school board personnel, authors, a radio-show host or retired men and women from the Rochester Metro area. We are truly a reflection of the community. We service all people, and everyone who sits in one of our chairs is treated as if he is the CEO of a Fortune 500 company. While a haircut may be the ultimate goal of one's visit, we guarantee that it will be a memorable experience that keeps you returning to this great gem within the South Wedge.

Glover's Barber Shop, 700 South Avenue, 244-8928. Hours: Tuesday - Friday, 11 a.m. - 6 p.m., Saturdays 8 a.m. - 6 p.m.

## 5,000+ Attend WedgeStock 2010

By Bob Boyd

On Saturday, August 21, over 5,000 residents and visitors descended on South Avenue to celebrate WedgeStock 2010. The street festival celebrated the South Wedge in all of its glory. The day started with over 50 pets—big dogs, small dogs, a cat, a guinea pig and chickens—parading with their owners through the neighborhood. Children romped in a bounce house, made hula hoops and engaged in fun activities just for them.

A variety of music entertained the crowd from morning to night. Live music was provided by JAVA, Serena Young, Gabe Condon, Jet Black Berries, the Electro Kings, Steve Grills and the Road Masters, Lobster Quadrille, with Velvetten Fox closing out the night. DJ's Rob Morley, Jon Herbert, Dynamic Tim Ellis and Dangler provided music in between stage changes.

People enjoyed a variety of great food and beer while they

listened to the music. Artists displayed some unique pieces of art; people shopped, ate and drank at our local businesses. Many community groups attended, providing information to help make people's lives better.

The crowd was uniquely South Wedge – people didn't race through, they visited with old and new friends. There was energy and excitement in the crowd. It was not your usual Rochester festival.

Everyone—businesses, residents and visitors—agreed it was a great success. Nancy Sawyer Molina (Coffee Connection): "WedgeStock was fun, fabulous, and we made a lot of money." Resident Anne Burke: "While the large festivals are great; smaller neighborhood festivals can be a fun experience. WedgeStock closed off a few blocks along South Avenue, had interesting vendors as well as shops and great music venues ranging

from gospel, blues, rock and swing. The crowds were great. Parking was free, close and easy. I live in the Wedge and was able to walk there and went multiple times. My college-age sons and their friends enjoyed it, too." Geri Ann Machado e-mailed her praise about WedgeStock: "WOW!!!! That [was] super great...What a wonderful turn out...all of your planning and hard work well paid off. Great job; you can be proud!"

The event generated an estimated \$100,000 in incremental revenue for the vendors and local business. The South Wedge Planning Committee raised about \$20,000 in sponsorships, vendor fees and contributions. We also spent about \$20,000 to bring the festival to the Rochester community. (Marketing, security, stage and sound and the bands made up the bulk of costs). So while we didn't make a profit, the community profited through increased community awareness, stronger neighbor relationships and added revenue for local businesses. It all worked together in building the South Wedge, a diverse, historically significant, and commercially viable urban village.

Mark your calendar in caps! WEDGESTOCK 2011, SATURDAY, AUGUST 20



The crowds increased with every hour (Photo by Amber Bissinger)

## Attention First-Time Home-Buyers

SWPC is now marketing homes that have been rehabilitated through the HOME ROCHESTER program. These homes all have new roofs, windows, heating, plumbing and electrical systems, new bathrooms, kitchens, counters, cabinets, flooring and much more.

The Greater Rochester Housing Development Fund recently featured two SWPC-renovated homes in their "Home Sweet Home," 2010 Annual Report. The cover photo featured first-time home buyers in front of their Nelson Street home. An article celebrating the 500th house renovated by the spring of 2010 depicts a Rosedale Street

home SWPC renovated.

Homes currently available for first-time home-buyers are located on:

- 7 Pappert Place
- 104 Alameda Street
- 95 Clay Avenue
- 820 Genesee Park Blvd.

If interested, please call George Lorson at SWPC, 256-1740, x 101 for further details.



HUD-934.3 (1-80)



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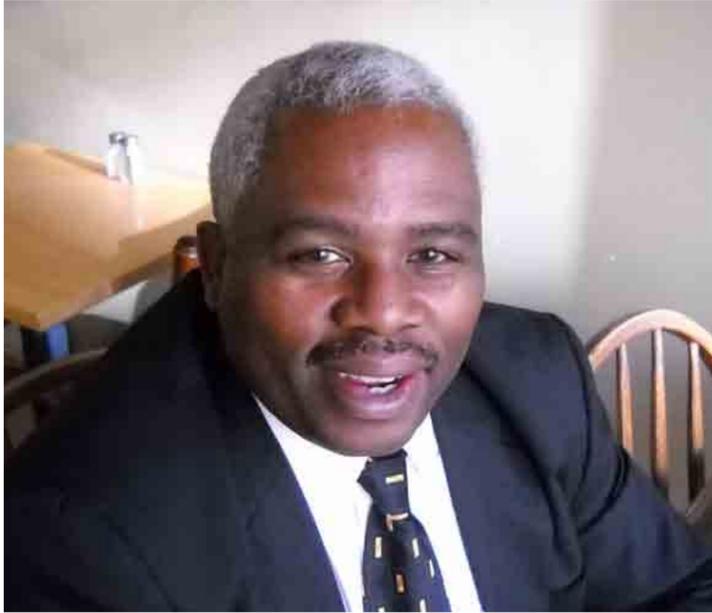
## Erie Harbor

Some neighbors are very concerned about Erie Harbor on Mount Hope Avenue. SWPC still has a number of concerns about the project. We are concerned about: the color scheme, the material being used, the elimination of the balconies and that overall it looks too commercial. We want the complex to be more "stately" and less "cartoonish." We have provided our comments to the City of Rochester and the developer.

You can find the most factual and up-to-date information about the next steps of the project at the City of Rochester website <http://www.cityofrochester.gov/article.aspx?id=8589944103>. To read The Wedge Newspaper's most recent information about Erie Harbor, visit [www.swpc.org/archives](http://www.swpc.org/archives), October-November 2008 issue ([www.swpc.org/uploads/theWedge/2008/TheWedgeOctober2008.pdf](http://www.swpc.org/uploads/theWedge/2008/TheWedgeOctober2008.pdf)).

# Star of the Wedge - Frank Logan

by Nancy O'Donnell



Frank Logan (Photo by Nancy O'Donnell)

Growing up in Providence, Rhode Island, Frank Logan had two loves: art and sports. "You couldn't pin me down," said Logan. "I was a little quirky."

Logan blended the best of both worlds when he applied to Alfred University for its ceramic arts program and Division III football team. However, after driving eight hours from Rhode Island, he wasn't so sure about his choice. "I look out the window, and I see cows on one side of a hill. It was such a rural area, such a culture shock."

He decided to attend the University of Rhode Island and headed back to Alfred the following year.

"I studied metal sculpture, and big outdoor sculpture," said Logan, who earned a B.F.A. in 1977.

While there, he met his wife Anne Burke, and they soon became inseparable. "We were very young, just out of school, and we decided this was it." The couple were married on October 22, 1983 at the South Avenue Baptist Church (now the Greek Orthodox Church of the Holy Spirit.)

After graduation, the couple moved to a small apartment on Meigs Street. Logan opened an art studio on South Avenue, sharing the space with another artist while Anne began working at Xerox as a computer analyst.

When they decided to buy

a house, a realtor suggested the South Wedge.

At first, the Logans weren't interested, "the area was pretty sketchy," but they changed their minds when the couple bought a four-family home in 1979 on Comfort Street.

"We renovated it apartment by apartment," said Logan. "Did everything by trial and error. By the time we got to the third apartment, we were pretty good at it." Later, the two would buy an old Victorian house, built in 1870, across the street.

Soon he was supplementing their income with a variety of jobs: from teaching Industrial Arts at area high schools to bartending.

As his interest in business grew, Logan partnered with a friend and opened an interior plant maintenance and full service flower shop on Monroe Avenue called Greens & Things. Within a few years, the company was taking care of plants for Strong, RIT, Xerox and Chase Banks. During this time, he was named to Alfred University's Sports Hall of Fame.

When that business ended, Logan took time off to think about his next career plan. In 1999, he began working as an account executive for CBS Radio, in Rochester. By 2004, he'd received CBS's Presidential Award, recognizing him as one of their top 40 salespersons nationally.

As his "nest emptied," with sons Bryant, majoring in international studies at Fordham, and Evan, majoring in economics at the University of Rochester, Logan decided he had more time for the community.

"My perception as a 30-year-resident was that SWPC did great things and a lot of neighbors didn't know about it. I wanted to strengthen the connection," Logan said. He was elected to the SWPC board in 2008 and began serving on its Marketing Committee.

"I felt that WedgeStock could be bigger and more connected. When [planning began], it was suggested that we look to move it to the main business district. I knew I could help impact this and make it a reality."

Logan combined his skills in sales, marketing and media, and as a neighbor, to make WedgeStock 2010 SWPC's most successful fund raiser on record. "Over 5,000 people attended and had a great time. WedgeStock didn't just happen. It took a lot of hard work by SWPC members and many neighbors who volunteered. Look at the result. The image of the South Wedge was elevated regionally," said Logan, who imagines next year's event to be even bigger. "I'm looking forward to WedgeStock 2011 and my role as co-chair."

Logan remains one of the South Wedge's biggest promoters. "We have so much going for us—a very active and engaged business association, BASWA. We have SWPC, many existing block clubs and new ones are forming. I urge people to get involved. It's fun, and you will make a difference in your community."

"I'm a fan. I'm always talking about the South Wedge," said Logan. "I tell people if you want to move here, you better get in touch with a realtor who has an in. Houses are not on the market long."

"I love being able to sit in my backyard and see the downtown skyline. It's a little neighborhood. I can hear crickets at night. I have these pine trees and a big grapevine. I love hearing the background sounds of the city. It's kind of reassuring to me."

# Letters to the Editor

## A Call for Dialogue on Erie Harbor

Why are South Wedge neighbors upset about the planned Erie Harbor development? One reason I have identified is that many local residents are not comfortable with the visual design. Everyone has different aesthetic values and "likes" different things. It is true, the design is very different from the rest of the historic architecture in the South Wedge, but is not diversity and tolerance of these differences the

*continued on page 5*

# Stump the Wedge

## Oscar R. Pedroso, Executive Director of Cross Currents Minority Rowing, writes: I recently read *The Wedge* article on 'Stumping the Wedge' and had a question for your team to answer.

*I am in my 20's, and I have a business idea that I would like to start in Rochester, particularly in the South Wedge. I would eventually take this business idea national. What resources are there for local entrepreneurs in the Wedge? Who would we speak to about zoning policies and what committee on the South Wedge committee would we most likely contact? Does the South Wedge welcome entrepreneurs with an itch to create something innovative?*

*Apologies for the multiple questions but I am very interested*

*continued on page 6*

**Correction: The "Heart of the City" column (August/September 2010) incorrectly identified Rubino's new co-owner, Tommy Plantone, as the founder of AMD Business Brokers. AMD was originally founded by John Cline. In addition, store hours should have been listed as Mon.-Fri. 8:30 a.m.-8:00 p.m. and Sat.-Sun. 12:00 p.m.-6:00 p.m. We apologize for the error.**



Community Partner



OFFICIAL NEWSPAPER OF THE SOUTH WEDGE  
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.

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 off 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, please 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  
Oct. 15

## The South Wedge Planning Committee, Inc. October and November Community Calendar

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

### SWPC Board Meeting:

tzwahlen@frontiernet.net  
Thursday, Oct. 14, 6 p.m.  
Thursday, Nov. 11, 6 p.m.

### SWPC Executive Team:

tzwahlen@frontiernet.net  
Thursday, Oct. 7, 6 p.m.  
Thursday, Nov. 4, 6 p.m.

### Commercial & Economic Development:

chris@historichouseparts.com  
Tuesday, Oct. 12, 6:00 p.m.  
Tuesday, Nov. 9, 6:00 p.m.

### Community Engagement:

(Neighbors & Block Clubs)  
a.clark-taylor@hotmail.com  
Monday, Oct. 18, 6:00 p.m.  
Monday, Nov. 15, 6:00 p.m.  
Meets at Beale Street Cafe

### Finance Team:

tsciarabba@hotmail.com  
Tuesday, Oct. 12, 12:30 p.m.  
Tuesday, Nov. 9, 12:30 p.m.

### Housing & Structures:

tomkiciorjr@gmail.com  
Wednesday, Oct. 6, 5:30 p.m.  
Wednesday, Nov. 3, 5:30 p.m.

### Marketing and Membership Committee:

flogan@rochester.rr.com  
rachel@madebyrachel.com  
Tuesday, Oct. 12, 5 p.m.  
Tuesday, Nov. 9, 5 p.m.

### South Wedge Farmers Market Advisory Committee:

swfarmersmarket@gmail.com  
Tuesday, Oct. 5, 6 p.m.  
Tuesday, Nov. 2, 6 p.m.

### BASWA (Business Association of the South Wedge Area):

chris@historichouseparts.com  
(Visit baswa.org for locations):  
Wednesday, Oct. 13, 6 p.m.  
Wednesday, Nov. 10, 6 p.m.

by Nancy O'Donnell



Pastor Rosetta G. Coker preaches the good news (Photo by Nancy O'Donnell)

## Pastor Coker Carries the Word in the Wedge

Pastor Rosetta G. Coker entered the doors of the Emmanuel Church of Jesus Apostolic in 1978 looking to enrich a faith that grew out of a "born again" experience on August 10, 1971. Thirty-two years later, she heads the flock of "saints and friends" as the church's pastor in the small brick church that sits next to the German House on Gregory Street.

Coker was raised on her family's farm in Florida, near Jacksonville and Highway 10.

"We grew a variety of things: cotton, peanuts, watermelon and some tobacco," said Pastor Coker. "My father didn't want the kids to smoke, and there was too much arguing and fussing [about the selling price], so he discontinued growing tobacco."

She grew up in pre-Civil Rights Florida and went to both elementary and high school in Tampa.

"I had no prejudice in my heart, and I didn't feel hated," said Pastor Coker. "I met everyone as a person, as another human being."

Pastor Coker moved to Rochester in 1957 to live with an aunt and went to a Baptist Church. "I needed more," she said.

When she discovered Emmanuel Church, then located on Exchange Street, she found what she was looking for. "I was filled up with the Holy Spirit, and I had this zeal. I wanted this little church to bring the gifts from God that I'd received."

Within a few years, she was deeply involved in the church, helping Elder Rudolph Smith to raise funds needed to buy a building.

"We'd walk up and down Plymouth Avenue and sell dinners--potato salad, string beans and fried chicken--for \$3.00," she said. "Before long we had \$5,000."

Pastor Coker rose in the church's hierarchy, serving as "evangelist, elder and assistant pastor." During this time, she and her husband, Martin, suffered great losses: a son, John Harold, was killed in Viet Nam, and nine-year-old daughter Alona died.

When Emmanuel's Pastor passed away, the congregation knew Pastor Coker would lead them despite the misgiving of one or two men who weren't sure about women preaching.

"I told them I have to do what the Lord told me to do,"

said Pastor Coker. "Didn't He know I was a woman before He called me to service?"

She was installed as Pastor on October 18, 1993.

Along with worship services and Bible Studies, Emmanuel Church runs a Ministry Outreach food pantry for the hungry four days a week. Pastor Coker and Church Secretary Lellean Jones hope to expand this service. This Thanksgiving, the church will hold its annual Community Thanksgiving Dinner the Sunday before Thanksgiving.

Pastor Coker's church is known beyond the South Wedge. Its services are taped and replayed on RCTV Community Access station Channel 15.

"I spread the gospel by way of TV," said Pastor Coker. "We won an award in 2009 for best producer for 'outstanding efforts to produce faith-based television programming' in Rochester."

Pastor Coker would love to see more of her neighbors sitting in the pews.

"Drop by anytime," said Pastor Coker.

Emmanuel Church of Jesus, 295 Gregory Street, 244-6253 or 328-7101. For more information, contact Church Secretary/Program Coordinator Evangelist Lellean Jones at ljones9322@yahoo.com.



Jarred Foster, Nicole Bundrock, Chris Heath, Krist Keiser (Photo by Nancy O'Donnell)

## South Wedge Resident Excels in Bike Polo

When South Wedge resident Jarred Foster mentioned he played polo, visions of royalty atop glossy steeds flying across green manicured lawns came to mind. However, when Foster, joined by Swillburg residents Nicole Bundrock and Krist Keiser and Chris Heath start playing, there's not a pony in sight.

Each Sunday, they and sometimes up to 12 other members of "Flour City Hard Court," converge on School #1's blacktop for a civilized game of bike polo.

Keiser says the game comes

originated in 19th century India. "The British gave the ruling family bikes to use to play polo. They thought it was low brow."

"It's closer to hockey. It's very physical," said Keiser, who said that Foster has suffered two concussions (so far) in playing the game over the years.

"When I play, I play to win," said Foster. "I try to play as intensely as possible to make it fun."

The group held the first Flour City Invitational in August, "the biggest in upstate New York," said Keiser. Players came from as far away as Australia. With bike companies providing prizes, the first prize winner won a "Pake Frame" while another won "a golden mallet."

It was a great success even though the group had to move the venue the morning of the event. An Exchange Street church cancelled because the barrier pallets the organizers installed for the game and the stuffed pony mascot they placed on the sidelines looked "Satanic" to church officials. (It's funny now, said Keiser.)

Bike polo players range in age 25-30 years old said Keiser. If you want to catch a game, the group plays most Sundays at 6 p.m. at School #1 at the base of Cobbs Hill. They've even been known to shovel the parking lot for a game.



Chris Stevens, Pete Saxe, Tracey Saville (Photo by Nancy O'Donnell)

## South Wedge Says Goodbye to NSC Leader

On August 19, South Avenue's Star Alley was packed with sad well-wishers from around the community who came to say goodbye to Pete Saxe, City of Rochester Net/NSC Administrator in the area for eight years. Saxe transferred within the city government and now replaces NSC Administrator Jose Cruz in the northwest.

In a later phone interview, Saxe expressed his delight in working in the South Wedge for so many years.

"Oh my gosh, to see it grow and evolve into something special was wonderful," said Saxe. "I expect the same good things in the future."

Saxe also was there for the transformations of Swillburg and the Neighborhood of the Arts, working as a Conservation Officer before moving up to Quadrant leader.

"The Northwest Quadrant has different challenges but the same opportunities," Saxe said.

"We can lay the foundation for the same types of South Wedges in the northwest. I'm very excited about the potential in Charlotte--the marina, the economic growth, the housing."



Dania Ceruti, Kia Sloan, Shawwna Rose-Davidson (Photo by Nancy O'Donnell)

## Slim Goodie's Opens Door to TNT Network

Kia Sloan, owner of Slim Goodie's Boutique on South Avenue, opened her doors to the TNT (True Networking Thursdays) for an evening reception. TNT is "a resource collaborative that provides African-American agents of change... to reach personal and professional goals." Its mantra: "introduce, inform, interact, and inspire." The group was introduced to not only Slim Goodies but also to other South Avenue shops.

Slim Goodies Boutique, 667 South Avenue, 328-3555.

## A Wedgie By Any Other Name Would...

Earlier this year, the Wedge newspaper editor wondered: What should or could a South Wedge resident be called? South Wedgites? South Wedgians?

After posting the question on South Wedge.org. Neighborhood Social Network, a few language creators offered suggestions.

Chris Vintinner - "South Wedgident, Wedgident, South Wedger, Swedger, Swegian or Swedigent"

Kevin Morrissey - "Sweetable"

Robert Lauterbach - "SoWedger, SouthWedgy, SoWedgee, A Wedgee, A Wedger."

Melisa Beauschesne - "I like Wedgetarian!"

Wedge Redux LLC - "I believe (correct me if I'm wrong) the traditional term is a Wedgie - and there was a store called Wedgie's back in the day... but that was before my time; any old timers want to chime in?"

Wild Tomatoes- "Wedgies still rocks! Maybe, Swedgenites?"

Marta R. - "I'm with you guys--a lot of us have been using "Wedgies" for years--it's amusing and easy to remember :-)"

Let's reflect on Wikipedia's definition: "While a wedgie can be created naturally, the term is usually associated with a prank or as a form of bullying. When a person is on the receiving end of a wedgie, their underwear is forcibly pulled up by a second person."

Wedgetarian sounds a lot more comfortable. But, maybe the ability to withstand wedgies shows courage and resiliency, surely part of the South Wedge ethos.

We'll keep thinking about it.

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By Allison Clark



Kristin Chajka

### Kristin Chajka Joins SWPC Board

South Wedge activist Kristin Chajka was recently named to the South Wedge Planning Committee (SWPC) board. She is now the co-chair of the Community Engagement Committee with board member Angela Clark-Taylor.

"My main focus will be to unify the South Wedge through block clubs and events that include both businesses and residents," said Chajka.

Chajka is the founder of the South Wedge's Dog Walkers Against Crime (DWAC). The group walks their canine companions several times each month as a presence against crime in the neighborhood.

For her efforts, she received an award from Rochester City Council member Adam McFadden during his State of the South District address in April 2009 for going "above and beyond to help the community."

"The biggest deterrent to crime is to get to know your neighbor," said Chajka, "and to turn your porch lights on at night."

Chajka is also president of the Hamilton Street block club and attends Police and Citizen Informational Committee (PCIC) meetings on behalf of SWPC.

Her first event planning effort will be to encourage South Wedge residents to take part in a Holiday Decorating Contest (details on page 16).

Chajka and husband John inaugurated WedgeStock's first Pet Parade that attracted over 50 dogs, along with chickens, a cat and a guinea pig.

"I love the city, but the South Wedge is the best. We'll always live here."



Connor Phoenix (Photo by Nancy O'Donnell)

### SWPC Welcomes New Intern Connor Phoenix

SUNY Geneseo Senior Connor Phoenix has joined the SWPC staff as an intern, helping his former Finance professor, Executive Director Bob Boyd, with a variety of marketing tasks, statistical projections and demographic compiling.

"I look forward to helping," said Phoenix who is currently "working up all the prices for materials" needed for a second and bigger SWPC Victory Garden.

Phoenix, who is studying Business Administration, is a native of Clifton Park, New York, "40 minutes from Lake George."

Right now, his plans after graduation are still in flux. "Find a job. I have a big question about grad school," said Phoenix.

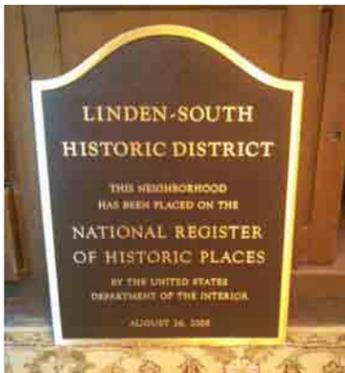
Outside of studies, Phoenix plays guitar and piano with two high school friends in *Lady Grey*, a rock cover band.

"I was going to go to school for music, but I knew if I made it my primary thing, I'd get burned out."

What he's seen of the South Wedge impresses him.

"I definitely like it. I'm not from Rochester, and I didn't know what retail and restaurants it had," said Phoenix. He'd like to take one business back with him to school.

"I had a big cheese burrito from John's Tex-Mex. He should open up one in Geneseo. It would do well," Phoenix said.



Linden-South Historic District plaque (Photo courtesy of Christine Jones)

### Linden-South Historic District Gets Plaques

Chris Jones, BASWA (Business Association of the South Wedge Area) president, reports residents are hanging up their Linden-South Historic District plaques identifying the year their homes were built. The bronze plaques were purchased through a grant from the Rochester Area Community Foundation.

The area was placed on the State and National Register of Historic Places in 2009. Concrete and cultured stone piers marking the entrance to the District will be installed at Linden Street and South Avenue, Linden Street and Mt. Hope, and Cypress Street and South Avenue. Pocket gardens are also planned. The neighborhood also held a History Potluck in June, hosted by Rich Lemmon of Linden Street, with speakers from Bero Architects, the Landmark Society and the Preservation Board. Another History Potluck is scheduled for February 2011.



Casey Snider, Troop 208 Scout, made the SWPC Tool Library shine (Photo by Bob Boyd)

### Boys Scouts Spruce Up Tool Library

Casey Snider, Troop 208 Scout, made the SWPC Tool Library his Eagle project. Joined by friends and family, Snider organized tools, tossed out old and damaged ones, and made the lending library an easier place to navigate. Many thanks go to Casey and Mike Wideman, Ed Wacienga, Frank Raponi, Jon Snider and Dave Wideman.

### Lutheran Church of Peace Fall Dinners

Lutheran Church of Peace at 125 Caroline Street serves family style dinner (beef and sauerkraut) on Saturday, October 16, and Beef Stew on Saturday, November 20 at 6 p.m. For reservations, call 247-5699.

### SEAC Gets NY Main Street Grant

Congratulations to South East Area Coalition (SEAC), recently awarded a \$200,000 NY Main Street Grant by the NYS Office of Community Renewal. The grant will fund new building and facade renovations to commercial and mixed-use properties on South Clinton Ave, from South Goodman St to Linden St. The NY Main Street Program, now in its sixth year, has leveraged millions of dollars in private investment throughout the state. Previous Main Street grants on South Clinton Ave were instrumental in funding building renovations at ABVI-Goodwill, Spring Sheet Metal and the Cinema Theater, among others. Here's to continued success in the revitalization of South Clinton Ave!

### Holy Citrus Fund raiser a Sweet Way to Help

St. Joseph's Neighborhood Center and South Presbyterian Church are working together on a first-ever Citrus Sale to support services at the St. Joseph's Neighborhood Center on South Avenue and ministries of South Presbyterian Church on East Henrietta Road.

The sale runs Oct. 1 - Nov. 10. The cost per box of juicy Florida navel oranges or ruby red grapefruit varies from \$15-\$25 per box. Fruit will arrive in early December for pick up at the church. For more info, call St. Joseph's Center at 325-5260 or South Presbyterian Church at 271-5078. Custom orders may be placed through [www.holycitrus.org](http://www.holycitrus.org), and shipped anywhere in the country. There will be an additional shipping charge for web orders.

### St. John's Home Site for Angel Food Ministries

Angel Food Ministries is a nonprofit, nondenominational organization that originated in Georgia in 1994. The program distributes affordable food packages to people throughout the nation. There are no financial requirements; anyone may order. Order dates at St. John's Home, 150 Highland Avenue,

are October 13 and 14 from 3 p.m. - 6 p.m. and October 17 from 10 a.m.-12 p.m. Food orders will be distributed on Saturday, October 23 from 8 a.m.-9 a.m. Orders in November are on Nov. 7, 10 a.m.-12 p.m., Nov. 9 from 3 p.m.-6 p.m., and Nov. 10 from 3 p.m.-6 p.m. Distribution on Nov. 20 from 8 a.m.-9 a.m. Different food combination packages are available every month. St. John's Home will accept cash, money orders, and food stamps (must be in person). Payment also can be made online. If you need further information, visit [angelfoodministries.com](http://angelfoodministries.com) or call 760-1257.

### Halloween Party and Parade Set for Oct. 24

Goblins, ghost and fairy princesses are needed for Halloween Party and Parade on Oct. 24, 4 p.m. at Ellwanger & Barry Playground at the corner of Meigs and Linden Streets. Open to children ages 0-7 (older kids are welcome to help out). Bring a bag of candy or treats for a candy scavenger hunt. For more information, e-mail Highland Park Neighborhood at [meghandelred@hotmail.com](mailto:meghandelred@hotmail.com).

### Free Horticultural Tips for Fall Gardens

Horticultural workshop offers tips on seeding grass, working with perennials, late fall planting with vegetables, trees and shrubs and more. Wednesday, Oct. 6, 7-8 p.m. at Rochester Civic Garden Center, 5 Castle Park, Highland Park. For more info, call 311.

### Annual Rochester City School Reach-out

Join the dialogue with Board of Education members and district staff. Oct. 4, 6:30-8:30 p.m. East High School Commons, 1801 Main St.

### Gay Alliance Dines OUT fund raiser Oct. 26

Local restaurants have agreed to donate a portion of their proceeds to support Gay Alliance projects and programs.

For a list of participating restaurants, visit [www.gayalliance.org](http://www.gayalliance.org).

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**Letters to the Editor**

*continued from page 2*

strength of our South Wedge community? I have not picked sides on the proposed design. There are some very good moments in what has been a proposed and some not so universally palatable decisions with which I disagree.

Undoubtedly, the Erie Harbor project directly affects the value of homes in the neighborhood and will influence the future of the entire City of Rochester. It will strongly contribute to the occurring neighborhood renaissance and the city's southeast in years to come. This is a serious matter that has somehow been drawn out and fallen off the radar of the community consciousness.

As a South Wedge resident and homeowner, I am less bothered by the overall design itself than by the flawed process that brought us all to this tipping point. Many unclaimed mistakes were made by all parties involved in the development of this project, including failures by South Wedge neighbors. What concerns me most, however, is the apparent lack of leadership and effectiveness on the part of the South Wedge Planning Committee (SWPC).

As rumors of Erie Harbor bubbled through the neighborhood in summer 2008, I had confidence in the leadership of the perceived neighborhood organization SWPC to raise a flag and inform neighbors as the official discussions began. They took the lead when developing the environmental impact statement. SWPC contacted me to produce a video for online distribution to educate and inform neighbors, giving me confidence they would maintain their commitment. I was wrong.

To my knowledge, SWPC is entrusted with the responsibility of representing the South Wedge community and keeping residents informed. As the Erie Harbor project progressed, SWPC was recognized as the community group to relay questions and concerns to Conifer and the City. In exchanges with the City and Conifer presented in a recent time line by the City, SWPC, "speaking for the South Wedge" made decisions and some members claim to have voted for the project without input from the community it represents. The current uproar of neighbors is an appropriate response to this misrepresentation. It would be important to mention that the ideas expressed to the City and Conifer may not have been fully acknowledged in the design revisions, creating more confusion.

As mentioned at the Sept. 8 City Council hearing, the City and Conifer stated they did not hear anything and took this lack of input, as an indication that the community was "happy." It's understandable to believe that no opposition meant there were no problems. In this situation, the silence simply meant no community awareness and no communication, allowing the process to move forward without genuine community

input.

At the Sept. 8 meeting, when answering the question about communication about the project, the SWPC representative's tone came across as condescending and defensive, leaving many cold. This is not a mature or appropriate response for a community leadership organization. SWPC should have actively engaged the South Wedge residents with creating a task force/committee specific to this project, engaged in planning more informational meetings, canvassed the neighborhood with flyers, created discussions online at Southwedge.org or SWPC's own web site (a poorly executed communication tool) and sent e-mail notifications to those it represents, the South Wedge neighbors. For whatever reason, this did not happen damaging the neighbor's trust in SWPC.

It is an unacceptable excuse for SWPC to claim defensively that critically important announcements were in the *Wedge* newspaper, a neighborhood newspaper that is published six times a year, as justifiable communication. It is not a timely or effective vehicle for such critically sensitive announcements! It avoids engaging the community with the level of seriousness this project demands. In this Internet age, regular e-mails or blog posts would be a sensible and affordable option to begin engaging the neighbors. My other concern is where is the local media coverage? The television news, daily paper and radio stations have not picked up this story. Erie Harbor is big news for the entire City of Rochester.

At this point, I am sad to report that I believe no one is listening to anyone else-- the City, Conifer, SWPC and South Wedge residents are navigating this from defensive positions. The project is mired in angst and swirling with confusion about the past (in)actions. The finger-pointing needs to stop and constructive dialogue needs to begin. I am happy to see passionate neighbors wanting to have their voices heard, pleased to know the City and SWPC wants to do well by creating a successful project, but I am tired of hearing empty arguments on all sides that are not getting to the core issues of moving this thing forward successfully. This will only happen when someone or some group stands up and provides leadership with open communication on what can be done. Let's hear the constructive voices of the community and lead this project to success.

Who will it be? Ask yourself this question, what can I do to make this project a success? I hope we can all work together and move this project forward in a positive way.

--Bill Klingensmith  
MYDARNDEST  
Bona Fide Coffee

Tanya Mooza Zwahlen, SWPC Board Chair responds: Thank you for this letter, Bill. Although at the time, I believed the process was open and fair, the vocal criticism from residents about Erie Harbor

shows that we did not do enough in 2008. Here is our plan to better communicate with residents and business owners moving forward. At the request of the City, I will participate in an upcoming meeting with opponents of the Erie Harbor design, City Hall staff and the developer. We will discuss changes to the color scheme and improvements to the final design. Secondly, the Chair of our Marketing Committee is developing an e-mail distribution list so we can start to communicate electronically to residents and businesses. Finally, a SWPC Board member will be named as the official spokesperson for the organization at Neighbors Building Neighbors (NBN) meetings. As a reminder, all of SWPC's board meetings are always open to the public and the organization relies on volunteers to do much of our work. I hope that a positive outcome of this process will be better communication by the organization and more representation from the neighborhood at our meetings.

**WedgeStock 2010 Wows**

I wanted to contact the South Wedge Office and let them know how much I enjoyed attending Wedgestock 2010.

I had heard about Wedgestock 2009 last year but did not attend. This year when I picked up a copy of the August-September *Wedge* dedicated to the 2010 event is when I made up my mind I had to go. Your publication with the music schedule, sponsors, kids' events and vendors was definitely the draw; it said everything and lacked nothing.

I'd like to share some thoughts with you hoping you will pass them on to the people responsible.

I think it was a smart idea moving the festival from Highland Park to South Avenue/Gregory and Averill. First, it brought people to the business-

es. This promoted the neighborhood better than Highland Park. I felt it was much easier and better for the small businesses to be able promote themselves in front of their businesses. I love Highland Park, but it is already the site of many other festivals. To me your new venue seemed unique and quaint.

Corn Hill and Park Ave. and Lilac festivals are so big. Wedgestock just seemed different and good and contained.

Was there a reason why the area of containment didn't go further north on South Avenue to include John's Tex Mex and others?

I do wish you success in the future and look forward to reading the *Wedge* and next year's event.

FYI: I picked up my copy of the *Wedge* at Dicky's.

--Tom Rotolo  
Swillburg

**WedgeStock Kudos 2**

Thank you for hosting Wedgestock. Although I was not in town for the event, my partner and staff said it was a great event for its first year on South Avenue. As a small business owner, I truly appreciate your organization doing something to drive traffic and visitors to me. Thanks for your efforts!

--Jennifer Posey  
Hedonist Chocolate  
674 South Avenue

**Same Sex Marriage Complex Issue**

Thank you for covering the decision of WXXI radio to broadcast an interview on our marriage [August 2010]. We'd like to offer a correction though. The situation for lesbian and gay couples in New York State and in the U.S. is a complex one but simple on another level. It's hard for us as a gay couple to know what rights we have

and don't have. Federal Chief Judge Vaughn Walker ruled on August 4, 2010 that the denial of the right to marry for lesbian and gay couples violates the Due Process and Equal Protection Clauses of the Fourteenth Amendment to the U.S. Constitution.

When we arrived back home from Lee, Massachusetts, our marriage was recognized by New York State because of a directive by Governor Patterson. Yet, we were forced to leave the state to marry because we cannot legally marry in New York State. Despite majorities of New Yorkers supporting the end of discrimination, the State Senate shamefully blocked, and just last year voted down, a bill passed by the New York State Assembly allowing lesbian and gay couples to legally marry.

Though legally married in Massachusetts, our marriage is not recognized by the Federal Government. This denies us and other lesbian and gay couples critical benefits: filing taxes together, social security benefits in the event of the death of a spouse--a major cause of poverty for older gay people--plus a host of other benefits, including the right to marry a foreign national and bring them to the United States.

A D&C commentator recently wrote that marriage equality for same-sex couples is a liberal Washington, D.C. elite issue. It is not - it's a bread and butter issue inflicting real financial and emotional harm on families, especially those with children. We hope the U.S. Supreme Court will affirm lesbian and gay people in the United States are entitled by the 14th Amendment to Equal Protection and just like everyone else should have the right to marry the person they love.

--Colin Coffey  
South Wedge

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**Stump the Wedge**

continued from page 2

in finding out more about how I can start a business in the Wedge and have easy access to contacts and resources. I know a few other entrepreneurs in the area that would benefit from information like this.

**The Wedge Replies:**

An answer to your last question first. Yes, the South Wedge welcomes entrepreneurs with an itch or even without an itch! Here's where you can start.

The South Wedge Planning Committee (SWPC) has arranged with the Small Business Development Center (SBDC) in Geneseo to provide advisory services in the South Wedge. Norm Karsten, Certified Business Advisor, has office hours at SWPC every other Tuesday. SBDC's are supported by the US Small Business Administration and NY State to provide free, confidential advice on startup matters to new small businesses and problem resolution to existing ones. SBDC services include helping the entrepreneur with business plan development, cash flow projections, buying or selling a business, problem analysis, market research and planning. The SBDC is a good place to start! To make an appointment with Norm Karsten, call Eilleen at 256-1740 x 103.

You might also want to go to a BASWA (Business Association of the South Wedge Area) meeting to say, hello, and network with other entrepreneurs. BASWA meets Wednesday evenings once a month at various locations. Visit [baswa.org](http://baswa.org) for dates and times.

And let us be the first to interview you for an article in Business Buzz when you open your office in the South Wedge!

Each month, the combined intellect of the Wedge Newspaper staff and SWPC will find the answers to your burning (or otherwise) questions. E-mail your queries to [nodonnell@swpc.org](mailto:nodonnell@swpc.org), and we will find the answer.

## Neighborhood Business Buzz

By Nancy O'Donnell

**Big Plans for Historic South Avenue Building**

Ron Maier, owner of Kenon Industrial Air Conditioning, Inc. and local landlord, is busy renovating the inside of the former movie theater on South Avenue.

Glover's Barber Shop has moved into one of two new spaces in the front of the building's first floor. The second floor, which is also being renovated for commercial tenants, includes arched windows, a skylight and exposed beams, said Maier.

The remainder of the building is being transformed into five two-story apartments (1 and 2 bedroom). "Tenants will have super low utilities because of the inclusion of super efficient insulation, heating and air conditioning," said Maier. The apartments will open onto a small communal courtyard. "I want to take advantage of the height to give it an urban look, including adding skylights to some," said Maier.

Maier is currently thinking of a name for the complex, which once held The Rexy (circa 1928), The Princess and the Fine Arts Theaters.

Maier expects the apartments will be available for occupancy sometime after January 2011.

**C.H. Morse Moves to South Clinton Avenue**

The Family Stummer, owners of C.H. Morse Stamp Company has moved from its long-time space on South Avenue to new digs on South Clinton Avenue.

The company was founded in the 1856 said Peter Stummer,

who runs the business with sisters Amy, Mary and Ellen. The company manufactures rubber stamps, signs, and recognition plaques in Rochester. Their corporation, New York Marking Devices, is based in Albany. The company moved into the South Avenue location in 1986.

"The great grandson of Charles Morse lives in the neighborhood, and he came in and told me about the business," said Stummer.

"We're very happy to stay in the neighborhood," he said. "We discussed other locations, but we were happy to stay in the South Wedge. There are good people working hard here."

*C.H. Morse Stamp Company, 700 South Clinton Ave., 454-5188.*

**Period Bath Supply Opens on South Avenue**

Chris Jones and Jim Wolff, owners of Historic Houseparts, are expanding their vintage empire to the old C.H. Morse building next door at 528 South Avenue. The Period Bath Supply Company will open with a grand Tent Sale on October 30. It will offer vintage salvaged

bathroom fixtures (sinks, tubs, accessories) as well as a variety of reproduction (new) bath sinks, tubs, toilets and fixtures in a range of price lines, from economy to high end.

**BASWA Business Holiday Decorating Contest**

The Business Association of the South Wedge Area offers three cash prizes for the best dressed business storefronts in the South Wedge on South and Gregory Street during its Annual Holiday Decorating Contest. Winners will be announced at BASWA's "It's a Wonderful Life in the South Wedge" holiday event scheduled for Saturday, December 4.

**BASWA Holds Elections**

Christine Jones, co-owner of Historic Houseparts, was re-elected as BASWA president. Karrie Laughton (Lux Lounge) was elected vice-president, Rose O'Keefe, secretary and Jennifer Posey (Hedonist Chocolates), treasurer.

To learn more, visit [baswa.org](http://baswa.org).

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## South Wedge Arts & Leisure

By Nancy O'Donnell

### Unleash Your Inner Ghoul at Night of the Living Wedge

Howl and shuffle your way through the South Wedge on BASWA's (Business Owners of the South Wedge Area) second annual "Night of the Living Wedge" Pub Crawl. The thrills are scheduled for Thursday, October 28. Raffle prizes and a best costume contest award included. For more information, visit [www.baswa.org](http://www.baswa.org).



Bob Shepard takes on a loaded chili dog at Mise En Place

and shop along with getting great deals from area arts organizations including Dryden Theatre, Rochester Broadway Theater League and Writers and Books.

Casey Holenbeck, Mise En Place owner, reports he sold over 72 chili cheese dogs and used more than 270 potatoes, a five-gallon bucket of chili and more than a gallon of cheese sauce during the event.

### Tasting Evenings at the German House

Join BASWA for an evening of Harpoon Brewery beer tasting and light appetizers, live music, raffle prizes of great merchandise and gift cards from local businesses on Wednesday, November 17, 6-8 p.m. Tickets are \$10 at the door. Proceeds go to beautification and promotion of the South Wedge area. German House, 315 Gregory Street. For more information, visit [www.baswa.org](http://www.baswa.org).

### BASWA'S Third Thursday Art & Music

Come to the South Wedge for good music and a weenie roast on October 21. Music by 40 Rod Lightning, sponsored by Hedonist Artisan Chocolates. Live in Star Alley (next to Lux) on South Avenue, 8 - 11 p.m. For more information, visit [baswa.org](http://baswa.org).

### Highland Park Conservancy Fall Foliage Tour

Monroe County Parks Department horticulturists will lead a free tour of Highland Park trees in all their fall color. Wear walking shoes and meet at Lamberton Conservancy on Saturday, October 9 at 9 a.m.

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## Regional History Fair

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Learn about local history, Charlotte Lighthouse, Sam Patch and more. South Wedge writer Rose O'Keefe speaks about Historic Genesee County and her books at 3 p.m.

Local historical organizations and vendors will also take part in this free event. Food will be available at the terminal restaurants. Free Parking. Sponsored by the City of Rochester and the Ontario Beach Park Program Committee. Proceeds benefit the Ontario Beach Park Program Committee.



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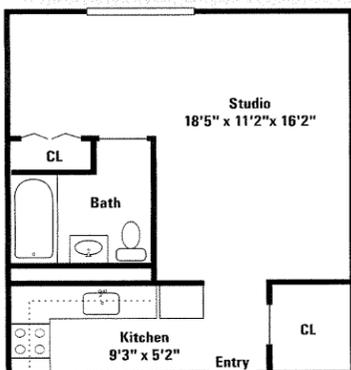
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Qa'Mauri Cook-Blair (Photo by Nancy O'Donnell)



Capoeira Mandinga (Photo by Johannes Bockwoldt)



Wedgestock spirit starts early (Photo by Nancy O'Donnell)



Hula-hoop making is fun (Photo by Amber Bissinger)



Lobster Quadrille (Photo by Doug Root)



Serena Young (Photo by Doug Root)



Taco Kitchen sold out mid day (Photo by Amber Bissinger)



DJ Jon Herbert (Photo by Amber Bissinger)



Vern Lindberg, JAVA (Photo by Doug Root)



Taking a break from fun in Kids' Alley (Photo by Nancy O'Donnell)



Baby/Pet Encounter (Photo by Amber Bissinger)



Pet Parade Raffle Winner Chow Chow El Camino gets fluffed by Kristi Peterson (Photo by Nancy O'Donnell)



Nancy Donals, an Azalea resident, was so happy to be the owner of the kayak she leapt into it in the SWPC park. She won five raffle tickets at the Wedgestock. The Budweiser Light-donated kayak will go to support SWPC program.

Donals said she plans to take the kayak named, into Irondequoit Creek.



Largest Pet: Quigley, an Irish Wolfhound (Photo by Amber Bissinger)



Smallest Pet: Guinea Pig, accompanied by Rowan (Photo by Nancy O'Donnell)

Check out YouTube for a "Wedgestock"



Kids Alley aka Star Alley (Photo by Amber Bissinger)



Artist and Art Lovers (Photo by Amber Bissinger)



Elizabeth Dibble at Boulder Coffee and Beer Tent (Photo by Nancy O'Donnell)



Bernie Jackson (Photo by Nancy O'Donnell)



With well-combed ears, John Chajka and wife Kristin paw through the winning tickets at WedgeStock's Pet Parade (Photo by Amber Bissinger)



Street entertainment (Photo by Johannes Bockwoldt)



Rubino's Crew ready for the 5,000 that showed up throughout the day (Photo by Amber Bissinger)



Jet Black Berries (Photo by Doug Root)



All the dogs wanted to meet Cheepka and Peckette Dennis at the Pet Parade (Photo by Doug Root)



DJ Dynamic (Photo by Doug Root)

## Week Winners!



a Neighborhood resident, was a big new red kayak that she was taking to a parking lot. After purchasing only one ticket at WedgeStock, she took home the kayak. (All proceeds of the raffle go to various charities and projects.) She plans to launch her kayak, as yet untested, as soon as possible.



Pet/Human Look-a-Like: Julie Ferge and her smooth Fox Terrier, Kingston



Chuck Young with Ella, the Chow Shepard at the Pet Parade (Photo by Nancy O'Donnell)



The only cat at the Pet Parade, brave Oscar with Karen Wrenn (Photo by Nancy O'Donnell)



Tarot readings at Coffee Connection (Photo by Nancy O'Donnell)



Shoppers (Photo by Amber Bissinger)



ig, Rip Tide, ac-Dal (Photo by Nancy O'Donnell)



Best Costume: "Buffalo Bills and Buffalo Jills" (Photo by Amber Bissinger)



Electro Kings (Photo by Amber Bissinger)



Peaches Products and Casey Wright (Photo by Amber Bissinger)

## "Pet Parade" video by Howard Samuel.



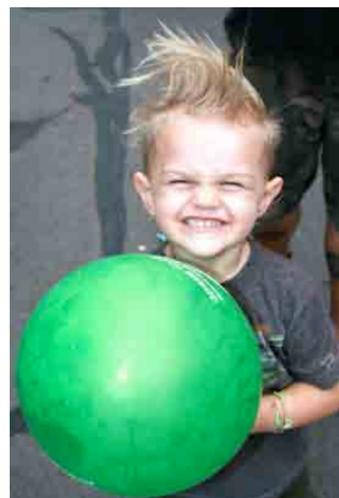
O'Donnell)



Moving to the music (Photo by Amber Bissinger)



Slim Goodies Boutique (Photo by Amber Bissinger)



Happiness is a green balloon (Photo by Amber Bissinger)



WedgeStock Family (Photo by Nancy O'Donnell)

## Kids Enjoy Market's Wedge Veg Passport

By Sue Gardner Smith



There's a lot of youthful energy at the South Wedge Farmers Market, thanks to the many lively young customers who regularly visit the market with their families. Those young customers are vitally important to the success of the market, and their enthusiasm for the market offers real hope for the future of a more sustainable food system. To encourage that enthusiasm, the South Wedge Farmers Market this year offers a fun program that gives kids a chance to more fully participate in the market. Each week the Wedge Veg Passport program highlights a fruit or vegetable that is available at the market that week. Each child receives a colorful Wedge Veg Passport at his or her first visit to the Wedge Veg table. After drawing a picture of the featured fruit or vegetable on a page in the passport, the child

visits the tent of a farmer who is offering that food and receives a sample; so, for example, on Peach Day, each child receives a free peach to try. The child then returns to the Wedge Veg table to have his or her passport page stamped, making the participation in Peach Day "official."

The South Wedge Farmers Market hopes that the program encourages children to try more fruits and vegetables, thereby promoting healthy eating. It also hopes that by encouraging children to talk to the farmers at the market, they will have a better understanding of and appreciation for the source of their food.

So bring the kids by for a tasty trip to the wonderful world of fresh vegetables and fruits!

## Meet Our Market Vendors

By Sue Gardner Smith



from left, clockwise: Jan McDonald, Sue Mihalyi, Kaitlyn Owens, Jules Wagner

### Rochester Roots

Rochester Roots is a school community garden project that teaches elementary students to grow herbs, vegetables and flowers. Gardens have been built at two Rochester city schools: Franklin Academic Campus at 950 Norton Street and Clara Barton PS #2, at 190 Reynolds Street. Students learn to plant and tend gardens using organic methods, harvest crops, prepare healthy food from the crops and market the products. Teachers at the schools are encouraged to incorporate garden activities and learning into their classroom work. Produce from the schools' gardens is distributed to students and community members who work in the gardens and is sold at the South Wedge Farmers Market.

A major focus of the program is to teach sustainable agricultural growing practices and responsible stewardship of the earth's natural resources.

"Growing a variety of plant species within the same garden encourages a diverse and thriving living environment. Cultivating a number of beneficial flowers and herbs attracts butterflies, bees and ladybugs—all of which help to pollinate our vegetable plants and feed on bugs that we don't want eating our veggies. We teach the interconnectedness of the plant and insect worlds," said Director Jan McDonald.



Jerod Thurber, Leonard Oakes Estate Winery (Photo by Christen Boggs)

### Leonard Oakes Estate Winery

Leonard Oakes began farming in northwest Orleans County over 90 years ago. Now the fourth generation of the family is producing wines from grapes grown on that same land. In 2003, Leonard's grandson Darrel planted 14 varieties of grapes on six acres; his son Jonathan is now the winemaker, coaxing premium wines from fertile soils created from glacial deposits near the shores of Lake Ontario, which creates an ideal climate for growing wine grapes. Several family members participate in the business. Jerod Thurber brings the family's wines to the South Wedge Farmers Market each Thursday.

The winery produces a variety of wines, including whites such as Riesling and Vignoles; reds including Pinot Noir, Cabernet Franc, and Cabernet Sauvignon; roses; dessert wines; and more unusual choices such as Olde English Sparkling Cidre and Cerise, a sparkling cherry wine. The winery also operates a tasting room on Route 104 in Medina.



Fred Forsburg and garlic scapes (Photo by Sue Gardner Smith)

### Honeyhill Farm

Fred and Sue Forsburg purchased their 32-acre farm in Livonia near Conesus Lake in 1978. After raising their family there, the Forsburgs began farming in 2002. They grow garlic, tomatoes, leeks, potatoes and other vegetables, and people come from all over to get their delicious, pasture-raised chicken – moist and full-flavored, the way chicken used to taste before the advent of industrial chicken production. Honeyhill Farm has been certified organic since 2004.

"Honeyhill Farm grows food by what are considered best management practices in the sustainable discipline," said Fred. "We employ appropri-

ate pest management strategies that discourage insects and disease rather than fight them as a result of imprudent practices. Growing organically is an expression of a quality process that includes a holistic approach toward improved soil care and selection of varieties that are appropriate to our climate and our soil. Soil is our most valued resource; rather than depletion our soil is continually improved."



Brian Beh, Raindance Harvest Farm (Photo by Sue Gardner Smith)

### Raindance Harvest Farm

Brian Beh farms on his family's 80 acre property in Ontario, NY with a strong commitment to sustainable growing practices. Brian strongly believes that the first step in sustainable farming is to build healthy soil. As Brian describes it, "We know good food comes from healthy soil. We don't use any chemical or salt-based fertilizers. We invest in truckloads of microbial rich compost. We only use OMRI (organic) approved pest control. We try to minimize bare soil exposed to the elements by cover cropping. We don't stress over weeds. We believe some weeds are beneficial."

Brian's philosophy, and the hard work that it requires, pays off in the high quality salad greens, heirloom tomatoes, green beans, carrots, and strawberries that Brian has brought to the South Wedge Farmers Market over the course of the season. He is also one of the very few farmers in the area to grow vegetable and herb plants for home gardeners with no pesticides or chemical fertilizers – essential to anyone committed to organic gardening. Brian has a loyal following of customers who appreciate the premium quality produce he brings to market and the philosophy of sustainability that motivates him.

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## Farmers Market Q&A

By Sue Gardner Smith

**Q:** I live frugally and shop for bargains when purchasing household items, including food. Sustainable food advocates suggest that there's a problem with cheap food. What's wrong with spending as little as possible on the food I eat?

**A:** Food businesses have learned that it's possible to produce food very cheaply by borrowing methods from industry. Petroleum made large-scale agribusiness possible. Petroleum-based fertilizers, pesticides, herbicides and fungicides allowed enormous growing operations to be built and food to be transported thousands of miles, substantially reducing the cost of food at the cash register. The cost: contaminated food; depletion of soil fertility; polluted air, water, and soil; a huge carbon footprint and the elimination of smaller, more sustainable farms. Crops that are highly subsidized, such as corn and soybeans, are turned into cheap raw materials, such as high fructose corn syrup, that allow large producers to make cheap, heavily-processed foods that contribute to disease and obesity. Routine and indiscriminate addition of hormones and antibiotics to animal feed yields quicker, higher profits to feedlots but has threatened human health by creating

dangerous antibiotic-resistant bacteria. Factory farms allow meat, chicken, and egg production on a vast scale, but lead to inhumane treatment, diseased animals and contaminated food. Although we may not pay a lot at the grocery store cash register for this type of food, the cost to all of us is beyond calculation.

Local, small-scale sustainable farmers grow food using labor-intensive ways, without the synthetic, chemical props that make low-cost, high-profit industrial farming possible. The resulting food is more nutritious, more flavorful and far less likely to be contaminated with chemical residue or bacteria. Dollar-for-dollar, these farmers can't compete with the giant, government-subsidized agribusinesses, and most of them struggle financially to keep their farms and families afloat. But most of them share a commitment to creating a healthier food supply and doing it right. As consumers, we are active participants in the food system, and we can support our local farmers by making the choice to purchase the food they offer at a fair price that accurately reflects the work that was required to produce that food. If we vote with our pocketbook, we can really make a difference, and eat better, too.

## Still Ahead at the SW Farmers Market

By Sue Gardner Smith

### October 7

"Slow and Steady - Exploring Local Food Production in the Greater Rochester Region," Photography exhibit by Christin Boggs. Photos are from her thesis exhibition for her Master's Degree in Fine Arts from RIT. In this exhibition, Christin examines the contemporary movement away from mass-produced foods in a return to traditional modes of food production. Scenes from South Wedge Farmers Market will be included.

### October 14

Jane Milliman, Rochester Civic Garden Center, will offer a display of programs, classes and workshops offered by the local organization.

### October 21

1st Annual Rochester Chicken Beauty Pageant, with feathered contestants from the Rochester City Chicken Club. Vote for the cutest chick.

Also, Heather Penrose and Jim Papapanu, South Wedge Victory Garden Managers, will discuss community gardening in the South Wedge, with sign-ups for people interested in participating.

### October 28

Closing Day and Halloween Party. A free apple for everyone who comes in costume!

### Long Season Winter Market Opens Nov. 7

The South Wedge and Brighton Farmers Markets will once again team up to bring you the Long Season Winter Farmers' Market, opening Sunday, November 7, from 1 to 4 p.m. The market will be held this year in Brighton, at the Brookside Community Center, 220 Idlewood Road (with an entrance off S. Winton, just south of Westfall Road). This urban/suburban collaboration will feature a number of your favorite farmers and vendors, and some new ones, who are working hard to offer year-round local, sustainable food. More information will be available at the beginning of October at [www.swfarmersmarket.org](http://www.swfarmersmarket.org). To receive e-mail updates about the Long Season Winter Farmers' Market and the regular season South Wedge Farmers Market, please visit [www.swfarmersmarket.org](http://www.swfarmersmarket.org) and subscribe. A new email system has been installed, so if you were previously subscribed, please sign up again.

## Beet, Wild Mushroom and Potato Casserole Brings Autumnal Tastebud Splendor

By Lee Bender

This is one of my favorite fall recipes, as made by Laur McSpadden, adapted from the book *Vegetarian*, edited by Nicola Graimes. This entire dish can be prepared in advance and baked when needed. You'll find most of the products at the South Wedge Farmers Market, held each Thursday afternoon behind Boulder Café on Alexander Street and South Clinton Avenue.



Autumn Casserole (Photo by Laur McSpadden)

### Ingredients

2 T vegetable oil  
1 large onion, chopped  
1 t caraway seeds  
2 T all-purpose flour  
1/3 cup water  
1/3 cup dry white wine  
1 1/2 pounds cooked beets, peeled and cut into large bite-sized pieces  
5 T light cream  
2 T creamed horseradish (I prefer more, for the zing factor)  
1 t hot mustard  
1 T wine vinegar  
2 T butter  
1 shallot, chopped  
8 oz. assorted mushrooms (baby portabellas and oysters work very nicely)  
3 T fresh parsley, chopped  
2 t each: fresh basil, marjoram, dill and oregano, chopped  
Salt and pepper, to taste  
Ingredients for the potato border:  
2 lbs. potatoes, preferably Yukon Gold or red potatoes, chopped into largish bite-sized chunks  
1/2 c milk  
1/4 c butter  
1 T fresh dill, chopped  
Salt and freshly ground pepper, to taste

Preheat oven to 375 degrees.

1. Lightly oil a 9" round baking dish, or similarly-sized casserole dish. Heat the oil in a large saucepan: add the onion and cook until soft. Add caraway seeds and sauté a few more minutes, until fragrant. Stir in the flour, remove from heat, and gradually add the water and wine, stirring until well-blended. Season to taste with salt and pepper.
  2. Return to the heat: Stir and simmer to thicken. Add beets, cream, creamed horseradish, mustard and vinegar. Stir to mix.
  3. Bring the potatoes to a boil in salted water and cook for 20 minutes. Drain well and mash with milk and butter. Add the dill and season with salt and pepper.
  4. Spoon the potatoes into the prepared dish and make a well in the center. Spoon the beet mixture into the well and set aside.
  5. Melt butter in a large nonstick frying pan and cook the shallot until soft, without browning. Add mushrooms and cook over medium heat until their juices begin to run. Increase heat and boil off the moisture. When quite dry, season with herbs, salt and pepper to taste.
  6. Spread mushrooms over beet mixture, cover the dish with a lid or a piece of aluminum foil and bake for about 30 minutes. Serve immediately, garnished with parsley if you desire.
- Allow more baking time (approx. 15-20 minutes more) when baking from room temperature.

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# Thank You For Making WedgeStock A Success

By Donna Roethel Lenhard

I was one of a handful of SWPC members who, just under one year ago, began meeting to explore the viability of a new improved and expanded festival. Historically, WedgeStock had gone through several incarnations as SWPC's annual meeting. But our goal last fall was clear: we hoped to make it possible for more "Wedgies" and friends to join our celebration. We committed to locate WedgeStock on South Ave which, by its very nature, demands an exponential increase in time, energy and resources.

So, after reflecting on an inarguably phenomenal success demands some thank-you's of the highest order:

**Bob Boyd** – Our Executive Director and general miracle worker, despite illness and being required to work with many strong personalities, guided us tirelessly and cheerfully to the goal line.

**John vanKerkhove** – Long

time Board member and WedgeStock committee chair probably wanted to punt us all to the moon, but instead kept his cool, got a few words in edgewise and chaired the logistics subcommittee.

**Frank Logan** – Board member laid out the blueprint, assured us we could really do it and gave us the resources with which to do it. He was our "Little Engine That Could."

**Cheryl Stevens and Doug Root** – SWPC's very own married energizer bunnies. The entire musical success of WedgeStock was on them and as they have done for years, they became the music committee backbone and rocked it out.

**Angela Clark-Taylor** – A young, talented Board member brought considerable organizational skills to bear on the challenge of craft and food vendors when no one else would or could handle the job.

**Jayne Morgan** – Hickory St.



## WEDGESTOCK2010

neighbor solicited volunteers, gave us our marching orders and made sure every task received timely attention, especially at crunch time, all while filling volunteer spots herself. Her structure, instructions and organization were invaluable.

**Kristin Chajka and Linda Coleman** – Hamilton Street neighbor "Kristin the Crazy" single-handedly gave us our pet parade. "Linda the Nice" from Linden St. arranged our chil-

dren's activities and created a kids haven in Star Alley.

**Tim Ellis** – His energetic presence and musical expertise gave us a professional kick in the butt.

**Sue Gardner Smith** – Our South Wedge Farmers' Market Director and promoter of all things organic. We suspect she could be part draft horse because she loaded and hauled stuff all day.

And finally, but certainly

not least--

**Our Sponsors, South Wedge Business Owners and Volunteers** who joined in our efforts. You could have been naysayers, but instead you gave us the gift of financial support and positive energy; your participation was the key element in bringing WedgeStock to the heart of our neighborhood.

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Virginia Cassetta

# Vitality Wellness Juice Bar Raises Food Consciousness In HPNA

by Nancy O'Donnell



*Ja Alms and Kateri (Photo by Johannes Bockwoldt)*

Kateri and Jah Alms, partners in Vitality Wellness Juice Bar, are committed to bringing "fresh, live, organic, raw juices" and healthy foods to an "unhealthy city."

Kateri, a Rochester native, returned to her hometown after many years in California bringing with her partner Jah Alms. (Both owners use their first names only.)

"Studies show Rochester is one of the most unhealthy cities in the U.S.," said Kateri, who is committed to keep their business meat and dairy free.

"People come in every day from the neighborhood," said Kateri, who said the first week in business in August they were "slammed" with customers. "We're not McDonald's. We're serving fresh, live, organic, raw juice" unlike other juice bars that "bottle everything and then it sits there. We don't add corn syrup."

Greg Zweiben, who lives downtown, stopped in during the interview for "a shot of just ginger."

"It's all I need," said Zweiben. "It cleans my clock. If I think I'm getting sick...It's up-pity and soothing."

Kateri grew up in Gates, attended Aquinas High School and studied social work at SUNY Plattsburg. After college, she worked during the day for DePaul and at night moonlighted as a local radio personality and D.J. for 88.5. Eventually, she decided to move out West and got a job in the music industry.

"Back in the day, I worked for Roc-A-Fella Records," said Kateri. In promoting musicians and "A-listers clubs," she worked with Mos Def, Jay Z and Talib Kweli. She found herself "working seven days a week."

"Because of my spirituality, I didn't get caught up in the whole thing," said Kateri, who began searching for another kind of "levity" or lifestyle. By 2005, she began to think her life was "vain," and she was bored of the Hollywood scene.

"I wanted to stop working hip hop," said Kateri. "It wasn't adding up for me spiritually."

Gradually, her hair in "locks," she embraced Rastafarianism. She began helping people to a healthier diet. She travelled to Africa for a few weeks and stayed six months.

Back in the U.S. she met Jah Alms and his young daughter, Robin, at a Sabbath Service. "We talked for awhile, but didn't exchange numbers," said Kateri. They met again at church and "we've been inseparable ever since," sharing a commitment to healthy vegan life, humanitarian efforts in Africa and their faith.

Jah Alms grew up in the Compton neighborhood in Los Angeles and turned to boxing to avoid becoming "a victim of the neighborhood." He moved on from amateur to professional Middleweight Champion. He only stopped boxing when Kateri was pregnant with twin daughters, Kaya and Zaharaye. "Rastas are very peaceful

people," said Kateri. "It's was hard for him to fight his brothers in our one human family."

The couple decided to move to Rochester to be closer to Kateri's family.

"This is my new gym," said Jah Alms, who spends many days studying about healthy foods. "It's a blessing. There's lots of work to be done."

As a couple, they began living "an ancient lifestyle" as devout Rastafarians. Part of that life meant a vegan, raw food diet that propelled them to start Vitality Wellness Juice Bar in the Highland Park Neighborhood.

Currently, the menu includes fruit juices, shakes and smoothies like "Rejuvenation" (protein powder, almond milk and almond butter, bananas, Aztec maca, and spices), and "Kateri Cup" (mangos, kale and other fresh fruits and spices). Vitality also offers a long list of herbal "wellness shots" including ginger, E-3 (blue green algae), aloe vera and wheatgrass.

The couple plan to add breads, hot soups and hot teas to the menu.

On "Roots Reggae Sundays," Vitality Juice invites DJ Rasta Spock to spin from "4 p.m. til..." Proceeds help "support children in Ethiopia."

"People come in every day and say they have diabetes or liver damage or arthritis," said Kateri. "One woman couldn't get herself up in the morning. After the drink with maca root, which gives you tons of energy, a natural energy you don't get from coffee, she told me she felt like a whole new person."

"I love the neighborhood. It's very down to earth. There are lots of vegans and vegetarians in the area and they come here through word of mouth," said Kateri.

*Vitality Wellness Juice Bar, 1053 South Clinton Avenue. Winter hours: M-F., 9:30 a.m. - 8 p.m., Sat.-Sun. 3 p.m. - 10 p.m.*

## Shop Local

# In Memoriam – Helen Hanna 1920-2010



Helen Hanna, a member of five generations of family on Cypress Street, passed away on Wednesday, September 8, 2010. Hanna celebrated her 90th birthday on May 25.

A celebration of Mrs. Hanna's life took place on Saturday, September 11, 2010 at 2:30 p.m. in the Chapel at the Episcopal Church Home on Mt. Hope Ave. A private burial was later held in Mt. Hope Cemetery. Mrs. Hanna was preceded in death by her husband David Leroy Hanna in December 1982 and by her sister Enid T. Gardner. She is survived by daughter Bonnie (Gary) Kavanagh of Virginia, and sons David of New Mexico, Thomas (Carolyn) of Pittsford, and Robert (Nancy Miles) of Penfield, her sisters Jessica T. Allison of Corning and Esther T. (Glenn) Dutcher of Rochester, and a brother Douglas G. Tuley of Manhattan Beach, CA. Helen is also survived by eight grandchildren, seven great-grandchildren, and an extended family of nieces and nephews.

She spent the last 18 months of her life as a resident at River Edge Manor under the care of Felicia Green.

Mrs. Hanna worked as a nurse at Highland Hospital before leaving to raise her family. She also worked for a time for

the Monroe County Department of Human Services. She was an avid gardener and committed volunteer for the Landmark Society of Western New York's Ellwanger Garden on Mt. Hope Avenue.

Landmark Society Horticulturist Beverly Gibson remembers Mrs. Hanna as "a role model, one of the hardest workers" who started volunteering at the garden when she was in her 70s. "She put us all to shame. She was filled with energy, talent and knowledge. Her own backyard garden was a jewel, a work of art filled with trees, shrubs, annuals and perennials," said Gibson. "I remember her family took a photo of her with her arms around two peony bushes when they were in bloom in June. She loved peonies."

In lieu of flowers, donations may be made in her memory to the Lambertson Conservatory at Highland Park, 180 Reservoir Drive Rochester, NY 14620 or the Landmark Society of Western New York 133 South Fitzhugh Street Rochester, NY 14608.

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SWPC phone gets the heave ho

The South Wedge Planning Committee's office phone system has been under the weather for several weeks, and we're working to get it fixed!

In the meantime, if you can't reach us by phone, please contact us via e-mail or pay us a visit at 224 Mt. Hope Avenue. Our e-mail addresses are: Executive Director Robert Boyd, rboyd@swpc.org; Allison Clark, aclark@swpc.org; Eileen Thomas, ethomas@swpc.org; George Lorson, glorson@swpc.org; and Wedge Editor Nancy O'Donnell, nodonnell@swpc.org.



Jeana Bonacci and John Roth (Photo by McKay's Photography)

Jeana Bonacci and John Roth were married on May 29, 2010 in an "awesome" ceremony held at the Tap & Mallet on Gregory Street reports Roth, owner of John's Tex Mex Restaurant and co-owner of Nathaniel Square Corner Store. His new wife, Jeana, works at the Tap & Mallet.

"It was more an open house," said Roth. Desserts included a tower of cupcakes and pastries made by Cheesy Eddie's.

The bride wore a blue and white checked dress and bright

red shoes. The groom wore a dark suit with a tie that matched his bride's dress.

Dr. Tony Leuzzi, poet, MCC English professor and minister, married Roth and Bonacci. Best man was brother Adam Roth and maid of honor was Courtney Ter-Velde.

The couple plans a winter time honeymoon to "someplace warm south of Carolina between Savannah and Belize," perhaps a "tour to the forests of Georgia."

## SWPC to Hold First Annual Holiday Decorating Contest

By Angela Clark-Taylor & Kristin Chajka

The South Wedge Planning Committee is happy to announce the first annual holiday decorating contest. All homes and blocks in the South Wedge are eligible, and you get to vote for the winning block! Decorate for any holiday of the season: Christmas, Hanukkah, Kwanza or the New Year.

Best Block will receive \$250 for block club projects for the next year. All decorations must be up by November 30th and voting will take place on www.southwedge.org from December 1 through 3. As an additional incentive South Wedge Block

Clubs will award the "Best House on the Block." Winners receive a BASWA (Business Association of the South Wedge Area) Gift Bag. You don't even need to enter, just get out there and decorate for the holidays! If you win, we will contact you.

Remember though fancy lights are nice you don't need them to win; we will be looking at all kinds of decorations such as wreaths, flower boxes, windows—the whole holiday package. Homes and streets will be judged on their overall presentation. Renters don't be shy; you can win too!

Winners will be announced at the BASWA Holiday Event "It's a Wonderful Life in the South Wedge" on December 4 in Star Alley on South Avenue (next to Lux Lounge). Enjoy kids' activities, tree lighting and a winter market while you wait for the big announcement. Winning houses and street will be featured in the December/January issue of The Wedge Newspaper. For more information, please contact Angela Clark-Taylor, Community Engagement Committee Co-Chair at a.clark-taylor@hotmail.com.



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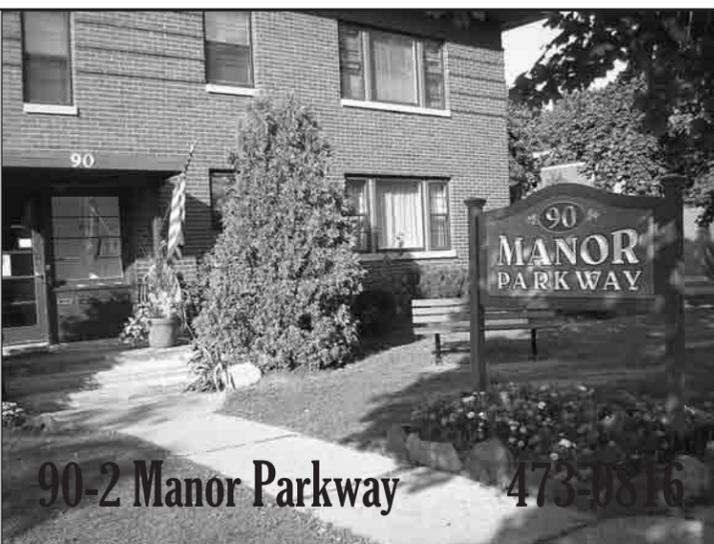
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- WALIN STREET
- SANFORD STREET
- LINDEN STREET

Activities shown: SOCCER TEAM, COMMUNITY GARDENING, PAINT SALE, BLOCK PARTIES.

Map labels: WEDGE POINT, BURKHARD PLACE, HICKORY STREET, HAMILTON STREET, WYLLI STREET, SANFORD STREET, GREGORY STREET, AVERILL AVENUE, MENDO PLACE, LINDEN STREET, BOND STREET, CYPRESS STREET.

SOUTH WEDGE BLOCK CLUBS

SOUTH WEDGE PLANNING COMMITTEE 224 MOUNT HOPE AVENUE 267-1961 WWW.SWPC.ORG

# Highland Park Neighborhood Unveils a Pear Tree

By Nancy O'Donnell

The Highland Park Neighborhood (HPNA) used its Annual Taste of the Neighborhood on September 19 to unveil, "Pear Tree," a sculpture by artist and exhibit designer Craig Wilson. The sculpture pays tribute to the "legacy of Ellwanger and Patrick Barry and their contribution to Rochester's history." The event held at the Ellwanger and Barry Park at the corner of Linden and Meigs Street attracted residents, visitors, City Councilmember Elaine Spaul and Commissioner Luis Burgos of the Department of Recreation and Youth Services.

Wilson's work has been exhibited around the world. On the staff of the Strong National Museum of Play, Wilson's work includes the gates for the Chil-

dren's Discovery Garden and the 36" wooden troll who lurks near a troll booth inside.

HPNA members Michael Tomb and Marcia Zach, the Arts and Cultural team, were instrumental in launching the project just one year ago, working with Commissioner Burgos to make the project possible. It was funded through a grant from the Arts & Cultural Council for Greater Rochester and support from the City of Rochester, HPNA and the South-East Area Coalition.

Arts and Cultural Team Leader Tomb is currently planning other public art projects for the neighborhood.

For more information, visit [www.highlandparkrochester.org/](http://www.highlandparkrochester.org/).



Craig Wilson unveils his Ellwanger & Barry Park Pear Tree Sculpture (Photo by Nancy O'Donnell)

## HOLIDAY DECORATING CONTEST



**\$250 PRIZE FOR BEST BLOCK!**

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All decorations must be up November 30th.

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to December 3rd on [www.southwedge.org](http://www.southwedge.org)

The winners will be announced at the BASWA Holiday

Event "It's a Wonderful Life in the South Wedge" on

Saturday, December 4th.

For more information see [www.swpc.org](http://www.swpc.org) or  
contact Angela Clark-Taylor at [a.clark-taylor@hotmail.com](mailto:a.clark-taylor@hotmail.com).

## SWPC Tool Library Hours

South Wedge Planning Committee Office  
224 Mt. Hope Avenue

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