



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

## Zak's Avenue Opens as "Go To" Place for Gifts

By Nancy O'Donnell



Deb Zakrzewski (Photo by Nancy O'Donnell)

Deb Zakrzewski wants the community to think of her shop as the "go to place for affordable gifts for any occasion." As the first retail occupant in the new South and Hickory Place mixed-use development on South Avenue, she did her

homework, researched the neighborhood and surveyed passersby in the months before she moved in.

"I walked up and down the streets, went into bars and restaurants and asked people what they wanted," said Zakrzewski.

With her future customers in mind, Zak's Avenue stocks everything from reading glasses and greeting cards to wild gift items such as "Vinnie's Tampon Case." "It's currently one of my best sellers," said Zakrzewski.

Along with whimsical "fun things" for \$10 and under, like a Miss Piggy Cup or a mini cat ring holder for \$2.95, Zak's Avenue also stocks one of a kind vintage jewelry priced at \$300. Other higher end collectibles come from her antique dealer mother's collection. Most notable are a rhinestone cigarette holder, circa 1920, for \$125 and a signed Japanese Netsuke ornament for \$295.

As she prepared for her grand opening in November, Zakrzewski offered a tour around her shop that begins with a cabinet that contains a collection of Boleslawiec Polish pottery. Another portion of the store is devoted to housewares and décor and offers traditional Giclee prints on Vermont recycled wood and vintage mix and match cutlery. In addition, she's stocked kitchen towels with an attitude that read "Eat Local," and "Baking is Gay" or ones that depict crying onions that confess they're "Emotionally Unstable." In the window facing South Avenue, "bottleabra wine stoppers" transform wine bottles into candle holders. Zakrzewski is especially proud of her selection of Karlsson wall clocks and digital art.

In the pet corner, gifts for pets include "pet charms" for animal companions. Alongside

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## The South Wedge Farmers Market Earns USDA Grant

By Robert Boyd

The South Wedge Farmers Market (SWFM) recently earned a \$9,000 grant from the U.S. Department of Agriculture's Farmers Market Promotion Program. The grant is in recognition of the SWFM's success in bringing together small local producers with local consumers. The funds will be used for the 2011 market to provide transportation to the market, marketing materials and a matching program to increase the use of EBT (electronic benefits) at the market.

The SWFM just completed its fourth season and set new records. Attendance averaged between 500 and 600 people a week in 2010, and total sales were estimated at \$200,000.

The market did more than just provide fresh fruits and vegetables to local residents; it became a community gathering place. Live music, children's activities, and area community group outreach events were scheduled every week. The market has now become part of the fabric of the neighborhood and a "Thursday" night place to be. The market is re-energized.

We have also reached out to encourage families from Schools #12 and #5 to attend



the market. Residents from the Hamilton, Pinnacle Place and Southview Towers were also regular visitors. Block clubs and other neighborhood associations also participated.

A key objective of the Market was to provide access to fresh fruits and vegetables to those that may not have easy access and to offer an alternative to processed and fast food. The Market worked to introduce visitors to new vegetables, often through free samples, and provided recipes to help people understand how to prepare them.

A major issue facing our community is obesity which leads to diabetes and other health issues. The number of children and seniors who are obese has increased significantly in the past few years. Eating more fruits and vegetables and less processed and prepared

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## South Wedge Named Best Neighborhood

The South Wedge was named "Best Neighborhood" in City Newspaper's Best of Rochester 2010 contest. The newspaper reported that thousands responded to the annual poll that nominates local favorites in 100 categories.

South Wedge people and places also won, placed and showed their stuff at City's award ceremony at Village Gate. Here is a list of more reasons why the South Wedge, and its close neighbors, Swillburg and Highland Park, make it a great place to live, work and play. See photos on page 2.

**BEST OPEN MIC**

Boulder Coffee Company  
100 Alexander Street

**BEST CLOTHING STORE**

Thread  
654 South Avenue

**BEST DJ**

Jon Herbert  
jonherbert.net

**BEST BAR FOR BEER**

Tap & Mallet  
381 Gregory Street

**BEST PARK**

Highland Park

**BEST BARTENDER**

Philip Rawleigh (Lux Lounge)  
666 South Avenue

**BEST INDIAN RESTAURANT**

India House  
998 South Avenue  
Swillburg

**Best Festival**

Lilac  
Highland Park

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

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

**You're Invited**  
South Wedge Planning Committee  
**Annual Open House**  
Friday, January 21, 2011  
6 p.m.  
Meet your Neighbors.  
Learn what SWPC does  
and how you can help.

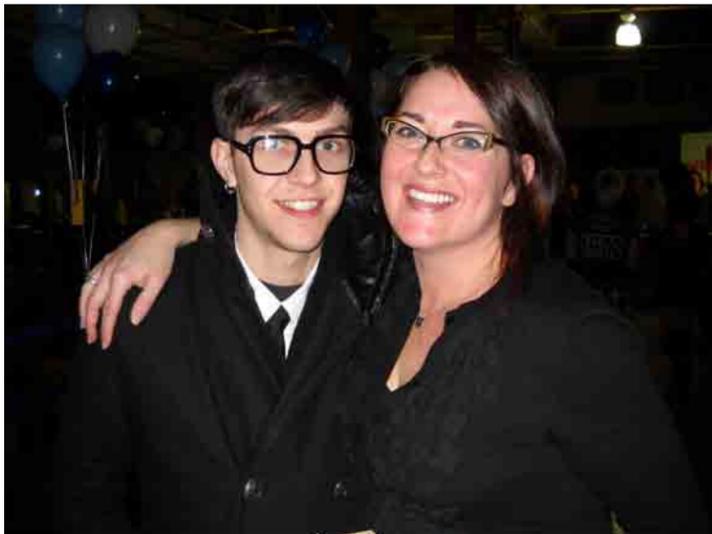


# City's "Best Of Rochester" Award Winners

City Newspaper's Best of Rochester winners and always great contenders at the awards ceremony on Nov. 9, Village Gate. (Photos by Nancy O'Donnell)



Best Bar for Beer: Tap & Mallet, Gregory St. Joe and Bethany McBane



Best Clothing Store: Thread, South Ave. Martin Budinski and Sandy Brazis,



Best Bartender: Philip Rawleigh from Lux Lounge



Best Open Mic: Boulder Coffee Company, Alexander St. Lyjha Wilton, City Council member Elaine Spaul and Jillian Wilton.



Bakery Runners up - Cheesy Eddie's Colleen and John Baker



Coffee Shop Runners-Up Equal=Ground: John White and David Zona

Insider Newspaper 2010 Year-End Awards include two South Wedge nominees: "Trendsetters of the Year," Sandy Brazis and Mike Ford of Thread on South Avenue and DJ Jon Herbert, "Party Starter of the Year." Vote for them at [insider.democratandchronicle.com](http://insider.democratandchronicle.com).

The newspaper's holiday

gift guide describes the South Wedge as 'hipster heaven,' "thanks to an intense concentration of skinny jean-clad, record album-wielding youngsters who like to eat at Open Face and shop at Thread." It recommends Thread's "Mt. Rushmore Wal-let" and Hedonist Artisan Chocolates' "chocolate bark."

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Hmmm, I can't think of anything that's better than The Wedge Newspaper!

The  
**WEDGE**  
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) and maintains a circulation of 7300. The newspaper is mailed to South Wedge homes 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 e-mail [nodonnell@swpc.org](mailto:nodonnell@swpc.org).

Advertising Deadlines and Rates are available online at [www.swpc.org](http://www.swpc.org) or call Robert Boyd 256-1740, ext. 102.

Before recycling this printed newspaper, please pass it on to a friend, neighbor 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  
Jan. 15  
Call 256-1740  
ext. 102 for details

by Nancy O'Donnell



Nancy Johns-Price (Photo by Nancy O'Donnell)

## Nancy Johns-Price Named City's Southeast Quad Administrator

"I'm a community person," said Nancy Johns-Price, who's been making whirlwind appearances at community and neighborhood association meetings since she was named the Southeast Neighborhood Service Center (NSC) Administrator in October. She replaces Pete Saxe, who became Administrator in the Northwest NSC.

"I love direct service," said Johns-Price, and she'll give residents her cell phone number to prove it.

Johns-Price comes to the NSC office after 25 years of devoting her life to youth in both city and suburb, using talents she developed as a theater major.

She graduated with a B.A. in Children's Theater from the University of Northern Colorado in the late 70s. The couple moved to Rochester when her husband, Jim Price, took a job with RIT (Today he works as the Technical Director for the Cultural Life Center at Robert Wesleyan College). Over time, Nancy earned a M.A. in Interdisciplinary Arts for Children. The couple had two children. Today, daughter Caitlin is 25, and Cassie, 21.

In the early 1980s, Johns-Price took her first City of Rochester job working at the Edgerton Recreation Center.

"We put on major shows in both children and adult theater," said Johns-Price. "We even had a theater troupe called Flower City Players."

Next, she worked with the Rochester-Monroe County Youth Bureau where she coordinated the Youth Participation Project and Youth as Resources, which included the City/County Youth Council. In 2000, she returned to the City of Rochester for a newly created position of Program Development Specialist with the City's Bureau of Recreation. She brought the City/County Youth Council with her, now renamed "Youth One Voice, One Vision."

Ten years later, the NSC job opened up.

"I applied [for the Quadrant Leader job] to let them know I was interested. I didn't expect they'd choose me now," laughed Johns-Price.

For several weeks, she worked at both the Recreation

Dept. and the NSC office, but now she's settling in, if such an energetic woman can settle.

"I'm a tree shaker. I will work to get things done, and I'm looking at what the neighborhood needs," said Johns-Price.

## Veterans For Peace Publicize the Cost of War

Area Veterans for Peace joined with the organizers from the M. K. Gandhi Institute for Nonviolence and Rochester Against War (RAW) at St. Joseph's House of Hospitality on South Avenue to unveil "The Cost of War," a digital sign that is both an indictment and a call to action.

The sign was originally used by Mayor Matt Ryan of Binghamton, N.Y. to remind residents about the cost of the U.S.'s two wars, "\$983,167,331,215 on the wars since 2001."

In Rochester, the sign's pulsing red letters give numbers the group hopes will shock passersby: "160,000 veterans are homeless. 18 veterans commit suicide each day. They all need your support."

The coalition will have use of the sign for two months before it will be moved to yet another city. Tentative locations in the area for display include 12 Corners, Mt. Hope Cemetery and Manhattan Square Park.

To learn more, visit [www.gandhianstitute.org](http://www.gandhianstitute.org) or [www.rochesteragainstarwar.org/](http://www.rochesteragainstarwar.org/).



"The Cost of War" digital sign at St. Joseph's House

## AIDS Quilt Returns to Equal=Ground

Equal=Grounds owner John White is bringing the AIDS Quilt back to the Wedge for World AIDS Day on Dec. 1. The exhibit will run through Dec. 7.

"We'll be hanging four quilts, all of local men," said White, who said that many families come in to view the quilts. "It's a very quiet time when they come."

Admission is free, but donations are welcome.



Equal=Grounds owner John White (Photo by James White)

## South Wedge's Savory Thyme Catering Closes

After 25 years of serving delectable and healthy vegetarian fare, Savory Thyme Catering, owner Peg Gefell is closing her doors. One of the first women to graduate from the Culinary Institute of America, Gefell is turning her talents to helping those in need.

"I am now deeply involved in food preparation for the St. Joseph's Catholic Worker Community here in Rochester," said Gefell. "I prepare full meals two days a week for the 100 and more guests who come to St. Joe's for a lunchtime meal. My goal is to prepare a meal that I would serve my family. And the feedback from these first months has been more than encouraging."

Along with cooking, Gefell is also coordinating the St. Joe's self-help training project, "Bread for All," a bakery training program for those in the St. Joe's community looking for employment assistance.

"We produce wholesome, organic loaves and distribute them through a Community-Supported Bakery (CSB) model. Members of the community contribute on a subscription basis for their loaves. This gives us opportunity to produce bread for those who cannot afford a loaf. Everyone is fed; no one goes hungry," said Gefell.

St. Joe's will be using the Savory Thyme space at 220 Mt. Hope Avenue for Bread for All project that will include offering organic holiday pastries for sale.

For more information about the project or to order holiday treats, call Kate at 232.3252 or Peg at 313-6674.

## Shawn Dunwoody Wins U of R's Lillian Fairchild Award

Artist Shawn Dunwoody was named the recipient of the 2010 Lillian Fairchild Award by the University of Rochester, Department of English. (Dunwoody is best known in the Wedge for his design of the South Wedge Farmers Market poster.)

The Award is given to a Rochester-area resident who has created "extraordinary artistic work in any medium" in the past year.

This year's selection committee chose Dunwoody for his "multifaceted involvement in the Rochester artistic community and efforts to bring the arts and underserved communities

together outside of traditional venues." Dunwoody's "tireless advocacy for creative expression, especially his longstanding commitment to various youth programs," impressed the committee, said John Michael, chair of the English department.

Dunwoody is executive director of Four Walls Art Gallery and sits on the boards of a wide variety of Rochester-area arts ventures, including ArtWalk, MuCCC (Multi-Use Community Cultural Center), Rochester Fashion Week, Cornell Cooperative Extension, CreativeHue, and others. He also has shown his own work in galleries at Hallwalls, ROCO, St. John Fisher College, and the University's Hartnett Gallery. He takes particular interest in youth-based arts ventures, such as the Reel 2 Reel Youth Film Festival, WER ART youth employment program, and Roc the Boat.

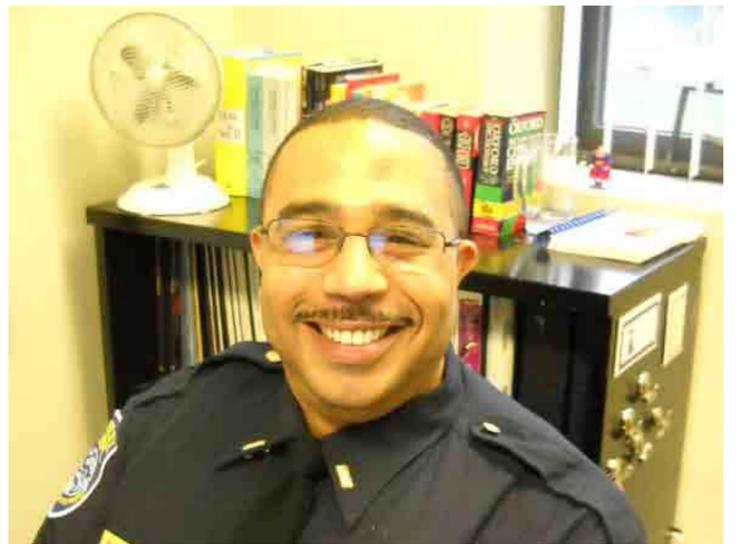
Dunwoody works to combat "gallery arrest," or the buttoned-up conventions of art-viewing. Instead, he says,



Shawn Dunwoody

"if you can't bring people to art, bring art to the people," and cites the painted traffic boxes around the city as examples of a dynamic art initiative that reaches a range of Rochester populations.

University Department of Geology Professor Herman L. Fairchild established the award in 1924 in memory of his daughter, an accomplished designer, who died of tuberculosis at the age of 32.



Lieutenant Wayne Harris (Photo by Nancy O'Donnell)

## Lieut. Wayne Harris Joins NSC Office

Rochester Police Department Lieutenant Wayne Harris was named to head the six-officer force at the Southeast Neighborhood Service Center in October.

A 23-year RPD veteran, Lieut. Harris served as Second Platoon Commander, East Division, based on North Clinton Avenue.

"I'm a huge proponent of

establishing partnerships between the police and community agencies," said Lieutenant Harris. "It's important that we all cooperate on problem solving. We can when we're all coming to the table."

Harris is happy to get back to the South Wedge. "I love Beale Street, Little Venice and Cheesy Eddies. I'm looking forward to getting to know all of the community," said Lieutenant Harris.



Jan Wyland (Photo by Robert Lauterbach)

## Sanford St. Block Club Plants for Spring 2011

Jan Wyland and Robert Lauterbach, Sanford Street Block Club, spent an afternoon

planting 100 daffodil bulbs at the corner of Sanford Street and South Avenue. Come spring passersby will reap the benefit of their community giving.



# Wedge Holiday Shopping Guide



Keeping your holiday shopping close to home helps not only our community but the world at large. This year, park your car, rev up your pedestrian power, and with shopping list in hand head out to the Wedge.

## THE ARTFUL GARDNER

The Artful Gardener, celebrating its first Holiday Season, includes beautiful gifts from local artists and artisans, hand-made jewelry, pottery, art glass and an exclusive line of collectible porcelain ornaments along with garden and home accents and specialty cut greens for decorating indoors and out. 727 Mt. Hope Avenue, 454-2874.



## BEALE STREET CAFE

Give a gift of the best barbecue and Cajun cuisine around. Blues played throughout the week. 689 South Ave. 271-4650, bealestreetcafe.com.

## BONA FIDE COFFEE

Roasting Coffee for Rochesterians. A new coffee is in town, and it will be the best coffee ever to cross your lips. Purchase at Eco Bella Bakery, Mise En Place or online at www.bonafidecoffee.com.



## BOULDER COFFEE COMPANY

Spread the happiness into 2010 with a gift card for spiked coffee cocktails, wine and beer and yummy sandwiches, ground coffee beans. Or buy some gear that says Boulder! 100 Alexander St., 454-7140 and 955 Genesee St., 287-JAVA. Also at Rochester Public Market.

## BREAD FOR ALL

Housed in the former Savory Thyme Catering building, 220 Mt. Hope Avenue, Bread for All is a bakery training program for St. Joseph's Home of Hospitality members looking for employment assistance. For a list of holiday treats, call Kate 232-3262 or Peg 313-6674.

## CALVARY ST. ANDREW PARISH FOOD BANK

Give the gift of food this holiday season. Donate to the parish food cupboard in a family or friend's name. 95 Averill Ave. 325-4950.

## CAVERLY'S IRISH PUB

Invite friends and family to enjoy a pint of Guinness; it's better than fruitcake! 741 South Ave. 278-1289.

## CHEESY EDDIE'S

Cheesy Eddie's "Over-the-Top" line of cheesecakes is exactly that in every way! These cakes take our cheesecake to the next level of decadence. The OTT Sampler has 16 slices of Eddie's six most popular flavors. 602 South Ave. 473-1300, www.cheesyeddies.com.



## CINEMA THEATER

Bring a friend to watch a double feature at Rochester's Oldest Neighborhood Theater. Buy a book of tickets for 2011. 957 South Clinton Ave., www.cinemarochester.com.

## COFFEE CONNECTION

Fair trade coffee (organic, shade grown and fresh roasted). Handcrafted gifts from Peru. 681 South Ave., 442-2180.

## DEPAUL'S T-SHIRT FACTORY

The not-for-profit business offers silk screening and embroidery. Personalize memory boxes, award plaques and steins. "No job too small." 150 Mt. Hope Ave. 325-2900, www.tshirtfactory.org.

## EQUAL=GROUNDS

Proudly selling organically grown, fair-trade coffees and teas for 5 years!

Equal=Grounds offers Fair-Trade organic teas and locally roasted coffees for sale by the pound and half pound. Gifts include jewelry, clothing, travel mugs and original art works. 750 South Avenue, 242-7840, www.equalgrounds.com.



## ECHO TONE MUSIC

Find pro line band name guitars, drums, horns and audio gear. A full service repair shop and music lessons are available. 571 South Avenue, 454-2160, www.echotonemusic.net.

## ECO BELLA BAKERY

For your vegan friends, 100% vegan and gluten-free brownies, pies, cookies, donuts, sweetbreads, muffins, and decorated cakes and more. 697 South Ave. 503-2488.

## EMBODY

Airbrush tattoos, body and face painting for any style of entertaining. Call 436-9844.

## GLOVERS BARBER SHOP

Haircuts for seniors (\$6) and college students (\$8). 700 South Avenue, 244-8928.

## GODIVA'S VINTAGE

Men and woman's clothing and more. 653 South Ave. 244-3370

## GREEN ZEBRA CATERS

Give the gift of a good meal, appetizer or dessert this holiday season. 758 South Avenue. 474-0958, greenzebracatering.com.

## THE GERMAN HOUSE

Rent the historic house for a wedding, banquet or concert. Treat a friend to some grub downstairs at The Keg Sports Bar & Grill, 315 Gregory St. 473-5070 www.thegermanhouse.com.

## HEADZ UP HATS

Top off the year with gifts of caps and accessories, hair products and more. 674 South Avenue, 442-7680.

## HEDONIST ARTISAN CHOCOLATES

The Holiday Chocolate Truffle Collection is inspired by our Holiday memories and family traditions. Flavors include Champagne Pomegranate, Egg Nog, Fig, Ginger Molasses and Orange Clove. 355-7913, www.hedonistchocolates.com.



## HENNA RISING BODY ART

Body art, gift certificates, henna stained drums, candles and Do it Yourself gifts. 802-4365, www.hennarising.com.

## HISTORIC HOUSEPARTS

Salvaging nostalgia since 1980. Architectural salvage, restoration supplies and decorative accessories, antique and new. Gift certificates available. 540 South Ave. 325-2329, www.historichouseparts.com

## JOHN'S TEX MEX EATERY

Buy a gift certificate for your favorite Tex Mex chowhounds. 489 South Ave. 232-5830, www.JohnsTexMex.com.

## LIN'S GARDEN

Delight a friend with a few evenings of takeout Chinese, Sushi and Thai cuisine. Gifts cards and catering available. 420 Mt. Hope Ave. 232-8320.

## LITTLE VENICE

Pizza pies and chicken wings all make great dinners when you're too busy wrapping. 742 South Ave. 473-6710.

## LUX LOUNGE

A laid back little neighborhood bar with a funky flair. Gift a friend with a visit or buy long sleeve shirts and children's t-shirts that make everyone feel warm and look so cool. 666 South Ave. 232-9030, Lux666.com.

## MARIANNE'S

Recycled high fashion gently used clothing and footwear. 792 South Ave. 442-6910.

## MGOS DANCE ACADEMY

McLaughlin-Goodwin-O'Shaney Academy of Irish Dance teaches Irish, ballet, tap, jazz, and classes for children with special needs. 700 S. Clinton Avenue, 738-7592 or 489-6087. www.mgosrochester.com.

## MISE EN PLACE

Gourmet takeaway prepared meals and lots more consumable groceries and gifts for the holidays. 683 South Ave. 325-4160.

## NEW YORK JEWELERS & COIN PAWN SHOP

Holiday shop from a wide variety of gifts including 10k,14k, Sterling and Vintage jewelry of all kinds. 888 South Clinton Ave. 585-746-8670



## OPEN FACE SANDWICH EATERY

The sandwiches! The cookies! Open your mouth and order a lot. Try a "Cookie Splits" or two. 651 South Avenue, 232-3050.

## PERIOD BATH SUPPLY CO.

Vintage style and modern convenience, antique and new bathroom fixtures and accessories, plus organic bath and body products. Gift certificates available. 528 South Avenue. www.periodbath.com. 325-2264.

## PRECIOUS NAILS

Specializing in sculptured tips and nails. A great gift for women of all ages. 627 Meigs St. 461-1125.

## PREMIER PASTRIES

Beautiful to look at, delightful to chew. Pastries made for all occasions. 433 South Ave. 546-1420, www.premierpastry.com.

## RENEWING MASSAGE

Holiday gift certificates for a Renewing-Massage are a great way to take the stress out of the holidays - for you and for the person you give to! Simple, easy, and greatly appreciated at only \$50 for an hour or \$30 for 30 minutes. 709 6725, www.renewing-massage.com.

## ROCHESTER COMMUNITY ACUPUNCTURE

Give the gift of wellness this holiday. Choose affordable gift certificates to enhance your loved one's health. 728 South Ave., 287-5183. www.rochestercommunityacupuncture.com

## SOUTH WEDGE "SAVOR OUR FLAVOR" COOK-BOOK

Get your recipes from the Wedge. \$5, South Wedge Planning Committee, 224 Mt. Hope Ave. 256-1740.

## SOLERA WINE BAR

Give the gift of an evening out at the divine Solera Wine Bar. Order the cheese plate! 647 South Avenue, 232-3070.

## SOUTH WEDGE BARBER

Gift the whole family with a trim cut, color or curl at The South Wedge Barber Shop, 720 South Ave. 473-5570.

## SLIM GOODIE BOUTIQUE

Trendy shoes and accessories for men and women at great prices including a hot knee boot for the winter season, only \$69! 650 South Ave., 328-3555. www.facebook.com/SlimGoodie.

## SOUTH WEDGE COLONY BAR & GRILL

Treat a friend to beer and wings. 503 South Avenue.

## ST. JOSEPH HOME OF HOSPITALITY

Donate in a friend's name and buy a meal for the hungry. 402 South Ave. 232-3262.

## ST. JOSEPH NEIGHBORHOOD CENTER

Buy the gift of good health for someone else. 417 South Ave. 325-5260.

## TANGO CAFÉ DANCE STUDIO

Give a gift that keeps on giving throughout the year. Sign up yourself too for beautiful beginner-friendly classes. 389 Gregory St, 271.4930 www.tangocafedance.com, tangocafedance@yahoo.com

## TAP & MALLETT

Rochester's destination for fine beers and freshly cooked pub food. Voted Rochester's Best Beer in Best of Rochester 2010 contest. 381 Gregory Street, 473-0503, www.tapandmallet.com.

## THREAD

Find men's and women's clothing, accessories and original art you won't find in the mall including a 100% Wood watch by WeWood. Miyota movement, hypo-allergenic. Many items handmade, locally made, or made in the USA. Indie brands include Gentle Fawn, Heavy Rotation, Poketo, Neves, and more. 654 South Ave, 232-7110, www.shopathread.com.



## THE CHRISTOPHER GROUP

Stop killing yourself over taxes and bookkeeping. Let the Christopher Group suffer for you. 473 South Avenue, 325-7351

## THE TIP TOP SHOPPE

The Episcopal Church Home Tip Top Shoppe offers handmade knit sweaters, girls' dresses, walker or wheelchair bags, and grocery bag holders. 535 Mt. Hope Ave. 232-3130.

## ZAK'S AVENUE

The "go to" gift store offers jewelry, home decor, soaps, candles, art and much more. 661 South Avenue.

Learn more about shopping local visit www.the350project.net/home.html

By Allison Clark

## South Wedge Victory Gardens 2011 Plan

South Wedge Victory Garden Managers Jim Papapanu and Heather Penrose are making garden plans for the 2011 growing season. Details about applications for garden plots will be published in the February/March issue of the Wedge. Stay tuned.

## BASWA's Best of the Wedge Contest

The Business Association of the South Wedge Area inaugurated the Best of the Wedge awards. Categories include: business who keeps sidewalks the cleanest, the best looking tree pit gardens or public bathrooms, has the friendliest staff, the best storefront/window displays, best advertisements, is the best new business (opened since 2006), the best outdoor seating/outdoor spaces, is the best destination in the Wedge

that you tell visitors about, the best community participation history, the best signs and best media coverage and more.

Winners will be selected from BASWA member businesses which currently number 62 members. Winners will receive an artist-designed award created by the Wedge artist John K. Archer – he created the Big Cheese wedge that was lost [and found] this summer. Winners will also receive a certificate designed by Archer.

Take the survey at <http://www.surveymonkey.com/s/FC6JZHD>. The survey link will be valid until February 10.

## Janis Concert Benefits Mercy Prayer Center.

Well-known classical composer Tim Janis and his Ensemble will return to Rochester to perform a Christmas concert to benefit Mercy Prayer Center on Tuesday, December 7, at St. John of Rochester Church, 8 Wickford Way, Fairport, New

York.

Janis has worked with Paul McCartney, Billy Joel and Ray Charles and has produced ten Billboard charting CDs and five national PBS television specials. His pieces have been dubbed "music with a mission" as he has dedicated much of his professional career to helping charities and causes around the world.

General Admission tickets are \$20. Benefactor tickets are \$100 and include: two reserved seats, benefactors reception following the concert and a Tim Janis CD.

For more information, call Mercy House of Prayer at 473-6893 or [info@mercyprayercenter.org](mailto:info@mercyprayercenter.org).

## Highland Park Winter Farmers Market Opens

The Highland Park Winter Farmers Market is open every Wednesday, 4 p.m. – 7 p.m. at the Monroe County Cooperative Extension (MCCE) Auditorium at 249 Highland Ave. Locally grown vegetables, dairy, meats, bakery, jams and jellies and prepared foods are available. The market is open November through May.

## Our Stories/Our Voices

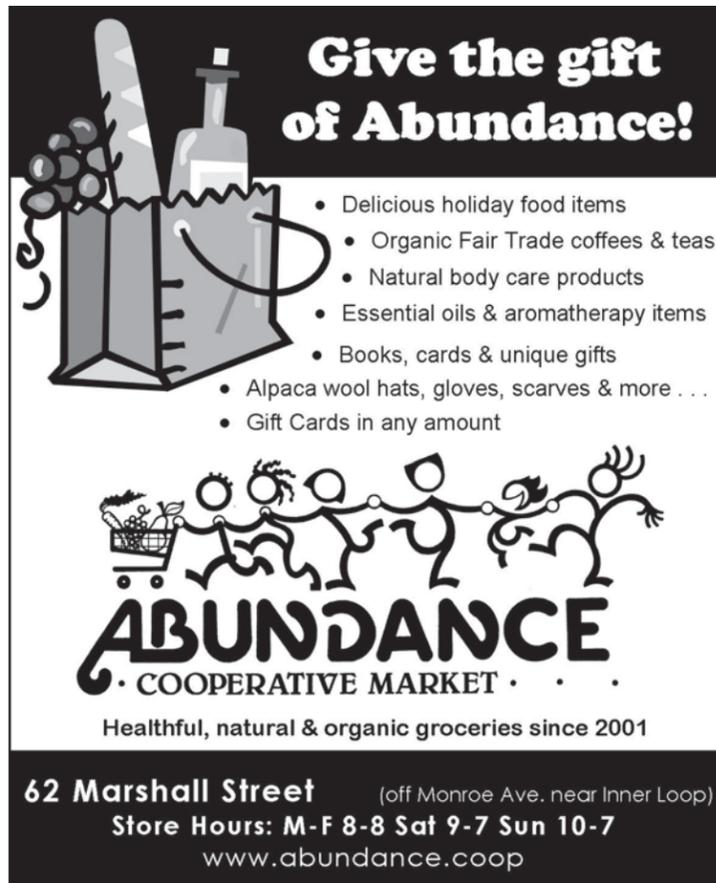
Henry I Padrón, School #12 teacher, invites all to an interactive improvisational theatre production by children talking about issues related to school, family and community on Wednesday, December 8,

2010 at 7 p.m. The event will be held at New Life Presbyterian Church, 243 Rosedale Street.

## Heartbeats for Life 2010 Annual Holiday Dinner:

Heart-healthy, low-fat, vegetarian dinner. Mon., December 13, 6:00 p.m. Mamasan's Restaurant, 2800 Monroe Avenue. Reservations and payment required by Dec. 9. Tickets are \$25 per person which includes dinner, gratuity and donation to Heartbeats for Life.

Send check to: Heartbeats for Life, c/o Maureen Parker, 111 Garden Drive, Fairport, NY 14450. More information: 24 hour voice mail 585-234-7076 or [www.heartbeats4life.org](http://www.heartbeats4life.org)



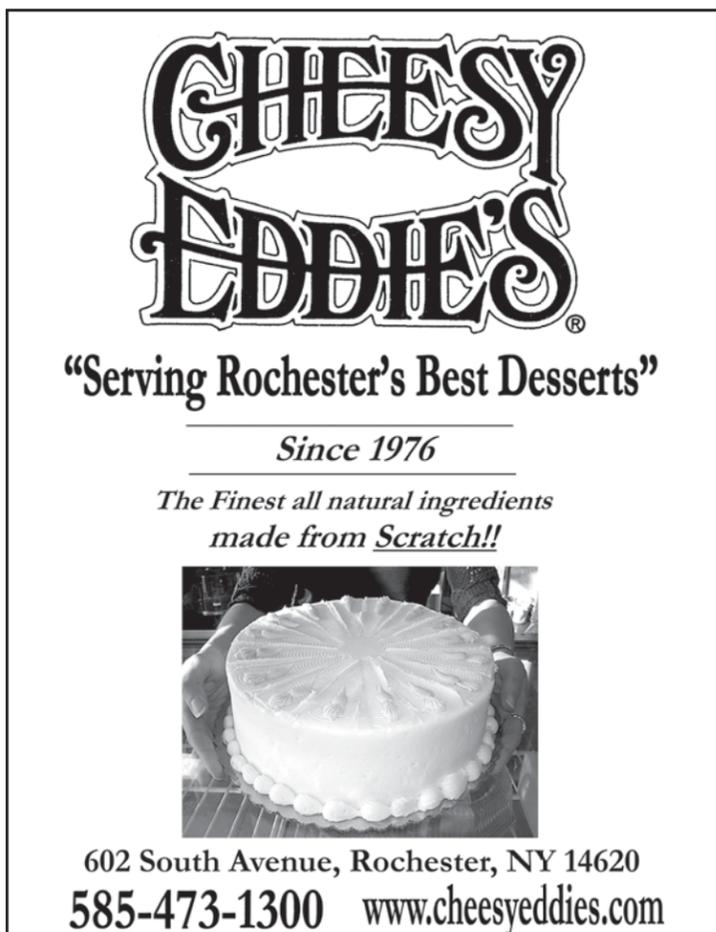
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## Introducing - Justin Hubbell

Justin Hubbell describes himself as a "satirist, political instigator and lover of the absurd." The South Wedge resident attended James P. Barry School #12 and School of the Arts for High School. He chose

college in New Paltz "out of curiosity."

"I wanted to see what the sun looked like in November," said Hubbell.

He is currently working on a graphic novel when he's not

dipping chocolates at Hedonist Artisan Chocolates.

His first Wedge comic appears above.

For weekly doses of his comics, check out his website: <http://www.justinhubbell.com/>.

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## “Light up the Wedge” For Free

by Kirstin Chajka

Winter fast approaches, and our daylight hours are few. Now, when we leave work, it is often dark as we make our way home. This is why it is very important that we all switch on our porch lights.

Porch lights can be a very effective crime deterrent. A well-lit residence offers no refuge for the would-be criminal. Neighborhood Service Center Officer Brian Bannerman recommends that residents use not only porch lights but motion lights on dark driveways or other areas. Residential lights can even aid in lighting the street itself, helping out those poor, dim street lights.

South Wedge Planning Committee Community Engagement (Neighbors and Block Clubs) would like to kick off this safety measure by offer-

ing free CFL bulbs to Wedge residents, available in January 2011. To get more information or request your free CFL bulb, contact Kristin Chajka at kristinchajka@gmail.com or contact your street's Block Leader (Block Leader information on swpc.org).

Remember: Turning on porch lights = A bright idea.



## Steve Jordan's Winter Home Care Tips

- Clean gutters and make sure downspouts drain away from the house.
- If you use heat cables, inspect them for wear and age.
- Turn off exterior faucets from the basement (unless you have a freeze-proof hose bib) and leave open.
- Drain water hoses, power washers, etc.
- Move latex paints and other water soluble products to warm area.
- Rake leaves or mulch them with a lawn mower. Leaves make great compost.
- Mulch the plants that need the protection.
- Run lawn mower out of gas or add Sta-Bil to the gas.
- Inspect or change furnace filters.
- Get a furnace inspection, especially on older models.
- Check carbon monoxide and smoke detectors.
- Have wood stove flues or chimneys inspected.
- Close storm windows and

use the window's meeting rail lock.

- For a quick window fix, seal windows with Seal 'N Peel or shrink film.
- Use "snakes" at door thresholds.
- Check condition of snow shovels and store in a handy location.
- Put jumper cables in a convenient place.
- Pick and fry any green tomatoes you still have on the vine.

Steve Jordan is an Old House Consultant who repairs and upgrades historic windows. His books include Rehab Rochester - A Sensible Guide for Old-House Maintenance, Repair, and Rehabilitation and Painting Kitchens - How to Choose and Use the Right Paint for your Kitchen Walls, Ceiling, Floors, Cabinets, Countertops, and Appliances, co-authored with Judy Ostrow. He has also been contributing editor to Old-House Journal for 10 years.

Contact Jordan at painintheglass@frontiernet.net.

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224 Mt. Hope Avenue

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or by appointment

For more information, call 256-1740 ext. 107.



# Period Bath Supply Company Opens on South Avenue

By Nancy O'Donnell



Jim Wolff puts finishing touches on Period Bath (Photo by Nancy O'Donnell)

Chris Jones and Jim Wolff opened the doors to Period Bath Supply Company in the old C.H. Morse building, next door to their store Historic Houseparts, extending South Avenue's hot shopping corridor.

"We carry major manufacturers from American Standard to Kohler," said Chris.

Their new shop carries vintage and modern bathroom products, antique and new bathroom fixtures and accesso-

ries, in addition to organic bath and body products.

Chris was especially elated at a recent evening Open House about the addition of the hanging sign outside their store.

"We had to get a variance from the Board of Appeals," said Chris.

*Period Bath Supply, 528 South Avenue. 325-2264. www.periodbath.com.*

# Neighbors Meet for Erie Harbor Update

By Nancy O'Donnell

Conifer Development invited the public for an update on Mt. Hope Avenue's Erie Harbor construction and future landscaping. The meeting was held at The Hamilton on November 3.

Allen Handelman of Conifer Development answered questions from the audience about a variety of neighborhood concerns including the building's interior and exterior materials and the changed color palette of the proposed Erie Harbor.

Site landscaping will be funded by \$400K funding from the state, and \$500K from the City, for a total of \$900K. Of this, \$100K will be spent on a landscape architectural firm's consulting and design services. The remaining \$800K, or so, is sub-proportioned toward lighting, plantings, pavements, etc. The City remains the owner of

the "park" spaces directly north and south of the Hamilton and Erie Harbor development. The City will be putting a RFP for landscape/park/architectural/use designs in the spring.

The site is ready for approval to break ground on the foundation digging in mid December

The Erie Harbor website has been updated and the following documents are now available: Powerpoint Presentation from the Community Meeting on November 3, 2010. This includes the latest renderings of the project, including 3D, color renderings of the midrise and townhome buildings, plans submitted for building permits, and plans for the Townhomes, Midrise and Clubhouse. The documents can be found at: <http://www.cityofrochester.gov/article.aspx?id=8589944103>.



Erie Harbor Update at the Hamilton (Photo by Nancy O'Donnell)



The owner of an old warehouse behind 650 South Avenue was torn down by Frederico Wrecking in August. The wheel to the left may have been part of an elevator. (Photo by Nancy O'Donnell)

# Zak's Avenue

*continued from page 1*

infant onesies, felt baby booties and puffy photo frames nestle Z Peeps Original, handmade knit animals designed and created by Zakrzewski.

Zak's Avenue's toiletries are out of the ordinary, too. One bar of soap reveals a small rubber duck inside for bath time fun. Sweet smelling beeswax "stars" are actually body moisturizers from a small company in Colorado.

Jewelry takes center stage in Zak's Avenue. The premiere line is Perl Amore that features Italian Murano glass, marcasite, pearl and sterling silver beads. Several lines are unisex including Bico all pewter pendants. "The styles are all derived from ancient cultures like Celtic, Native American, and Japanese," she said. Included also in the large cabinets of jewelry are her own bead designs.

Zakrzewski is committed to stocking local artists. South Wedge glassblower Paul Taylor's sun catchers, pendants and paperweights are part of her inventory. She is also carrying local designer Steve Henderson's holiday wreaths.

The new shop owner especially enjoys helping customers to find just the right gift. "Lots of guys don't want to go to the malls, so they've been coming in looking for ideas for gifts for their Mother's birthday or anniversary gifts."

"One of my first sales was to a young man who said his girlfriend was really depressed, and he said he wanted her to know he 'still loved her,'" said Zakrzewski. "I sold him chocolate lip gloss for \$2 and some change."

Smaller than Parkleigh, Zak's Avenue easily competes in both style and substance. Stop in.

661 South Avenue, 360-2095, [www.zaksavenue.com](http://www.zaksavenue.com).

# USDA Grant

*continued from page 1*

food contributes to a healthier lifestyle and improves the overall health of the community.

By shopping at the SWFM, you deal directly with the producer and contribute to the creation and retention of jobs in our Rochester community. Spending local contributes significantly to the economic development of the community.

I would especially like to thank Sue Gardner Smith, Alicia "Lee" Bender, Phinis "Butch" Horton, Anne Semel, Sharon Hall, volunteer Bernie Jackson, all of the vendors, our customers, musicians, community groups and those who provided kids activities. Special thanks to Lyjha Wilton for the gracious use of the market space at Boulder Coffee Company.

If there is something you would like to see at South Wedge Farmers Market 2011, please let us know. For more information, contact me at 256-1740, ext. 102.

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## Long Season Winter Farmers Market Now Open Sundays

By Sue Gardener Smith

Summer may seem impossibly distant, but you can still find a taste of summer at the Long Season Winter Farmers Market. Farmers from the South Wedge Farmers Market and the Brighton Farmers' Market, responding to the growing demand in our area for local products, have expanded their ability to bring fruits and vegetables to market long past the traditional end of the growing season.

On Sundays, farmers offer apples, lettuce and other salad greens, fresh herbs, potatoes, carrots, beets, cauliflower, cabbage, Brussels sprouts, leeks, potatoes, onions, kale, chard, winter squash and much more. You'll also find a wide variety of other foods, such as humanely-raised meats, eggs, dairy, and honey, plus baked goods, fresh pasta, herbal products, dried

flowers and wreaths, jams and jellies, and many other treats for the holiday table or for tasty gifts, including sweets from the South Wedge's own Hedonist Artisan Chocolates.

This year's Long Season Winter Farmers Market, once again a collaboration between the South Wedge Farmers Market and the Brighton Farmers' Market, is held Sunday afternoons from 1 to 4 p.m. through December 19. It's held indoors at Brighton's Brookside Community Center, 220 Idlewood Road (with a second entrance just off S. Winton south of the intersection with Westfall Road).

To receive news about the winter market or the 2011 summer South Wedge Farmers Market, please visit [www.swfarmersmarket.org](http://www.swfarmersmarket.org) and sign up to receive email updates.

## Nathaniel General Contractors Builds Communities

By Nancy O'Donnell



Tanya Zwahlen, Frank Andolina and Frank Logan (Photo by Nancy O'Donnell)

When Frank Andolino, founder of Nathaniel General Construction (NGC), finished a business meeting on the 20th floor of the Marine Midland Bank in downtown Rochester, he took the stairs down. That combination of impatience (why wait for the elevator?) and a determination for improvement ("it's good exercise") is reflected in the way he runs his company. NGC's is committed to making city communities successful through mindful rehabilitation of both modern and

historic properties.

"When you give someone an opportunity to rent or buy something pretty," said Andolino, "neighborhoods change. If there's crime it quiets down."

Recently, South Wedge Planning Committee chair Tanya Zwahlen and board member Frank Logan presented a plaque to Andolino, thanking him for his support of Wedgestock 2010.

Already Andolino has suggestions for improving Wedgestock 2011. "Why not have a Wedgestock poster next year?" he asked. (The great idea is now in the planning for next year.)

Some of NCD's major projects include the Albion Academy in Albion, N.Y., where they transformed a former elementary school into 30 apartments for seniors on the upper floor, with the bottom floor used for Orleans County for the Aging. Closer to home, NCD constructed the South Wedge kiosk on the corner of Gregory Street and South Avenue.

"It takes time to develop," he said. "Fifteen years ago people were talking about knocking down all the warehouses on Plymouth Avenue and adding high and low end rentals. It's just starting to come to that."

Andolino began his career as a project manager for a civil engineering company. At one point he managed the entire site development of Xerox's Webster manufacturing complex. Next, he turned to single-fam-

ily home developments. From there he moved into real estate, and he opened Century 21 Red Coach Realty in Pittsford.

Andolino founded NGC in 1982. The company focuses on new construction and exterior and interior renovations. Today, it manages numerous, multi-million projects.

"We had a vision, putting houses on fill lots, not just boxes. We want to design nicely in the style of surrounding architecture," Andolino said. "Architects are artists."

An NCD brochure, entitled "How to bring back abandoned schools back to life in your community," notes that "newer is not always better."

"All too often, we tear down deteriorating old buildings and replace them with new buildings without the charm of the old. Surprisingly, many older buildings are "well-suited for rehabilitation as 'green' buildings."

"People want quality," said Andolino. "The products we put in exceed the New York State building standards."

NGC's most current construction projects are in Henrietta and Jamestown, NY.

"They're going like a Swiss clock," said Andolino.

Many are hoping NGC will return to the Wedge and help to develop the empty lot on Gregory Street (next to the Genesee Co-op).

"You've got jewels in your area—University of Rochester, Strong and Highland Hospital and Highland Park," said Andolino. "There's great housing stock."

Andolino can add his SWPC plaque to a growing collection. He was also awarded the Pathstone Corporation's "Visionary Award" for community development.

"I love my work," said Andolino. "People ask me when I'm going to retire. It's not about the money. I just love it. It's for a good cause. It's for the people. I thank God for putting me into this career."

To learn more, visit [www.nathanielgc.com](http://www.nathanielgc.com)

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# Local holiday buying builds local economic development

By Chris Hartman

What sometimes baffles me is how we can simultaneously be concerned about community jobs and economic well-being while spending our money in ways that let our collective wealth bypass our community, flow out of our area, and miss the significant opportunity to circulate within our own local economy.

What is often overlooked is how we choose to spend our money that could have positive outcomes in our community's economy.

Supporting locally-owned businesses, local tradespeople, farmers, artists and crafters, manufacturing, entertainment and other wonderful local assets is far more powerful than we may think. Certainly there is the direct benefit for the local business person making the sale, but the rippling benefits of money spent locally continue to unfold from there. Local businesses are three to four times more likely to spend locally within their business expenditures and the profits made and exchanged are often still nested within our community.

A single dollar bill, as it is cyclically earned and spent, is potential income for seven to nine local people when it is mindfully spent with the intention to support the local economy. The not uncommon alternative is a dollar that quickly flows out of our community into the bank accounts of distant, large corporations never to return again, pulling money out of our community and dismantling our systems of self-reliance, job creation, and economic prosperity.



This, of course, is just the economics of it. Community-based commerce has many other layers of benefit. Commerce has always been a significant framework in which a community's social fabric is woven. This commerce creates a "space" where businesses and consumers are brought together and where neighbors engage on many levels. This type of "place-making" is a powerful tool that brings communities together, fosters a sense of place and feeling of belonging, builds relationships and networks, and develops the social capital necessary for sustained community revitalization.

There is solid argument for the environmental benefits of a system of commerce that is decentralized and minimizes transportation, distribution, packaging and other energy intensive inputs necessary to other more "efficient" systems. The

list goes on.

Ultimately, one of the greatest components to community-based commerce is the level of empowerment we each have towards such efforts. Each purchase: direct action. Every dollar: a vote. We have a handful of choices. We can continue to support and rely on an economic system with destructive habits and a tenuous sense of stability. Or, we can recognize the hyper-capitalistic and misguided nature of our current situation and work to develop alternatives. These alternatives should be guided by values of social and environmental justice; determined to create intelligent, creative, inclusive, and sustainable economies; and committed to success. The beauty of it is, this could likely be a whole lot of fun!

This holiday season, give a gift to the whole community... shop local!

# In Memoriam - Peter Livadas 1927-2010



Anthoula and Peter Livadas in 2007 (Photo by Mike Fleche)

Peter's Sweet Shop Owner Peter G. Livadas died in his sleep on Sunday, October 17, having spent Friday and Saturday before doing what he loved most - making candy. He was planning to open his South Clinton shop for the holiday season on Monday, Oct. 18, family said.

Sophia Lamont volunteered for a time in the candy making.

"I liked Peter because he was a down-to-earth man, very sweet, a kind, kind soul," said Lamont. "I remember every Easter people would come in and say their parents had bought their chocolate baskets there. I heard about a lot of family traditions."

The Greek native immigrated to Rochester in the early 1950s and worked in his family

grocery store on Monroe Avenue. He later was employed by Kodak. In 1979, he built a new restaurant and candy shop on South Clinton Avenue at the corner of Karges Place. He continued selling candies there after selling the restaurant in the 1980s (the current South Wedge Diner).

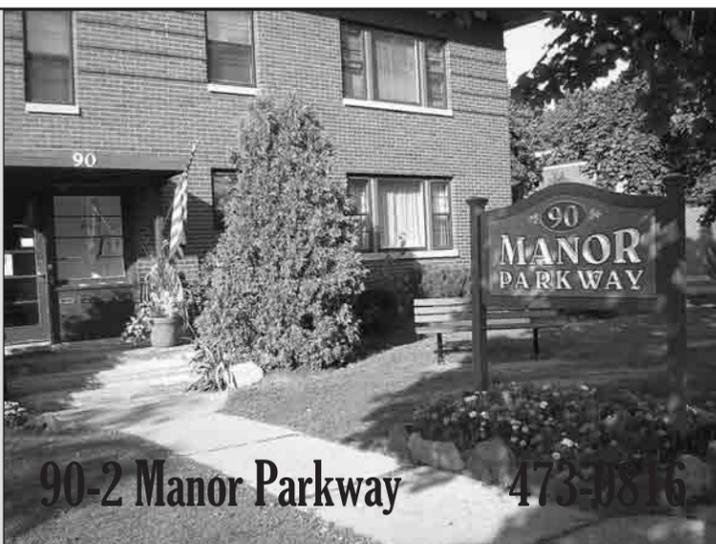
In an interview in April 2007, Livadas said he started making candies "on the side" in 1958 and sold them out of his home using "secret recipes he'd been perfecting for almost half a century."

Livadas is survived by his wife of 38 years, Anthoula; two sons, Jerry and Greg; two grandchildren, two sisters and several nieces and nephews.

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## Business Buzz

By Nancy O'Donnell



Bona Fide Coffee's Rochester Flavors  
(Photo by Bill Klingensmith)

### South Wedge Welcomes Bona Fide Coffee

When Bill Klingensmith describes Bona Fide Coffee's portfolio, he uses words normally found touting a fine wine. North Star has "hints of berry, caramel and semi-sweet chocolate," while Snap Shot has a "bold finish." He's adamant about how to brew it: "only from fresh ground beans, only 200+ degree water, and it is best with a pour-over cone."

Is the coffee that good? Yes, it's that good.

The Youngstown, Ohio native helped establish the brew when he lived in St. Louis. In 2002, he moved to Rochester to teach graphic design at RIT and later to start his own design company, MyDarndest. Meanwhile back in St. Louis, his best friend, Matt Herren, was roasting 100% organic, fair-trade coffee beans from all over the world and creating Goshen Coffee Company. Klingensmith offered to help with Goshen's marketing, web design and branding in exchange for coffee beans.

Today, Klingensmith is planning the change of coffee culture in our town by, "roasting coffee for Rochesterians." He plans on bringing his own fluid-bed roaster here in 2011. The hand built roaster is a convection-based process that blows hot air onto the beans for a certain time and temperature. (How long and hot is a secret.)

"No one in Rochester is using this type roaster," said Klingensmith.

Find Bona Fide Coffee by the cup or pound at Eco Bella Bakery, 697 South Ave. Mise En Place, 683 South Avenue, is joining the Bona Fide coffee train with a tasting on Dec. 4th before stocking the beans. "The main point of sales will be at the Rochester Public Market and an online store," Klingensmith said.

The newborn coffee king is selling a holiday package that includes three Rochester blends: North Star, Tow Path and Snap Shot.

Bona Fide coffee will also appear at Vicki Hartman and Carla Morris's art opening at Thread on Sunday, Dec. 12.

To learn more, visit Bona Fide Coffee on Facebook or [bonafidecoffee.com](http://bonafidecoffee.com).

### Mindful Body Pilates & Yoga Opens

Chicago native Melodie Adkins and Rochesterian Rhonda Flint are on a mission to make Pilates training and Flow Yoga accessible to everyone.

The Pilates physical fitness system was developed in the early 20th century in Germany. This "thoughtful" approach to exercise works to increase strength and flexibility in the body through its core. It uses a variety of apparatus.

The partners met in a teacher training program, in 2007. Adkins went on to study further, "all five levels of Matwork, Reformer, Cadillac chair and small equipment."

"We had the same goals during our training," said Adkins. "We knew we wanted to create a space and we didn't want to feel exclusive. We want to be part of the community. We want to reach as many people as we can."

"We didn't want a juice bar," laughed Flint. "Everyone should try it for \$10."

Adkins originally taught in her 200-square foot private studio before looking for a larger space. She transformed a 2200-square foot space in the Cornell Co-operative Extension Building on Highland Avenue into a serene, light-filled studio whose walls are filled with her art work. The pair offers unlimited mat classes for \$100/month, "Pay-As-You-Go" 55-minute classes for \$10 each and Pilates Private Apparatus Special - \$100 for three sessions.

For more information, call 242-9642 (YOGA) or visit [www.mindfulbodypilatesyoga.com/](http://www.mindfulbodypilatesyoga.com/).

### Caverley's Adds Pub Grub

Dan Caverley is ready to include great Irish sandwiches to his line of stout and beer. Cur-



Rhonda Flint and Melodie Adkins (Photo by Nancy O'Donnell)

rent plans will add grilled ham and cheese and corned beef sandwiches.

Stop in for a bite. 741 South Avenue, 704-8346.

### Eco Bella Expands its Menu and Space

Eco Bella Bakery is enjoying a space on South Avenue twice the size of its original location and making plans to create a larger menu in the new year. The new menu will include soups and sandwiches to its gluten-free vegan menu of baked goods.

"We're going to add coffee, tea and hot cocoa immediately," said Lyn Ottman, co-owner with his wife Jeaninne. Already sleek chairs and tables line the wall. Wii is already installed.

The bakery started as a booth at the Rochester Public Market selling vegan pastries. They opened their first South Wedge bakery in January 2009. In several months, they attracted buyers from all over the region.

Initially they used wheat in their recipes, but in June 2009 the bakery became totally gluten-free. Eco Bella also prides itself on using local and/or fair trade products that promote sustainable farming practices.

"We had a band passing through from Chicago on their way to the Grape Festival who arrived at 8:30 a.m.," said Ottman. "Nine of them piled out of the van. They were all vegans. They bought \$75 worth [of pastries] and finished them before they left. It made my day."

Ottman plans to put a U.S. map on the wall and stick push pins in when someone visits from out of town.

Hours: Mon.-Fri. 10 a.m. - 6 p.m., Sat. 8 a.m. - 4 p.m., Sunday 9 a.m. - 2 p.m. 697 South Avenue

### Solera Wine Hosts 3rd Anniversary

Solera Wine Bar owner John Fanning popped open a

few bottles of bubbly Virginia's Kluge Rose Bru (36 bottles approximately) to celebrate his third year at South Avenue and Hickory Street.

Some 200 packed the wine bar in October.

### Tango Café Hosts HUGS Fundraiser on Dec. 18

On Dec. 18, Tango Café opens its dance studio celebrating its 125-year-old dancing legacy in the historic Weider Hall for a Monroe Community College (MCC) fundraiser to support the locally-based Help

Us Give Smiles Foundation (HUGS). The Foundation, created by U of R Professor Vito C. Quatela, M.D., provides aid to children in South America born with microtia, a congenital ear deformity.

MCC student Karson LaForce organized the "Day of Dance" that will include Salsa, Balchata, Merengue, Swing or waltz lessons at noon and a professional dance performance at 7 p.m. at 389 Gregory Street. For more information, contact Kerrie Vaughn at 271-4930.



Solera Wine Bar (Photo by Nancy O'Donnell)

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## South Wedge Arts & Leisure

By Nancy O'Donnell

### South Wedge Colony Bar Welcomes Fund-raiser

The Flower City Habitat for Humanity Young Professionals hosted their second fundraising event in October at the South Wedge Colony Bar. The event, "Frame the Future" Guest Bartending Night, raised more than \$4,000 for funding a new Habitat for Humanity home. Guest bartenders included Leah Stacy, Lauren Zinter, Steve Sullivan, Steve Drechsler, Laura Myers, Eleni Papademetriou, Michelle Nichols, Robyn Fazio, Nick Sawicky.



Guest bartender Eleni Papademetriou (Photo by Gretchen Lee Carletta)

### You're Invited to Highland Park Conservancy's Holiday Party

The Highland Park Conservancy Holiday Party is set for Wed., December 8, 5:30-7:30 p.m. at Lamberton Conservatory, 180 Reservoir Avenue. Refreshments and the opportunity to see the Conservancy in all its holiday color is free and open to the public. To learn more about the party and upcoming events in 2011, visit their web site at [www.highlandparkconservancy.org/](http://www.highlandparkconservancy.org/).



It's a Wonderful Life in the South Wedge. Ornament makers (l-r) Toni Conklin-Heininger, Matthew Heninger, 2 years, Renee Heininger, Alexander 6 yrs. (Photo by Nancy O'Donnell)

### It's a Wonderful Life in the South Wedge

"It's A Wonderful Life in the South Wedge," a multi-cultural holiday celebration on South Avenue, attracted many on December 4. The day included children's ornament holiday decorating awards, a great coffee race and caroling by the Rochester Oratorio Society. A horse-drawn carriage provided rides, and at dusk a procession by world music group, The Buddhahood, traveled from Star Alley to the South Avenue kiosk. Christmas Tree sales, holiday movie screenings in Lux Lounge's backyard, the Best Dressed Block award, and much, much more followed. In the spirit of the Wedge, participants were encouraged to bring donations of non-perishables and new or gently used children's clothing to benefit Calvary St. Andrew's Food Pantry and a School #12 Clothing Drive. Activities began at 1:00 p.m. and ended with a Christmas Karaoke at Lux Lounge at 10 p.m. For more information about future events, visit [baswa.org](http://baswa.org).

### Letter to Editor

continued from page 12

we promise not to pull anyone into our neighborhood and give you a wedge as that might be considered unrefined. But, make no mistake; we are all the South Wedge. And I do mean all of us from Meigs Street and Cayuga to Caroline and Rockingham. Join us, join them...who cares. Just join! Start a block

club on your street. It doesn't matter what neighborhood association sponsors it. Whether you are a Swillburg, Highland Park or South Avenue neighbor, you are a South Wedge resident. "trendy and respectable; hip and quaint," young, old, rich, poor, educated and not, rock and classical.

Try not to define us because you can't. That is what defines the South Wedge.

And by the way, it seems we should put our energy and passion for our neighborhood to a more collaborative use. The South Wedge needs us all.

--Donna Roethel Lenhard  
South Wedge

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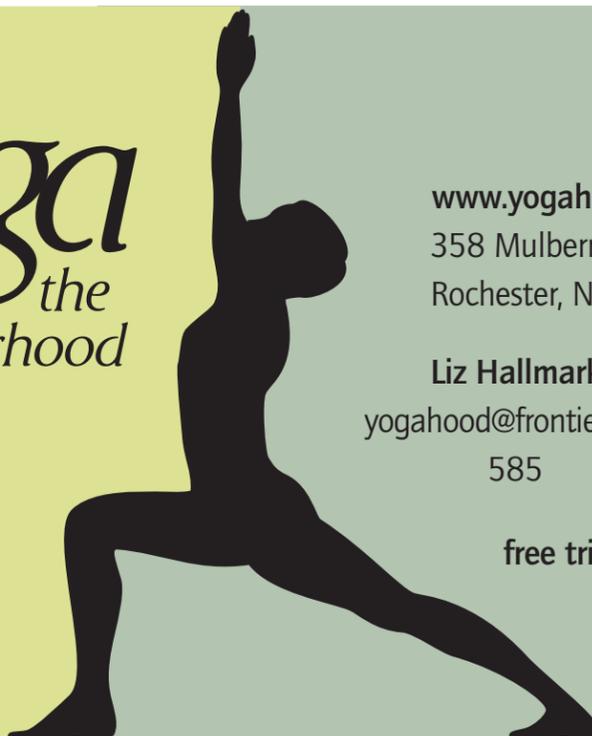
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## Stars of the Wedge - Gina and Jennifer Belardino

by Nancy O'Donnell



Gina and Jennifer Belardino at their favorite coffee shop, Equal=Grounds (Photo by Nancy O'Donnell)

Jennifer Belardino, co-owner of The South Wedge Barber Shop, isn't completely convinced she wants to be considered a Star of the Wedge. She's all for her mother, Gina, being recognized.

Gina has been a presence on South Avenue long before the Wedge revitalized and won awards as "Best City Neighborhood." In 1986, when she opened her first shop in the tiny space recently held by Eco Bella, the neighborhood was strewn with boarded up homes and businesses. For a while, she was the only barbershop on South Avenue.

"I loved the little building," said Gina. "I never had a problem with the street people or how rough the streets looked. I renovated and opened shop on April 1."

Gina was so excited about being in the Wedge; she painted part of the building's façade purple in honor of the Lilac Festival. Her landlord, unimpressed by her creativity, "doubled her rent."

Luckily, a house nearby became available, and in 1991, she bought it and moved in.

The cost of a haircut then: \$16. The cost today: still \$16. (Seniors pay even less.)

Gina sounds perplexed with the idea of perhaps raising

her prices into the 21st century.

"Gee, I don't know. We haven't raised it since I moved there. We don't have to pay rent..." said Gina.

The two women keep it simple. They cut, color, curl and blow dry; they don't offer spa services.

"We're not like a salon," said Jennifer. "I hate the smell of nail polish, and we're not set up to do it. Most guys like it more casual, not like the uppity salons."

Gina, who started cutting hair in 1964 and still calls herself a barber, agrees. "I've worked in all the fancy salons. I couldn't stand the clientele—too damn fussy—the dress codes, the rules and regulations. No, not for me.

A couple years later Jennifer, who had graduated from Eastridge High School and gotten her license, joined her mother at the shop.

"I liked meeting different people," said Jennifer. She's made close friends in the Wedge including her best boy pal John White, co-owner of Equal=Grounds. They recently returned from celebrating their birthdays in Las Vegas, but Jennifer won't talk about what they did there, but it involves "Zumanity" aka "the sensual side of the Cirque du Soleil" (the story stayed in Vegas).

The South Wedge Barber shop itself reflects the personality of its owners. The walls are a riot of color, bright orange and

turquoise, and covered with animal and human masks. Artwork includes photos Gina took on a Cape Cod vacation and a plaque that reads, "It's good to be Queen." Leopard print painted rugs provide background for wandering "Eartha," the box turtle, who meanders through the shop. Nearby Gina's station is a large tank that contains 19-year-old Sudan plated lizards, "Spike" and "Jose." Even their hours of operation are Belardinoesque: "Tuesday-Friday, 12-6ish; Sat. 10-3ish."

How is it that mother and daughter can work together so well and for so long?

"We get along great," Jennifer said. "We're best friends. We hang out. We're a lot alike."

While Gina still lives in the family home in Irondequoit with her other daughter Tiffany, Jennifer moved to the Wedge and lives with her cats: "Morticia, Jagger, and Diesel, who's like a little Mac truck."

The barbers aren't sure how many customers they have, since they don't have a database.

But, no matter the number, customers stay loyal for 25 years. One even drives in from Naples, N.Y., for a haircut.

"We've become friends [with some customers]," said Jennifer. "We've gone to their weddings and housewarming parties."

The mother-daughter shop has widened to include a family of customers and, on some days, even their pets trot along.

"We had five dogs in here the other day," said Gina. "They all got along. They were all excited about the cookies."

The Belardinos are thinking about celebrating their shop's 25 anniversary next April, but they're just not sure what that will look like. Whatever the plans, the party can't be anything but fun.

## Letters to the Editor

### Wedge Resident Looks Back in Time

I wanted to write and let you know how much I enjoy reading *The Wedge*. I grew up on Linden Street and have many, many fond memories of the area. I was delighted to see in the latest issue a mention of a Halloween event at the Ellwanger & Barry playground at the corner of Meigs and Linden. I lived a few houses away from that playground, at 564 Linden, and spent many happy hours there. A typical summer day at the playground consisted of swinging on the old wooden swings, running around, swinging some more, and then heading across Meigs to Minnie's, a wonderful little store that sold penny candy and ice cold Orange Crush!

As I was reading your latest issue, I came across the "Stump the Wedge" column and thought I would pass along a reminder that one of the best resources for small business information in the City is right on South Avenue, downtown at the Central Library in the Business Division. The Library has an incredible small business collection as well as experienced and knowledgeable business reference librarians who can assist people who are in business or thinking about starting one. The Division also produces frequent programs on small business topics ranging from marketing to how to file taxes. For entrepreneurs who are interested in patents, the Science Division at the Central Library houses the Chester Carlson Patent and Trademark Center, which provides access to all the information you need to protect your work.

Again, thanks for the quick trip down memory lane and the opportunity to let small businesses know where they can get additional help.

-- Patricia McDonald Uttaro  
Director, Rochester Public  
Library & Monroe County  
Library System

### The South Wedge by any other name will be as sweet?

This fall while recruiting SWPC (South Wedge Planning Committee) block club members at the South Wedge Farmer's Market, folks from Caroline and Meigs Street who wanted to sign up had to be turned away. They were disappointed to learn either were no SWPC block clubs for them and, worse that they lived in another neighborhood. "But, we live in the Wedge," they said. "Well, yes and no," we said.

Following almost immediately, a recent Highland Park Neighborhood's Buzz Newsletter (Sept 2010) ran an article by Joe Allard entitled, "Highland Park vs. the South Wedge."

The article attempted to paint out what type of person might either live in the Highland Park or South Avenue neighborhood using the words "Trendy vs. respectable" to describe one difference.

I have lived and worked in and out of the Wedge since 1969 and my nursing days at Highland Hospital. Please do not attempt to tell me that Tap & Mallet (or any business south of Gregory) are not in the Wedge or even in HPNA for that matter.

Historically, the South Wedge was loosely identified as the wedge-shaped area from Byron St. To Elmwood Avenue and included three neighborhoods: South Avenue, Swillburg and Ellwanger-Barry (Mt. Hope). Over time, these neighborhoods have both thrived and fallen prey to the same urban issues. They have also sought individual identities and geographic boundaries for the purposes of grant applications (service areas). This has reinforced those identities for some neighbors possibly to an unhealthy degree.

Economically we rise and fall together evidenced by a recent "Upper Wedge" real estate ad identifying a home in the Highland Park area.

Just because Tap & Mallet randomly falls on Highland Park Neighborhood's geographic side of Gregory Street does not make them less Wedge. Try telling the German House, Equal=Ground and Little Venice that they are not located in the South Wedge, all of whom are also in the Highland Park Neighborhood area.

And while Boulder Coffee Company and Lux Lounge were cited as South Wedge-like, Premier Pastry, Thread, Cheesy Eddies, Slim Goodie, Mise En Place and Solera were not. How do they rank on the respectability scale?

I live on Bond, go to Boulder, and frequent the Cinema and Tap & Mallet. Do I need to move across Gregory Street?

So, can we please agree to dispense with the ridiculous boundary disputes? Seriously,

continued on page 11

## The South Wedge Planning Committee, Inc.

### December 2010 and January 2011 Community Calendar

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

#### SWPC Board Meeting:

tzwahlen@frontiernet.net  
Thursday, Dec. 9, 6 p.m.  
Thursday, Jan. 13, 6 p.m.

#### SWPC Executive Team:

tzwahlen@frontiernet.net  
Monday, Dec. 27, 6 p.m.  
Monday, Jan. 24, 6 p.m.

#### Commercial & Economic Development:

chris@historichouseparts.com  
Tuesday, Dec. 14, 6:00 p.m.  
Tuesday, Jan. 11, 6:00 p.m.

#### Community Engagement:

(Neighbors & Block Clubs)  
a.clark-taylor@hotmail.com  
Monday, Dec. 20, 6:00 p.m.  
Monday, Jan. 17, 6:00 p.m.

#### Finance Team:

tsciarabba@hotmail.com  
Tuesday, Dec. 7, 12:30 p.m.  
Tuesday, Jan. 11, 12:30 p.m.

#### Housing & Structures:

tomkiciorjr@gmail.com  
Wednesday, Dec. 1, 5:30 p.m.  
Wednesday, Jan. 5, 5:30 p.m.

#### Marketing & Membership

flogan@rochester.rr.com  
rachel@madebyrachel.com  
Tuesday, Dec. 14, 5 p.m.  
Tuesday, Jan. 11, 5 p.m.

#### South Wedge Farmers Market Advisory Committee:

swfarmersmarket@gmail.com  
Tuesday, Dec. 7, 6 p.m.  
Tuesday, Jan. 4, 6 p.m.

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

chris@historichouseparts.com  
(Visit baswa.org for locations):  
Wednesday, Dec. 8, 6 p.m.  
Wednesday, Jan. 12, 6 p.m.



# South Wedge Planning Committee *Annual Report*

The South Wedge Planning Committee 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 was founded in 1975 and has been part of the renaissance of the South Wedge for 35 years. I am pleased to share with you our annual report for 2010. I would like to thank our staff, Board of Directors and the hundreds of volunteers who worked so hard to improve the WEDGE.

—Robert Boyd,  
Executive Director

### Officers:

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

### Board Members:

Rachel Chaffee, Neighbor  
Kirstin Chajka, Neighbor  
Felicia "Bo" Clark,  
Neighbor  
Angela Clark-Taylor,  
Neighbor  
Dave Halter, Business  
Chris Hartman, Neighbor  
Chris Jones, Business  
Tom Kicior, Stakeholder  
Frank Logan, Neighbor  
Ben Munson, Neighbor  
Cheryl Stevens, Neighbor  
Michael Trojian, Stakeholder

### Staff:

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

### Consultants:

Norm Karsten,  
SBDC SUNY Geneseo  
Deb Ferris, Bookkeeper

### To build a healthy community, we

- Expanded the South Wedge Victory Garden to serve 34 families. This provided an opportunity for individuals to grow their own fresh vegetables saving each family at least \$150. This equaled a total benefit of \$5,100 garden wide.
- Re-energized the South Wedge Farmers Market which provided access to locally produced fruits and vegetables for residents.
  - The market served between 500 and 600 people a week.
  - The local producers saw sales increase by 20%, contributing to the sustainability of their business. The market became a community gathering place. Each week brought unique entertainment for adults and children alike.
  - Over 15 different community groups provided information on services to residents.
- Brought the South Wedge Farmers Market to School #12 and gave an introduction to healthy eating and the products of the market to over 400 children in fall 2009.



### To promote active engagement in the neighborhood, we

- Expanded *The Wedge* newspaper to 16 pages and published six editions. Produced over 6,000 copies of each edition. The content provides neighborhood news of residents and businesses. We introduced the column "Stars of the Wedge" to honor those who have made a difference in the South Wedge.
- Hosted an Open House for the community with over 100 people in attendance.
- Wedgestock 2010 drew 5,000 people to the South Wedge. Over 75 people worked on it, and estimated incremental revenue to vendors and merchants was over \$100,000. We made a number of major changes from prior years – the location, the number of artists, food vendors, the music and community groups. The crowd was uniquely South Wedge – people didn't race through, instead they visited with old and new friends. There was energy and excitement in the crowd. It was not your average Rochester festival.
- Engaged over 200 volunteers in volunteer efforts to beautify the neighborhood.
- Reinvigorated the block club program. There are now 10 block clubs with dedicated leaders and a new, improved recruitment process.



### To achieve a full range of housing opportunities, we

- Provided emergency home repairs to 44 income qualified homeowners with an investment of \$380,000.
- Partnered with the Greater Rochester Housing Partnership to rehabilitate and sell four homes to first-time homeowners. In addition, there are eight more under development.
- Provided tools to over 100 families through The South Wedge Tool Library.
- Referred 20 families to Foreclosure Prevention Programs.
- Provided homeowner education to 60 homeowners.
- Partnered with South West Area Neighborhood association (SWAN) to make home repairs in the Jefferson Avenue Focused Investment Area.



### To promote sustainability for the South Wedge Planning Committee, we

- Managed our resources to build for the future.
- Reduced our reliance on operating grants by increasing the amount of earned income.
- Increased the investment in community based programs.
- For a full financial report, visit [www.swpc.org](http://www.swpc.org).



### To promote economic development, we

- Completed two New York State Main Street Grants assisting seven property owners making an investment of \$1,780,794.
- Completed a market survey to identify the needs of the community.
- Provided business advising to 35 existing and new businesses in conjunction with the Small Business Development Center at SUNY Geneseo.
- Assisted St. Joseph's House of Hospitality make improvements to their South Ave facility.
- Assisted Konar Properties in the development of South and Hickory Place.





# SWPC Joins Southview Towers For Thanksgiving

by Nancy O'Donnell

Thanksgiving came a day early for Southview Towers' residents as they joined with the South Wedge Planning Committee (SWPC) and the Center for Disability Rights (CDR) to hold a festive dinner for 125 in the South Avenue community room.

SW Farmers Market volunteer and resident Bernie Jackson started planning the event in September. Working with CDR's Independent Living Specialist Mildred Brown and SWPC's Executive Director Robert Boyd, Jackson created a committee of over 20 residents who planned and prepared the menu.

"I just thought that we could do something," said Jackson, who has advocated for many years through the Self-Advocacy Association of New York State/AMERICORP. "You see all the love in this room? It took a long time to get the love here, but we decided to make it happen."

The night before, SWPC board member Donna Roethel Lenhard opened her home for a baking marathon. Her apple pie team included Kristin Chajka, Angela Clark-Taylor, Monica McCullough, Tanya Zwahlen, Cheryl Stevens and Doug Root. Meanwhile SWPC staff members and friends, Allison Clark, Eilleen Thomas, and Johannes Bockwoldt, were roasting turkeys to add to the ones Michael Dixon was deep frying behind the Tower. On the day, SUNY Geneseo students Joe Morelle, Jr., and Evan Owens helped to serve blind and physically chal-

lenged residents. SWPC staff Bobby Blocker was the official gofer for the day as extra cups and plates and silverware was needed as the number of attendees increased. Volunteers from the Regional Center for Independent Living included Christol Wright and Erin Phillips, a specialist for the deaf, also worked the serving line.

Executive Robert Boyd reported that "over 100 pounds of turkey, 30 pounds of ham, 60 pounds of potatoes, 20 pounds of collard greens, 15 pounds of sweet potatoes and almost a bushel of squash were used. I'm very grateful for the funding provided by SWPC supporter Susan Cheshire and Wegmans."

"Susan is a caring benefactor who likes to see contributions used to make a difference and see an impact on people's lives," said Boyd. "She makes a grass roots contribution more personal. She has helped many of our clients."

Singer Jose Jimenez gave an impromptu performance of Jacki Velazquez's "Speak for Me," that brought the house down. Channel 8 stopped by to film the festivities. (Catch a replay at [http://rochester-homepage.net/fulltext/?nxd\\_id=220206](http://rochester-homepage.net/fulltext/?nxd_id=220206)).

"The great thing was we didn't just cook a dinner," said Boyd. "We enabled people to become engaged and work as a team! We also made new friends in our neighborhood."

Bernie Jackson is thinking about a Christmas event, but "We're still going to be full from Thanksgiving!"



Christol Wright, Amanda Flannery and Erin Phillips



Young diners



Mayda Mercado, Jose Sanchez, and daughter Jazlene, 2 months



Two-year-old Julieona Escobar



Jessica Austen and 1-year-old Ali Galab.



Thanksgiving feast organizer Bernie Jackson



Cochina Brunson



Michael Dixon and Lou Welch deep fry some birds



Pie makers Kristin Chajka, Donna Roethel Lenhard, Doug Root, Cheryl Stevens



Vocalist Jose Jimenez



SUNY students Joe Morelle, Jr. and Evans Owen, SWPC Director Robert Boyd



# Headz Up 3rd Annual Hats Off To You

by Nancy O'Donnell

Headz Up Hats Boutique owner Tonja McNair held her third "Hats Off to You" event at the Historic German House on November 22. The event combined a festive fall preview and half-price sale of her stock of men's and women's hats and a big thank you celebration for local heroes.

Honored at the event were

Lenzy Blake, Kirsten Lyons, Lorraine Julien and Ray Scott

Before the awards ceremony, guests noshed on hors d'oeuvres and listened to the music of *Paradigm Shift* and shopped, shopped and shopped.

Hat mad attendees included Catherine Josh, who bought two new hats.

"I wore a deliciously girly

hat today to work this morning, and I got so many compliments, I decided to buy a few more," said Josh.

"There are no other hat stores in the city, said Michael Kozakiewicz, who carried a stack to the closest mirror. "I'm a hat man."

Pittsford resident Dedra McCaghren, who arrived adorned in a bright red cha-

peau, wears them for practical reasons. "If you're having a bad hair day, you put one on, and it's good to go."

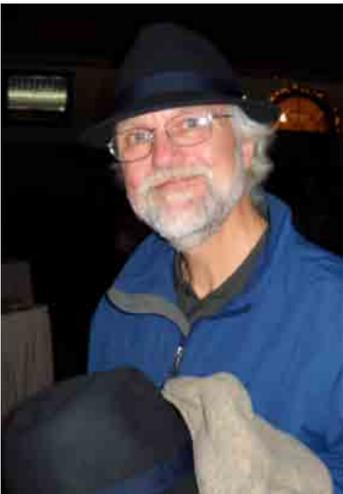
Photographer Charles Giunta arrived topped by a black fedora with a wild black pearl cross on its side.

"Years ago everyone wore a hat to show how they felt," said Giunta. "You wore a fedora every day. You had a pleasure

hat, a business hat. People used fashion to show what how they felt."

Lorraine Julien, a sister of St. Joseph, came across the street from St. Boniface, wearing a black pill box hat with a demure veil. "I love Tonja's hat shop, and I love Tonja," said Sister Lorraine.

(Photos by Nancy O'Donnell)



Michael Kozakiewicz



Gerry Youngman from Paradigm Shift and Tonja McNair, owner Headz Up



Curtiss McNair, Tiffany Cherie, Nicole Thomas



Whitmore Odonkon and David Reese



Sister Lorraine and Carolyn Sinclair



Dedra McCaghren

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# Holiday Decorating Contest Winners Announced

Bright lights and evergreens set the tone for the SWPC's first annual Holiday Best Block Decorating Contest. Kristin Chajka and Angela Clark-Taylor, SWPC board

members and co-chairs of the Community Engagement Committee, announced the winners at BASWA's "It's a Wonderful Life in the South Wedge" on Dec. 4.

Ninety people voting online named Gregory Street as best block in the South Wedge earning it a \$250 prize for their block club. Individual houses won "best house on the block"

BASWA gift bags. These included houses on Gregory, Linden, Cypress, Hamilton/Van, Poplar, Bond/Whalin, Van and Menlo Place.



Van St. winner for Hamilton St. Neighbors (Photo by Robert Lauterbach)



Gregory Stree winner of Best Block (Photo by Robert Lauterbach)



Poplar St. - First house to decorate (Photo by Robert Lauterbach)



Menlo Place winner (Photo by Nancy O'Donnell)



Bond/Whalen Block Club winner (Photo By Angela Clark-Taylor)



Sanford St. winner (Photo by Robert Lauterbach)



Gregory St. Gingerbread House (Photo by Robert Lauterbach)



Cypress St. winner (Photo by Robert Lauterbach)

**Thanks to all our neighbors and block club members for making our community a beautiful place to live, work and play!**