



## SWPC Holds Annual Open House

By Nancy O'Donnell



SWPC interior redesign by Donna Roethel Lenhard (Photo by Nancy O'Donnell)

Neighbors, shop owners and politicians ignored sub-zero temperatures to attend the South Wedge Planning Committee's (SWPC) Annual Open House on January 21 and hear Executive Director Bob Boyd outline SWPC's 2011 mission.

Along with socializing and noshing on potluck hors d'oeuvres, attendees toured the newly refurbished second floor offices. The new look was made possible by board member/painter/interior decorator Donna Roethel Lenhard, a SWPC board member, who single-handedly painted each office to mirror the personalities of the staff using a palette of chocolate brown, aubergine, brick and cream. (The *Wedge* Newspaper cubicle got polka dots!)

State Senator Joe Robach (R,C,IP) 56th Senate District and City Council member At-Large Matt Haag mingled with constituents. Board members Frank Logan, Monica McCullough, Tony Sciarabba, Sarah Johnstone, Tom Kicior, Bo



SWPC Board President Tanya Zwahlen and CPO Michelle Velez



Mildred Anderson and Judith Van Ness (Photos by Nancy O'Donnell)

Clark and Angela Clark-Taylor chatted with neighbors. Officers Velez, Bannerman, Bing and Di Vincenzo along with the city's Neighborhood Service Center Administrator Nancy Johns Price and Housing Specialist Julie Buckley stopped in to enjoy the event and meet with residents like Mildred Anderson, a 41-year resident of Averill Avenue.

The wide diversity of business talent and entrepreneurship that makes the South Wedge the distinctive neighborhood it is was in attendance: Renewing Massage owner Colin Coffey (and spouse Michael

Brundage), Hedonist Artisan Chocolates owners Jennifer Posey and Zahra Langford (who escaped from St. Valentine's Day chocolate-making madness to attend), artist Paul Taylor and filmmaker Johannes Bockwoldt. Absolute Yoga master Mark Sandler and Physikos Movement in Vino instructor Priscilla Auchincloss stopped in. Bona Fide Coffee magnate Bill Klingsmith, Somali Community Center president Abi Mohamud, NBN Leader Carlene Woodward, Conifer Development Allan Handelman all joined the festivities. (See more photos on page 16.)



L.J. Autovino, Tommy Plantone, Johannes Bockwoldt, State Senator Joe Robach (Photo by Nancy O'Donnell)

## Full Moon Vista Bikes Moves To The Wedge

By Nancy O'Donnell

Full Moon Vista Bike & Sport shop will move to South & Hickory Place from its current location on St. Paul Street in early Spring. The store, co-owned by Scott Page and Kim Yirinec, joins the thriving South Avenue business corridor with a staff of nine.

"We've been working with Bob Boyd since the beginning of this adventure, and it has been just great," said Shana Lydon, one of the store's managers. "The SWPC organization and the entire neighborhood seem like a perfect fit for us. We're really excited about the move."

Full Moon Vista does more than sell, fit and repair bicycles. It also organizes rides, training sessions, educational clinics and professional class racing events."

"We're very excited about the move," said Bob Boyd, SWPC executive director. "We've helped them to develop their strategies [in making the move] and worked with them to understand the South Wedge market and its advantages.

Look for a feature story about our new neighbors in the April/May issue of the *Wedge* Newspaper.

## SWPC Helps in Athletic Field Rehab

By Lori Bryce

It's a cool October morning, a great day for a cross country run. The students at James P. B. Duffy School #12 are scheduled to line up by classroom throughout the day to participate in the "Fall Fun Run." This is the culminating event to wrap up a week of running education. On Monday, the Genesee Valley Harriers running club volunteered members to lead classrooms through stretches and kick-off run. All week long classrooms tracked their steps, laps and times racking up miles trying to "Race Across America." It's a big deal and the kids are excited.

Friday arrives, it's time for

the big event. A course has been measured and marked, ¼ mile laps for the younger children, ½ mile course for the older kids. It's 8:30 in the morning, the finish line is erected and the bull horn announces the start. They're off! All is going as planned with the exception of the light drizzle. No matter, the kids are enjoying themselves. Fast forward an hour or two, the rain continues. Kids are slipping, sliding, and crossing the finish covered in mud. About half of the volunteers want to cancel the rest of the day's event. Someone is going to get hurt racing on the incredibly wet, slick field.

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## SWPC Plans for 2011

By Bob Boyd

The South Wedge Planning Committee Inc. (SWPC) looks forward to many great things in 2011. 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.

SWPC is a community-based organization that is driven by caring volunteers. We welcome new volunteers and encourage them to contribute their time and talents. Some of our focus for 2011 will be on

promoting our programs and projects. These include:

- WEDGESTOCK 2011 is scheduled for Saturday, August 20, 2011.
- Increasing activity of block clubs to build community, beautify the neighborhood and respond to neighborhood concerns,
- Entering its 5th season, the South Wedge Farmers Market seeks to provide for more of the food needs within the neighborhood. We have a

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# Star of the Wedge – Jennifer Posey

By Nancy O'Donnell



Jennifer Posey's road to becoming Rochester's premier artisan chocolatier twisted and turned through athletic fields and parklands, recreation centers and softball tournaments.

"I was a high school jock, voted most athletic," said Posey, who grew up in San Jose, California, the daughter of a fisherman and homemaker.

"I played basketball and softball. I played first base in All State tournaments. For several years, I worked as a sports official. It shapes you as an individual. I remember people yelling in my face [over some decisions]."

Posey majored in "leisure" at San Jose State, which sounds relaxing but is anything but when you ultimately become the Director of Parks and Recreation.

While in college, Posey met Zahra Langford on the dance floor of the Blue Lagoon. "She was really pretty. We danced together and soon started dating,"

said Posey

She got her first taste of chocolate making in grad school. "I worked with Richard Donnelly, a 4 star chocolatier. I wasn't his apprentice. I was his minion, wrapping and cleaning molds. But, I kept bugging him, so he finally let me make caramels."

At home, she started making candies: "simple old-fashioned candies - fudge, caramel popcorn, candied nuts."

Langford, who had graduated with a degree in costume design, moved into graphic design and a job in Silicon Valley. When she became interested in information design, the couple moved east where Langford studied at the University of Michigan and Posey became Director of Parks and Recreation in Milan, a town a few miles outside Ann Arbor.

"There's lots of comedy in recreation," said Posey. "People love their parks. They express themselves through recreation. The whole idea of recreation is

the 're-creation' of an event. It creates joy as we relive an earlier experience...we cooked with our mom, so we love to cook."

"I loved the job," said Posey. "I would have done it forever, but Xerox made Zahra an offer she couldn't refuse."

Friends in the Rochester area told the couple "things are happening in the South Wedge." With no director positions available in the City's Recreation Department, Posey devoted her days to fixing up a 1900s house the couple bought on Linden Street. She took down the original wallpaper, refinished the floors. "I learned a lot, and I'd never do it again," laughed Posey.

Along with the house, the couple fell in love with their neighbors. "They treated us just like family. I couldn't imagine better neighbors. We spent our first two Christmases over at Helen's," their 94-year-old next door neighbor.

Once their home was fixed up, Posey started to get bored. She took a part-time job at Equal=Grounds, and began thinking about opening a business. It didn't take long for her to think about making delicious things to eat. "I'm a foodie. I love all things about food. We joined a CSA. I was totally delighted to find the cheese shop at the Rochester Public Market. It sells this incredible olive oil that comes from the family's orchard in Italy. It's so delicious; it's a waste to cook with it."

One day Zahra suggested "chocolate" and the couple began experimenting at home.

"I went to the South Wedge Planning Committee and started writing up a business plan with George Gotschik [former SUNY business development mentor], and I entered the SWPC business plan contest. I didn't win."

At the same time, Posey received a lot of "discouraging feedback that a chocolate shop was unrealistic" especially the way she planned to make it.

"We're members in the Fine Chocolate Association," she said. "My chocolate costs so

much. There's no vanillin [an artificial flavor], no palm oil, no preservatives. That's why it tastes so good."

Still she persisted, "Once I wrote the plan, it was clear enough I had to make this my life. I'm totally committed."

Hedonist Artisan Chocolates' first customer was Equal=Grounds. Soon the couple was busy offering "tastings" so people could learn how real, high quality chocolate tasted and the orders came flooding in. Soon they were being interviewed by local magazines and newspapers and being featured on TV segments.

Four years after naysayers said making chocolate wasn't a good idea, Hedonist now has four employees and two interns working in the South Avenue kitchen. Its chocolate truffles are sold in Parkleigh on Park Avenue, Mise en Place Market and Coffee Connection on South Avenue, Max Market on Monroe Avenue and Ravines Wine Cellars in Hammondsport--as well as online (hedonistchocolates.com).

Posey experiments with recipes grew into great collections. The Goat Cheese Collection featured black current, strawberry balsamic, fig and honey, and thyme pepper pistachio truffles. The most recent, "The TweetHeart collection" features a raspberry truffle imprinted with a series of lovebird images by local graphic designer Erica Guilfoyle. Posey's truffles for the Valentine Day's season use raspberries, raspberry liqueur and semi-sweet chocolate. The Valentine Spice collection includes orange chipotle, lemon pepper, raspberry wasabi, peanut butter cayenne and curry coconut truffles. "Being an artisan chocolatier gives me the freedom to change the recipes," said Posey, who is looking forward to pairing beer and chocolate in a tasting at the Tap & Mallet.

Along with the 40+ hours

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**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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To e-mail staff type  
first initial last name@swpc.org

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

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.

Advertising Deadlines and Rates are available online at www.swpc.org or call Robert Boyd 256-1740, ext. 102.

Before recycling this 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, commercially sustainable urban village.

## The South Wedge Planning Committee, Inc. February - March 2011 Community Calendar All meetings are held at 224 Mt. Hope Avenue, except when noted.

#### SWPC Board Meeting:

tzwahlen@frontiernet.net  
Thursday, Feb. 10, 6 p.m.  
Thursday, March 10, 6 p.m.

#### SWPC Executive Team:

tzwahlen@frontiernet.net  
Monday, Feb. 28, 6 p.m.  
Monday, March 28, 6 p.m.

#### Commercial & Economic Development:

chris@historichouseparts.com  
Tuesday, Feb 8, 6:00 p.m.  
Tuesday, March 8, 6:00 p.m.

#### Community Engagement: (Neighbors & Block Clubs)

a.clark-taylor@hotmail.com  
Monday, Feb. 21, 6:00 p.m.  
Monday, March 21, 6:00 p.m.

#### Finance Team:

tsciarabba@hotmail.com  
Tuesday, Feb. 8, 12:30 p.m.  
Tuesday, March 8, 12:30 p.m.

#### Housing & Structures:

tomkiciorjr@gmail.com  
Wednesday, Feb. 2, 5:30 p.m.  
Wednesday, March 2, 5:30 p.m.

#### Marketing & Membership

flogan@rochester.rr.com  
rachel@madebyrachel.com  
Tuesday, Feb. 8, 5 p.m.  
Tuesday, March 8, 5 p.m.

#### South Wedge Farmers Market Advisory Committee:

swfarmersmarket@gmail.com  
Tuesday, Feb. 1, 6 p.m.  
Tuesday, March 1, 6 p.m.

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

chris@historichouseparts.com  
(Visit baswa.org for locations):  
Wednesday, Feb. 9, 6 p.m.  
Wednesday, March 9, 6 p.m.

#### Wedgestock 2011

kristinchajka@gmail.com  
flogan@rochester.rr.com  
February 22, 6:30 p.m.  
March 8, 6:30 p.m.  
March 22, 6:30 p.m.

by Nancy O'Donnell

## NSC Administrator Aims to Communicate

When a Swillburg business owner came to Southeast Quadrant Administrator Nancy Johns-Price for help with parking problems, she made sure everyone would get the message—in English, Vietnamese, Myanmar, Korean, Chinese and Spanish.

The sign starts in English at the top: "PLEASE RESPECT OUR NEIGHBORS: Vinh Hao, Hong Kong Restaurant & Swillburg Tavern. DO NOT PARK AGAINST THEIR BUILDING."

Just to make sure that visitors to Swillburg's international corridor on South Clinton Avenue would understand, she added: **ĐỐI CỬA CHÚNG TÔI XIN NEIGHBORS, KHÔNG XÂY DỰNG CÁC KHU CÔNG CHỐNG**, and **โปรดเคารพเพื่อนบ้านของเร**. **อย่า PARK ที่ทำลายอาคารของพวกเรา** followed by **请尊重我们的邻居 不要停车对他们的建筑**.

Next, Johns-Price added **이웃을 준수해주시십시오 그들 건물에 대항 주차하지 마세요**. Then to be perfectly clear, the sign says **私たちの隣人を尊重してください それらの建設に反対する駐車しないでください**.

Finally, the request concludes in Spanish: **POR FAVOR RESPETE A NUESTROS VECINOS, NO ESTACIONE SU VEHICULO CONTRA LOS EDIFICIOS**.

"The property owners and business owners on S. Clinton-Vinh Hao, Hong Kong Restaurant, Swillburg Tavern, Nhac Banh, Mi Café, Ocean Market, Top Notch Barbering and the Beauty Parlor—all came together in the spirit of trying to be respectful of each other's property and to solve the parking issues," said Johns-Price. "The group decided to post signs in their stores so their patrons would stop using the parking spaces of one of the businesses. It's all about building stronger neighborhoods through building relationships."



Highland Park is not on the list. (Photo by Jeff Jones)

## Highland Park Sledders Don't Make the List

The tantalizing slope is just over the rise. Away from the street, at Robinson Drive and South Avenue, the small kid-friendly slope near the Highland Bowl has provided neighborhood children winter thrills for decades.

MCC English Professor Jeff Jones discovered the new sign while on a walk with his young son, Willy, who had spotted the sledding possibilities. Why a new sign? And will toddler sledding violators be stopped?

Larry Staub, director of Monroe County Parks, will only say where sledding is per-

mitted.

"We're the only area in the region that actually has designated sledding areas. It's not permitted in the city," said Staub.

The Highland Park sign went up when park staff noticed bodies sliding down the slope.

Staub said that the six sledding approved areas were all checked for safety.

"We look to see there's proper run off at the hill, that there's enough room for a sled to stop without going into a tree or into the road," said Staub. "We have a designated 'go up the hill' path with a collapsible snow fence to avoid the bowling pin effect." (The visual of bowling pins flying brings back childhood memories of flying through the air upon impact.)

Finally, Staub said staff police the designated sledding hills for makeshift ramps that daredevil construct when no one's looking.

"The ones allowed are safe for kids of all ages," said Staub.

## Highland Park Rejuvenates Neighborhood Association

The Highland Park Neighborhood Association's (HPNA) annual meeting celebrated their successes over the last few years and looked ahead to the future with the election of a new board of officers.

The Highland Park neighborhood is served by a very active, high tech association that communicates their numerous projects and events through a newsletter, an email blast, a blog and Facebook. Their annual Taste of the Neighborhood potluck picnic attracts some 500 from the community while their Halloween children's parade grows each year. HPNA was instrumental in the renaming of the very popular Linden-Meigs Park and playground into the Ellwanger Barry Park. One of their greatest recent achievements was the installation of a metal pear tree sculpture in the park created by artist Craig Wilson. Their School Choice meetings work to convince young families with school age children to stay in the city. A recent meeting received TV extensive coverage (see [http://rochester.ynn.com/content/top\\_stories/531287/highland-park-neighborhood-meeting-shine-light-on-school-choices/](http://rochester.ynn.com/content/top_stories/531287/highland-park-neighborhood-meeting-shine-light-on-school-choices/)).

Before the formal meeting closed, former Chair and Treasurer Michael Thompson was honored for diligence and commitment to the neighborhood over many years.

New HPNA Board members are Mary Staropoli (Chair), Mike Mahoney (Vice-Chair), Jason Smith (Communications Coordinator) Lori Bryce (Treasurer) and Jill Carlier (Secretary). The Association also has recruited a banner number of committee coordinators: Paul Urai (Safety & Security), Marcia Zach (Volunteers), Michael Tomb (Art & History), Matt Carnevale (Business Liaison), Meghan Delehanty-Reddington (Children & Families), South



The new HPNA Board (l-r) Mary Staropoli, Lori Bryce, Michael Mahoney, Jill Carlier and Jason Smith.

Section Leader John Richter, North Section Leader Tracey Mykins, East Section Leader Vikki Kolb. Seasoned HPNA members now sit on its Advisory Group. These include Roger Ramsay, Mike Thompson, Ruth Danis, Carlene Woodward and Jeanne de Keyserling.

For more information about HPNA, visit [www.highland-parkrochester.org](http://www.highland-parkrochester.org).



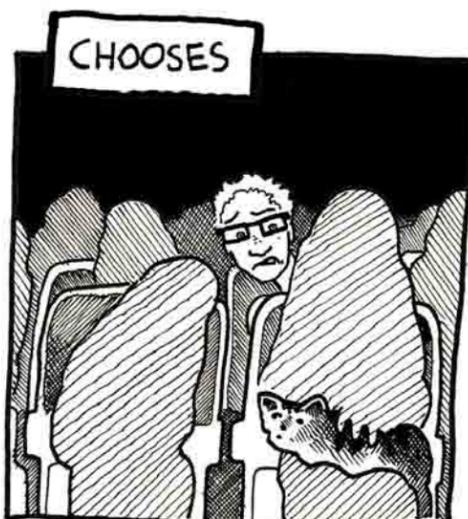
Rose O'Keefe and Kristin Chajka (Photo by Nancy O'Donnell)

## Holiday Contest Winner

Gregory Street, was the winner of the SWPC Best Block Holiday Decorating Contest. Rose O'Keefe from the Gregory Street Block Club accepted the award for 'best dressed street' from the SWPC Community Engagement Co-Chair Kristin Chajka. Voting was done on Southwedge.org.

The \$250 award will be used by the block club for an event. Each block club also gave a gift basket for best house on the street. Photos of winning houses were featured in the December edition of the Wedge.

## Wedge Comic Justin Hubbell



Justin Hubbell

# City Living Sundays

By Margot M. Garcia

City Living Sundays is the City of Rochester's spring celebration of city lifestyles, neighborhoods and home ownership. The annual event is a cooperative venture of area lenders, neighborhood associations, private businesses, the Greater Rochester Association of Realtors, the Landmark Society of Western New York, City School District and the City, and markets Rochester homes while promoting the unique advantages of city living.

The City Living Sundays program began in the spring of 1992. Area realtors asked then City Council President Lois Giess for help in initiating a program that would combat the negative perception in the real estate community regarding marketing city properties. In the beginning, four Sundays were devoted to showcasing

each quadrant of the city. As the years progressed, the expo was condensed into three Sundays. Most recently there are two Sundays devoted to the events. In 2011, City Living Sundays celebrates its nineteenth year.

Home shoppers are invited to attend this year's City Living Sundays on March 27 at Theodore Roosevelt School #43, 1305 Lyell Ave. and April 3 at East High School, 1801 E. Main St. One Stop home buying information booths will be staffed by knowledgeable lenders, realtors, school district personnel and real estate attorneys to discuss the entire home buying process, and visitors can find out about City closing cost grants.

The real estate experts will provide facts, offer advice or answer questions about all aspects of home purchase and ownership, as well giving information about specific homes open

for inspection that weekend. Neighborhood residents will be on hand to describe unique qualities of their part of the city. Photos and tour maps of available properties will be provided. Open houses will take place from 1 to 4 p.m. each Sunday.

Prospective homeowners can also preview the neighborhoods to be featured each Sunday on a free bus tour offered by the Landmark Society of Western N.Y. in conjunction with City Living Sundays. The bus tours spotlight city amenities and resources, ranging from schools and shopping districts to historic sites and places of worship. The tours are offered on the Saturday before each City Living Sunday. Call 546 7029, ext. 10, for more information and reservations for the Landmark Society tour.

## Athletic Field Rehab

*continued from page 1*

The running course and the rest of the recreational space behind the school is off limits for the remainder of the day and likely a few more days due to its poor drainage.

Mr. Butler, a member of the Physical Education staff at School #12, notes that "the field is generally too wet to use until about the last six weeks of the school year, part of May and June. Of course it all depends on the amount of rain and can be even less."

Even when the rain stops, the field takes an unreasonably long time to dry out enough to be useful again.

Bob Boyd, executive director of the South Wedge Planning Committee, witnessed the October event as a volunteer that day. It left a lasting impression. When \$250,000 from Senator Joe Robach's office became available for recreational opportunities in the south section of the city, Boyd knew just what to do

with it. DRAINAGE!!

Initially, the funds were going to be used for soccer fields north of the Hamilton on Mt. Hope Ave., but there was not enough space. The funds were then going to be used in Marie Daley Park on Gregory Street, but again space issues made it impossible. So when Boyd remembered the wet fields, he immediately decided that the funds should be used for drainage improvements for the fields behind School #12.

The field is the only open space that the 780 students at school have for the outdoor gym classes, recess and other special outdoor events. The South Avenue Recreation Center and School #12 after school programs, the "Southside Cyclones" football team, and Little League baseball all use the field as well. The impact these upgrades will have is significant.

Despite the conditions last fall, the Fun Run volunteers decided that the "show must go on." The original course was abandoned. A new route established, instead of our cross county routes, a short course around the building was used. Kids were led through the basketball courts, past the dumpsters, by the library, on the sidewalk around the building and then inside - not the course we'd imagined, but it did get the job done. Thanks to these funds and a vision, this course will not be repeated!

*Lori Bryce is School #12 Treasurer and Treasurer for the Highland Park Neighborhood Association.*

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Eat  
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## BASWA Nabs Arts & Cultural Grant for Avant Garden

Christine Jones, BASWA President, announced that the Business Association of the South Wedge Area received its fourth Arts & Cultural Council Decentralization Grant. This grant will be used in conjunction with membership funds and private donations to commission artist Jay Lincoln to paint a large garden mural in South Avenue's Star Alley Park. BASWA is also commissioning artist John Grieco to construct an iron archway over the entrance to Star Alley Park.

The group will also be seeking artists to paint the picnic tables and bandstand in the "Avant Garden" this spring. The mural and archway will be completed by the Third Thursday in June and unveiled at a free concert.

Cleaning for a Reason, a nationwide cleaning service that provides free housecleaning once per month for four months while a woman is in treatment.

All that's needed to get the service is to sign up and have a doctor fax a note confirming the treatment. Cleaning for a Reason will have a participating maid service in the patient's zip code area arrange for the service.

The organization currently has 547 partners to help these women receiving treatment.

"It's our job to pass the word and let women know that there are people out there that care. Be a blessing to someone and pass this information along," said Carol Tometsko. To learn more, visit <http://www.cleaningforareason.org/>.

Women who cannot make the screening day can be scheduled for a different day.

The Breast Imaging Center is dedicated to improving the health of women in Monroe County. For more information, contact Sue Swift, Coordinator, Patient and Community Relations, Highland Breast Imaging Center, 500 Red Creek Drive, 487-3305 or email [susan\\_swift@urmc.rochester.edu](mailto:susan_swift@urmc.rochester.edu).

## Free Home Security Survey

Crime Prevention Officer Brian Bannerman at the South East Neighborhood Service Center is offering a free Home Security Survey. Interested residents can call him at the Neighborhood Service Center Office at 428-7640 or e-mail [bb0507@cityofrochester.gov](mailto:bb0507@cityofrochester.gov).

## Heartbeat for Health February/March Events

Bring a low fat, vegetarian dish to pass (or some cut fruit), your own place setting and beverage to the 6:30 p.m. Potluck. At 7:30 p.m. stay for the presentation: "Reducing Stress in These Stressful Times"

Reducing stress is not easy, but it is possible and it's essential for good health. Attendees will learn techniques to quiet the mind and relax the body that fit into everyday routines. February 14, 6:30 - 8:45 p.m. \$4.00 guests; free to HFL members.

In March, the group will present a talk on "Compulsive Overeating & Food Addiction." Obesity is only one symptom of eating too much and not getting enough exercise. Diabetes, cardiovascular disease, high blood pressure are others. A panel will discuss the role of healthy eating and exercise in getting lives on the road to healthy living. Monday, March 14, 6:30 p.m. Vegetarian Potluck, 7 p.m. Presentation. \$4.00 guests; free to HFL members.

All events are held at the Monroe County Cornell Cooperative Extension, Auditorium, 249 Highland Avenue, (across from Highland Park). Free parking. For more information call 585-234-7076 or visit [www.heartbeats4life.org](http://www.heartbeats4life.org)

## M.K. Gandhi Institute for Nonviolence Events

From Jan. 30 through April 4, the M.K. Gandhi Institute for Nonviolence at the University of Rochester has planned a series

of events to educate the community about applying nonviolent practices in everyday life, and to encourage individuals and organizations to identify new ways to solve some of Rochester's most pressing problems.

A Season for Nonviolence is the 64-day period between the anniversaries of the assassinations of Mohandas K. Gandhi on Jan. 30 and Rev. Dr. Martin Luther King Jr. on April 4. Launched by the United Nations, the Season is a time to reflect upon the nonviolent practices of Gandhi and King. This year, Rochester will be one of almost 400 communities to participate.

"Americans Who Tell the Truth" artist Robert Shetterly will discuss his motivation behind creating the portrait series. Friday, Feb. 25, 4:30 p.m., Central Library and Link Gallery 7 p.m., Pittsford Plaza Barnes & Noble.

On Feb. 27, at 7 p.m. peace activist and three-time Nobel Prize nominee Kathy Kelly will deliver a speech at the Interfaith Chapel on University of Rochester's River Campus as a part of the M.K. Gandhi Institute's Distinguished Lecture Series. Kelly will discuss her work with Voices for Creative Nonviolence, an organization that seeks to end American involvement in war.

In an effort to engage Rochester youth, the Institute is sponsoring an essay contest centered on the "Americans Who Tell the Truth" exhibit. Open to high school students across Monroe County, the contest encourages students to visit the exhibit and reflect on the meaning of truth telling and nonviolence. Winners will receive cash awards and invitations to the Interfaith Celebration Banquet on April 2.

## Liberty Pole Daily Observance of Nonviolence

From musical performances to inspirational readings, different activities will be woven into each day's observance. Free and open to the public.

Weekdays, Monday, Jan. 31, through Friday, April 1, noon to 12:30 p.m., Liberty Pole at Main Street on East Avenue.

## SWPC Plans for 2011

*continued from page 1*

- matching program for EBT users, food demonstrations and sampling among other benefits,
  - The South Wedge Victory Garden is expanding, based on demand, to allow more families to grow their own vegetables,
  - The Tool Library expansion will offer more tools to residents.
  - The Housing and Structures team will develop a tool kit to help residents maintain their homes.
  - SWPC will target two homes in the South Wedge for a complete gut and rehabilitation followed by a sale to owner occupants.
  - SWPC will be providing emergency home repair assistance to seven homes in the neighborhood.
  - The WEDGE newspaper continues to provide neighborhood information. We encourage people to contribute articles and photographs.
  - SWPC continues to offer business advising services through our association with the Small Business Development Center at the State University College at Geneseo.
  - SWPC supports the development of our commercial corridors.
  - SWPC continues to build the WEDGE Brand by maintaining strong media connections.
  - SWPC grows as a collaborative cooperative community organization that works to build our community and city.
  - SWPC is actively looking to expand our Board of Directors to better represent our neighborhood.
- Please attend any of our meetings, contact me or any other member of our Board of Directors to learn how you can be a part of this dynamic community organization.



Art by Jay Lincoln

## Mama Goose on the Loose!

Come sing and dance along to all your favorite children's songs with live piano accompaniment! Classes are for children ages 0 - 4 years and their caregivers. Each class ends with juice and a homemade treat.

Mondays 10:00 - 10:45 a.m., Lutheran Church of Peace, 125 Caroline Street. Classes are \$5 for child and caregiver, \$2 for each additional child. The first class is free. Visit Mama Goose on the Loose on Facebook.

## Cleaning for a Reason Offers Aid to Chemo Patients

Carol R. Tometsko, who promotes Heartbeats for Health, wants any woman undergoing chemotherapy to know about

## Free Mammograms Offered on Feb. 12

The Highland Breast Imaging Center is holding its annual Valentines free mammogram screening for women 40 years and older who do not have health insurance or whose health insurance does not cover the procedure. Screenings will be done 8 a.m. - 12 p.m. on Saturday, February 12.

A Reiki practitioner and massage therapist will be on hand to provide free 10-minute Reiki sessions or chair massages. Schedule your appointment with a friend or family member and receive a certificate to purchase one lunch and get the second lunch free at Lorraine's Food Factory. Parking is free and refreshments will be provided.

Please call the Breast Imaging Center at 487-3300 to make an appointment in advance.

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## Simon School Plays Santa for Area Kids

By Nancy O'Donnell

With the determination of Rudolph the Reindeer, Nate Kadar drove through a December blizzard to make the holidays happier for South Wedge children.

Kadar, the assistant director of the Student Services Office at the U of R's Simon School of Business, hauled the gifts to the SWPC office, who sent them across Mt. Hope Avenue for children living in The Hamilton.

"This year we worked with five organizations and bought gifts for 160," said Kadar. Each child received gifts costing an average of \$75.

Abhishek Nayak, a Simon School M.B.A. candidate and president of the student association, organized fundraisers (a beer tasting and a date auction in 2010) that provided the funds for the gifts.



Nate Kadar delivers like Rudolph (Photo by Nancy O'Donnell)

## South Wedge Victory Garden Plot Applications

Now available at  
[www.swpc.org/community\\_gardens\\_plotapplication.php](http://www.swpc.org/community_gardens_plotapplication.php)  
or at SWPC offices at 224 Mt. Hope Ave.

**Application  
Deadline is  
March 1, 2011.**

## Arts & Leisure

By Nancy O'Donnell



Groove Juice Swing

### Tango Café Opens Floors to Groove Juice Swing

Tango Café opens its doors and historic ballroom floors in Weider Hall to Groove Juice Swing Dance (GJS) events in February and March. GJS regularly hosts dances, events, and teaches weekly lessons at the studio.

Rebecca Berman, GJS organizer, says the group will hold a Sweetheart Ball Valentine's Day-Themed Swing Dance on Friday, Feb. 11, 7-11 p.m. Cost is \$5. On Friday, March 11, 7-11 pm. Groove Juice Swing returns with a Mardi Gras Masquerade Ball featuring local New Orleans-style jazz band, *The Crescent City Connection*. Cost for this event is \$12 and \$10 for students with ID.

Free beginner lessons will be held 7-8 p.m. on the evening of each event. No experience or partner necessary. To learn more about the events, visit [www.groovejuiceswing.com](http://www.groovejuiceswing.com) or [www.RochesterLindyHop.com](http://www.RochesterLindyHop.com).

Tango Café Dance Studio, Third Floor Ballroom, 389 Gregory St.



### Caverly's Pub Gets in St. Patrick Day Mood

Dan Caverly is beginning the "St. Patrick's Day season" on Friday, February 18 with an appearance by Irish band, 1916, led by Bill Herring. The pub will also be offering Irish drafts for \$3.50 on that night.

Caverly's will open its doors at noon on the day of the city's St. Patrick's Day Parade on Saturday, March 12 and on

St. Patrick's Day on March 17. Caverly's, 741 South Ave., 278-1289.

### South Wedge Site for Rochester Real Beer Expo in June

BASWA (Business Association of the South Wedge Area) is busy working on plans for the first annual Rochester Real Beer Expo reports Chris Jones, BASWA president. The craft beer festival will be held at the German House on Saturday, June 25 from 5 p.m. - 9 p.m.

The festival will feature live music, 60 craft beers, and New York State wines, local food vendors including Little Venice and Beale Street, and lots of shopping opportunities. Many local business owners are helping, including: Lux Lounge, Tap & Mallet, Beale Street, Mise en Place, John's Tex Mex, Nathaniel Square Corner Store, Caverly's, The German House & the Keg. To get details, visit [www.rochesterrealbeer.com](http://www.rochesterrealbeer.com).

### Bread & Water Season Kick Off

Bread & Water Theatre kick off its 2011 season with *4.48 Psychosis*, a play written by British playwright Sarah Kane.

Performance dates: February 18, 19, 25, 26 and March 4, 5, at 8 p.m.; February 27 and March 6 at 2 p.m.

Bread & Water Theatre's season will be presented at 243 Rosedale St. at Monroe Avenue beginning February 18th and running through November 20th. Single tickets range from \$6-\$12 and season tickets range from \$20-\$30 and may be purchased in person or at [BreadandWaterTheatre.org](http://BreadandWaterTheatre.org). For more information, call (585) 271-5523.

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### Star of the Wedge

continued from page 2

Posey spends on chocolate making, she's also become an integral part of the South Wedge business community. (Her shop won second place in a decorating contest, and she appeared in a short film promoting the South Wedge).

"We could have bought a house anywhere [when we moved here]. We wanted a place where we could walk to the park, for dinner, for drinks. The area has such character and great businesses: Equal=Grounds, Mise En Place, and Premier Pastry. This area has good people working on good things.

And sweet and wonderful things, too.

Meet the artist and chocolatiers on February 4, 2011 from 5-8pm at Hedonist Artisan (in Hedonist Alley at 674 South Avenue).

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**Allison and Adam Clark**  
*"Really talking and listening to each other is probably the best thing you can do for a relationship. Doing the dishes and keeping the dirty socks off the floor helps too." (Photo by Nancy O'Donnell)*



**Paul Taylor and Angela Clark-Taylor**  
*"We try to always have new experiences together, something we can share to start a new conversation or change it up. That's why we love living in the Wedge so much. There's so many great places to go and always something new and exciting going on."*



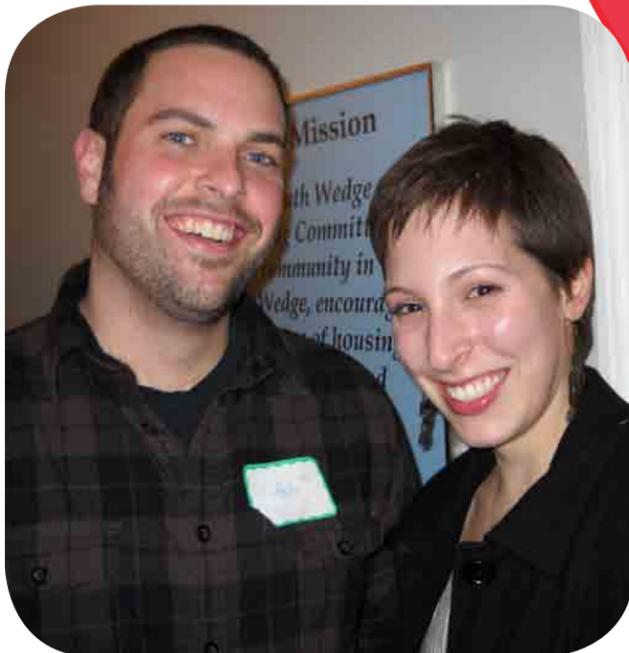
**Tonja and Curtiss McNair**  
*"Anything with use needs replenishment, maintenance. You have to know [love's] purpose: to heal, to comfort, to forgive, and to be patient, to be kind and long-suffering. All of these things you do for the other." (Photo by Nancy O'Donnell)*



**Scott Andrews & Pam Nichols**  
*"We stay in love by giving each other the respect and space to be who we want to be. We listen to each other's needs and spend time talking because we don't watch T.V."*



**Jennifer Posey and Z**  
*"By sharing our dreams and wo..."*



**Mitch Gruber and Amy Natiella**  
*"Our mutual passion for food, exploring food, cooking food, eating food." (Photo by Nancy O'Donnell)*



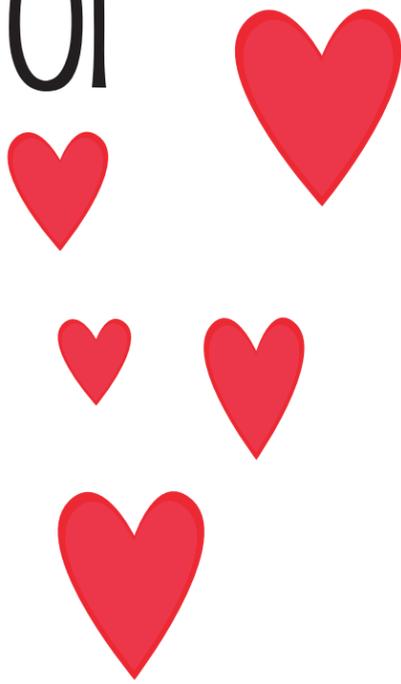
**Tommy Plantone and**  
*"Spending quality time toge..."*

# THE SOUTH W LOV

We asked Wedge couples



# THE WEDGE IS FOR Couples



**Michael Brundage and Colin Coffey**  
"Live in the Wedge!" (Photo by Nancy O'Donnell)

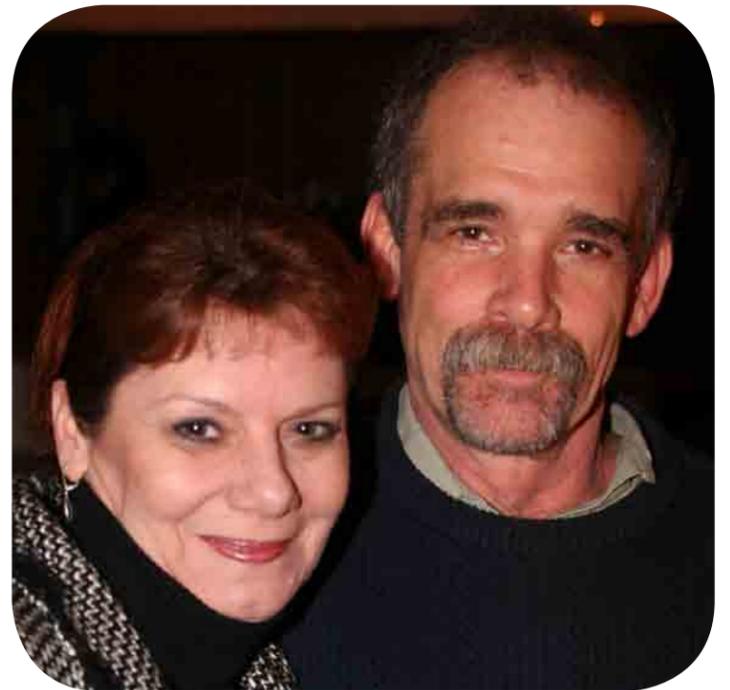
...s how to keep love alive



**Zahra Langford**  
"Working together to make them come true."



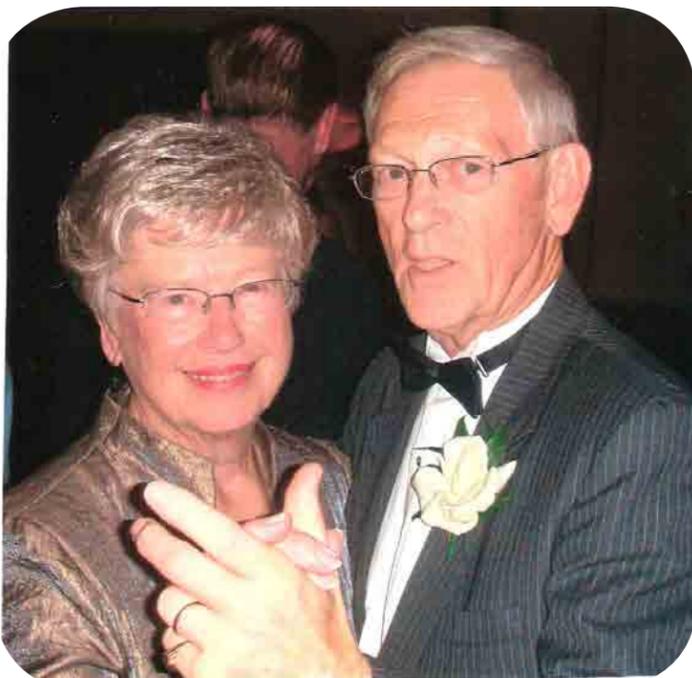
**George and Lorrie Lorson**  
"Love is starting each day with a smile in the morning."



**Cheryl Stevens & Doug Root**  
"Longevity in any relationship is built on becoming best friends, developing mutual respect and trust for each other while at the same time maintaining your own individuality. Most important, don't forget to laugh together."



**L.J. Autovino**  
"Meeting together about 2-3 times a month."



**Joanne & Bob Brownyard**  
"We have kept our love alive by 1) receiving support from a large family 2) respect for one another 3) taking care of each other's needs 4) adhering to our marriage vows and 5) forgiveness."



**Chris & Vicki Hartman**  
"We try to support and celebrate each other's hopes, dreams and achievements. At the same time, we try to accept, allow and challenge one another's less impressive aspects. Also, love and laughter every single day!"

## Erie Harbor Update

By Bob Boyd

In mid-December Conifer LeChase Construction provided an estimated timetable for construction of Erie Harbor, currently underway on Mt. Hope Avenue. Work hours are confined to 7:00 a.m. – 3:30 p.m. Monday to Sunday (times may vary based on available sunlight). The site includes three gates, and parking is provided on site for workers. A flag person assists construction as needed. Construction traffic is routed on Mt. Hope Avenue and avoids neighborhood streets.

Pedestrian access continues on Mt. Hope Avenue and River Walk, however, pedestrians cannot use the three access points during construction. Through the construction, air quality is monitored.

The design and construction in easements and adjacent park land is being handled by the City of Rochester. The design will include the walk ways and adjacent parkland. Currently, the implementation design will include only the walkways.

The adjacent park lots will be a longer term effort.

The public will be notified of the dates and locations of meetings beginning at the end of February.

Tentative completion dates for construction projects:

- Underground utilities and grading – End of March
- Mid Rise building – Mar. 8
- Town House 6 – Aug. 15
- Club House – Aug. 29
- Town House 7 – Sept. 5
- Town House 9 – Sept. 21
- Town House 4 – Sept. 27
- Town House 8 – Oct. 17
- Town House 2 & 3 – Oct 27

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## The South Wedge Victory Garden Readies for Spring

By Jim Papapanu & Heather Penrose



Agriculture (CSA) operations, each gardener will be expected to give about four hours of their time over the season to help out with the garden's overall maintenance. During the 2010 season some gardeners fulfilled this requirement by assisting in tasks needed to open the garden, building new beds or laying fresh compost into existing beds. Others served the work requirement as weekly garden care takers, keeping the garden's walk ways weeded and free of trash and watering communal growing areas like the flower beds or the herb garden.

To apply for a 2011 Victory Garden plot, please pick up a copy of the application form at the SWPC Headquarters at 224 Mt. Hope Avenue, download it off the SWPC website at [www.swpc.org](http://www.swpc.org) or call 256-1740, ext. 104 to have a copy mailed to you. SWPC will be accepting applications for garden plots until March 1.

All South Wedge area residents, including homeowners and renters, are encouraged to apply. Applications will be processed on a first come, first served basis. Shortly after the March 1st deadline, the garden managers will contact all applicants and begin coordinating gardener orientation meetings. These are short sessions, usually an hour or less, during which an overview of the garden and a set of simple ground rules for its use are covered.

While preparations for the spring 2011 opening are progressing, work to establish an additional community garden in the South Wedge is also underway. SWPC is exploring locations for a second garden and procuring needed funding. With all this going on, 2011 should be an exciting year for the South Wedge Victory Garden. Spring will be here in the blink of an eye, and the garden will quickly trade in its snowy blanket and be covered by the fresh green shoots of 2011's vegetable seedlings.

We're look forward to receiving your applications for plots. Be sure to stay in touch with garden news and connect with fellow gardeners on the South Wedge Victory Garden group on the [www.southwedge.org](http://www.southwedge.org) website or on the South Wedge Victory Garden Facebook page. (Application information on page 6.)

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Have you ever wanted to grow your own vegetables, harvest delicious produce fresh from your garden's soil, and enjoy it on your dinner plate that very same evening? Are you interested in eating healthy while cutting the cost of your grocery bill? How about just getting outside and getting to know some of your South Wedge neighbors? If you answered "Yes!" to any of these questions, then the South Wedge Victory Garden is for you! Once again, in 2011 the South Wedge Planning Committee (SWPC) hosts a community garden where anyone from the neighborhood can apply for a plot to grow vegetables.

In this past growing season, the Victory Garden added six plots, increasing its capacity by 20%. This provided an opportunity for over 35 South Wedge families to grow their own food, saving an estimated \$150 or more in grocery costs per garden plot. Tomatoes were, as always, the biggest hit with

gardeners. A more bountiful than expected growing season left many gardeners with more of these ripe, red, juicy favorites than they knew what to do with.

Growers planted and harvested a wide array of crops including beans, cucumbers, peppers, salad greens, eggplant, and much more. Last year was a great one for gardening in the South Wedge Victory Garden. A bumper crop of vegetables was grown, and gardeners connected with neighborhood friends both new and old.

Jim Papapanu of Averill Ave. and Heather Penrose of Gregory St. will be managing the Victory Garden again this year as it enters into its third growing season.

For the 2011 season, the garden will be opened for use in April rather than in mid May as has been done the past two years. This will allow gardeners to extend their growing season and get a timely jump on spring crops like radishes, peas, various greens and root vegetables. It will also increase the opportunity to do succession planting as early season produce is harvested, and new crops are started in their place, increasing overall seasonal yield for gardeners.

This year's earlier opening is the catalyst for getting the word out and the plot application process rolling now, despite still being gripped by the frigid hands of another icy Rochester winter.

The Victory Garden is located at 122 Hamilton Street. Each participating gardener or household will be assigned their own 4' by 8' foot raised bed, within which they can grow whatever vegetables they choose. Plots are provided free of charge, but in a manner similar to the work requirement in some Community Supported



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## Business Buzz

by Nancy O'Donnell

### New York & Company Jeweler & Coins Opens on South Clinton Ave.

Neighbors wondering about the arrival of a coin exchange on South Clinton should stop in New York & Company Jewelers & Coins. The new business radiates more antique chic than urban pawn shop.

Owner Laurie Ryan Ceracchi, a certified appraiser, has spent nearly two decades working estate sales and auctions. "It started when I was married. My two children were only two and four years old," said Ceracchi.

She remembers the first piece that got her hooked. "It was a gorgeous oak dresser with a mirror that I found on the side of the road," she said. "I wiped it down, cleaned it up, and bought an ad in the D&C for \$2. I got 65 calls and sold it for \$75. I caught the bug."

Soon she would put the kids to bed, and with her husband at home, she'd drive around East Rochester, Perinton and Fairport looking for curb side collectibles. "This was before people started donating to charities, and they'd just throw out these great things," she said.

Over the years, she built her passion into a business she named TLC Household and Estate Sales.

Now widowed, Ceracchi recently put her house on the market. Her son Michael, 21, is engaged and daughter Corrin, 19, is completing a degree in massage therapy at MCC. Ceracchi decided to open a shop.

A close friend and local auctioneer, Dan Bauer, drove her around the city looking at properties. The couple has been

collaborating on household and liquidation sales since 2002.

"I was waiting for her to look at the South Wedge," said Bauer. "There was time this whole area was filled with antique shops. There's so much possibility here."

"The area is up and coming," said Ceracchi, who fell in love with the heavy reddish stone steps of a former printing store, now home to her business.

Presently, she's concentrating on selling distinctive furnishings and jewelry, with prices that range from \$5 clip-on earrings to \$650 objects d'art. Whimsical pieces include two metal lamps cast into deer heads with real antlers attached. "I think it was a hunter's joke," said Dan. Ceracchi has been known to buy "hideous pieces" she uses as "gifts" for her three brothers, who love her too much to return them.

Other one of a kind items are displayed around the shop: Stoppel Company glass "fire balls," once used "to put out fires," dental charts circa 1940, and Egyptian-styled leather foot stools.

Noteworthy pieces for sale include a tall chair worthy of an archbishop. (Bauer specializes in religious furniture and art and recently helped to liquidate items from the Carmelite Monastery and Nazareth College.) An oak drop leaf desk from the late 1800s shares space with French three-legged parlor tables and 1920s stained glass lamps. Affordable original paintings hang on the walls and area tables hold crystal bowls and a Victorian angel planter.

The new shop owner plans to eventually expand into a coins and gold exchange, but she was sure she didn't want to be "the corner shop that only sells wedding sets."

"There's no regulation in gold sales," said Ceracchi, who remembers coming to a point where she needed to sell some gold jewelry and realizing that she didn't receive full value.

"I wanted to be treated fairly, but I wasn't. Everyone needs to make some money. A person will be given \$75, for a [piece] worth \$500. They need to be treated fairly."

*New York & Company, 888 South Avenue, 271-1060, Hours: Tuesday-Thursday 10 a.m. - 6 p.m., Friday and Saturday 11 a.m. - 5 p.m. or by appointment.*

### Hedonist Artisan Chocolates Tasting on Feb. 4

Jennifer Posey, Hedonist Artisan Chocolates, announced two new chocolate collections will be available for nibbling in the kitchen at 674 South Avenue on February 4, 5 p.m. - 8 p.m. The delicious event is free and open to the public.

"We're featuring a local artist, Erica Guilfoyle, in a collection called 'TweetHeart.' We have transferred her art images onto our very special raspberry truffle," said Posey. The Keuka Wine Trail Collection features a set of specially made chocolates to pair with the wines of Keuka Lake. This collection is limited to only 100 boxes at the kitchen, another 500 are made for a Keuka Chocolate and Wine event. For more information, call 461-2815

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Laura Ceracchi (Photo by Nancy O'Donnell)

## Free Tax Return Service Sites Open

C.A.S.H., an Empire Justice Center and United Way of Greater Rochester-led community coalition, is offering free tax return services to income-eligible Rochesterians. (Total household income in 2010 was less than \$50K for families with qualifying children and less than \$35K for childless workers.)

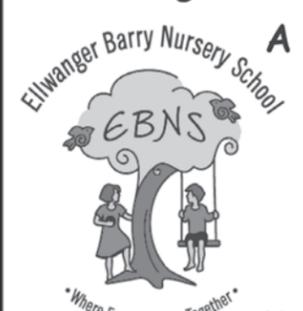
Locations are open until April 16, 2011. Nearest locations include Genesee Co-op FCU at 395 Gregory Street (by appointment only) and Rochester Rehabilitation Center at 415

South Avenue. (Weds. only). Super site locations downtown, in Henrietta and Irondequoit are open Monday-Saturday.

C.A.S.H.'s mission is to help working families get the money and assistance they've earned. The program also offers free credit reports, home-buying programs, simple savings solutions.

To learn about eligibility or additional locations, call 242-6485, email [cash@empirejustice.org](mailto:cash@empirejustice.org) or visit [www.empirejustice.org/cash](http://www.empirejustice.org/cash).

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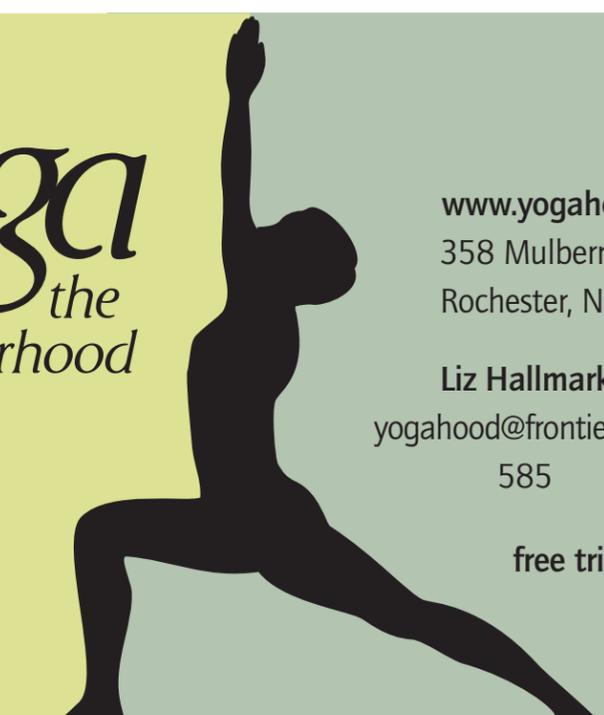
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# Wedge Residents Raise Awareness and Funds to End Violence Against Women & Girls

by Angela Clark-Taylor



Vagina Monologue 2010 (Photo by Michelle Inclema)

South Wedge residents Renée Heining (South Ave.) and Laura McSpadden (Sanford St.) along with a group of dedicated volunteers are coordinating some unique events in the Wedge to raise awareness and help end violence against wom-

en and girls. Every year, Planned Parenthood of the Rochester/Syracuse Region organizes a series of events through V-Day. V-Day is a global movement to stop violence against women and girls started by playwright Eve Ensler, author of *The Vagina*

*Monologues*. Proceeds from the events will benefit Rape Crisis Service in Rochester and Monroe County and 2011 V-Day Global Spotlight – women and girls of Haiti.

In anticipation of V-Day, a film screening will be held at

the Cinema Theatre, 957 South Clinton Avenue, on Monday, February 28 at 6:00 pm. The film, *Until the Violence Stops*, features playwright Eve Ensler, and documents how her work, *The Vagina Monologues*, grew into an international grassroots movement. Following the film, a cocktail reception will be held, with a silent auction of donated artwork from local artists. Admission is \$10 and tickets can be purchased at the door. In addition there will also be a Drag Show featuring both Drag Kings and Queens on Thursday, March 10 at 9:00 p.m. at the 104 Alex on Alexander Street at Broadway. This event will feature South Wedge DJ Bud. Admission is \$10 and tickets can

be purchased at the door. More information can be found on the Facebook page for V-Day Rochester 2011.

Still want to do more? The main event, a benefit performance of playwright/founder Eve Ensler's *The Vagina Monologues* will be held on Saturday, March 26, 2011 at 7:00 p.m. at the Hochstein School of Music and Dance in Rochester, NY. The performance will be ASL interpreted. Presale tickets are available for \$20/general public and \$10/students and seniors. Tickets will be available at the door for \$25/general public and \$15/students and seniors. Presale tickets are available online at [www.pprsr.org](http://www.pprsr.org).

## Safety Tips for Theft Prevention

1. Call 911 immediately when you see a vehicle or people that seem suspicious to you.
2. Lock all doors and first floor windows when you leave your home unattended.
3. Close your blinds and/or shades on first floor windows and doors.
4. Keep a light on inside the house and always have good exterior lighting at night.
5. Always activate your house alarm before you leave.
6. Tell a neighbor to park in your driveway when you take a vacation or leave town.
7. Vacation: Cancel your mail and newspaper (don't rely on someone else to pick it up every day.)
8. Keep your bushes and landscaping trimmed around the inner perimeter of your home.
9. Form a neighborhood watch.
10. Call 911 immediately when you see a vehicle or people that seem suspicious.



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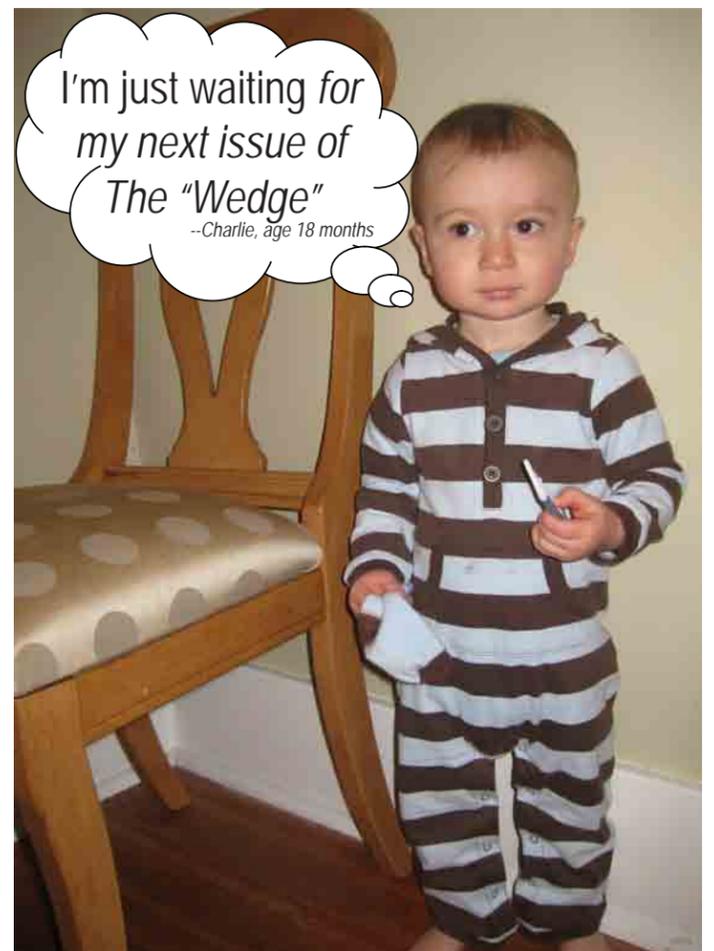
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(we promise to print them before they turn 18)

## Southview Tower Enjoys Holidays



Southview Tower residents and Mildred Brown (fifth from left) (Photo by Nancy O'Donnell)

Southview Tower residents and the Center for Disability Rights invited SWPC to their holiday celebration. SWPC brought the cookies and pop, and the residents providing a feast of baked ham, greens, macaroni and cheese, stuffing and the best gravy ever tasted

on the planet (Mildred Brown's recipe). Once again Jose Jimenez (sixth from left, back row) gave a wonderful singing performance.

Now that they've celebrated their second celebration feast (see Nov/Dec Wedge issue), they're looking forward to Easter.

## Celebrate Your Life in the South Wedge

The South Wedge Planning Committee (SWPC) wants to see how you have fun in the South Wedge, so send us your photos (only ones appropriate for a PG audience, please!).

The first ten photos SWPC receive will win a \$5 token to use at the South Wedge Farmers Market and the photos be pub-

lished in the April/May issue of the Wedge Newspaper.

Share your love of one of the greatest neighborhoods in the city, by emailing your photo to Allison Clark at [alclark@swpc.org](mailto:alclark@swpc.org) or bring it to the Wedge desk at 224 Mt. Hope Avenue. For more information, email [nodonnell@swpc.org](mailto:nodonnell@swpc.org).

## SWPC Scene of Film Shoot

by Nancy O'Donnell

Johannes Bockwoldt, a local South Wedge filmmaker, and cast and crew spent a recent sub-zero Sunday outside the South Wedge Planning Committee office on Mt. Hope Avenue filming a scene from his current short film, *Safe Haven*.

The film chronicles a col-

lege student's long cold night in a "haunted" factory where he learns about commitment and courage from the ghost of a slave who escaped to freedom in Rochester.

Local developer John Trickey loaned Bockwoldt's a vacant 19th century factory on Canal Street for filming the ghost/

student encounter. SWPC's exterior was used for a boyfriend/girlfriend fight (the commitment question).

*Safe Haven* cast includes Michelle Brown (Melissa), Chris Fields (Josh), Antoine McCloud (Carl) and David Shakes (Elijah Freeman). Sharing the frozen set were director of photography Wayne Calabrese, camera operator Matt Calabrese, and sound recordist John Giallanza and crew members Matthew Roe, Bruce Begy II, Josh Tocco and Anton Zane.

In 2010 Bockwoldt's short *Special Delivery* won first prize at the Rochester 360/365 Film "Pie in the Face," contest. Another short film, *Coming Home*, examines a local Iraqi vet's re-adjustment to civilian life. Both films are available on YouTube. *Safe Haven* is being submitted to this year's 360/360 short film festival.

In addition to filmmaking, Bockwoldt teaches film production and scriptwriting at RIT, Finger Lakes Community College and Hobart & William Smith College in Geneva.



(l-r) Johannes Bockwoldt, Chris Fields, Michelle Brown and Antoine McCloud (Photo by Nancy O'Donnell)

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## 2011 Home Opener – Roc City Roller Derby



Round Robin, featuring the Rotten Chesters, the 5-H8-5's, and the Midtown Maulers on February 5 at the Dome Arena.

Doors open at 6 p.m. Bout at 7 p.m.

Bring sample-sized toiletries to donate in exchange for

merch or raffle. Tickets available online at [www.rocderby.com/\\_catalog\\_124638/Bashes\\_to\\_Bashes](http://www.rocderby.com/_catalog_124638/Bashes_to_Bashes).

## Wedge Weddings



Jessica Kajfasz and Mark Brennen (Photo by Nancy O'Donnell)

### Brennen and Kajfasz

Mark Brennen and Jessica Kajfasz were married at historic City Hall, Rochester, New York on November 5. Brennen selects the right wine for patrons at Sol-

era, and Jessica is working on a post doctorate in microbiology at the University of Rochester. The couple plan a honeymoon in New Orleans.

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## Wedge – The Movie

Local South Wedge filmmaker Johannes Bockwoldt created a short film of his favorite part of town that features cameo appearances by a host of South Wedge notables: Jennifer Posey (Hedonist Chocolate), John White (Equal=White), Kia Sloan (Slim Goodie), Jared Valentine (Open Face), singer Jose Jimenez. Also making an appearance is Cynthia Howk of the Landmark Society of Western New York, who invites viewers to enjoy history: "It's really all around you in

the South Wedge." SWPC Executive Bob Boyd summarizes what makes the South Wedge the place that it is—"It's the people."

Bruce McLellan, a local singer/songwriter and life coach at Apercu, provides an original song for the film entitled "Lost Kissing You."

The South Wedge film can be viewed via the SWPC home page ([www.swpc.org](http://www.swpc.org)) or on Youtube ([www.youtube.com/watch?v=nGveRz3ijyg](http://www.youtube.com/watch?v=nGveRz3ijyg)).



Linden Street painted ladies (Photo by Johannes Bockwoldt)

# College Town Excitement Heats Up

By Nancy O'Donnell



Randy Ruttenberg, Fairmount Properties, outlines plans. (Photo courtesy University of Rochester)

The University of Rochester unveiled the architect, developer and designs behind College Town, a multi-million dollar rejuvenation of a stretch of Mt. Hope between Elmwood and Crittenden Blvd., during a Jan. 25 press conference at St. Anne's. The press conference attracted city and county officials and a score of neighborhood activists who listened as U of R President Joel Seligman described the project as "one that is potentially transformative for this neighborhood."

In an early invitation-only meeting, developer Randy Ruttenberg, Fairmount Properties, praised "local neighborhood groups for their tireless hours" in support of College Town. He emphasized the need to make the project a "destination with a village atmosphere, a place for concerts, festivals, not anything like a mall."

"It will be a way to bridge the neighborhood with the University," said Ruttenberg.

Ronald Paprocki, the university's senior vice president for administration and finance,

said that if details work out within the next few months, ground-breaking for an "urban streetscape" would begin in early 2012 with an estimated completion date of 2013. Fairmount Properties, based in Cleveland, OH, will provide the funds for the project while the University will continue to own the property.

South East Area Coalition Director Helen Hogan facilitated a Task Force that met every month during the last three years to monitor College Town plans and provided a "vehicle of communication between the University and the community." At one point, the group asked the city for a six-month moratorium on "all building activity for the purpose of conducting a land use, transportation and planning study for Mt. Hope Avenue between Elmwood Avenue and the E. Henrietta/Raleigh St. intersections."

"Today's announcement validates the work that the task force has done over the past three years," said Hogan. "Public engagement is essential to

the success of neighborhood planning. Each stakeholder on the task force has worked hard to communicate to their constituents and bring back to the table the concerns, issues and ideas of the larger community. It is this collaborative approach that has provided the community with this very exciting project."

Dan Hurley, president of the Upper Mt. Hope Neighborhood Association, emphasized to the group that the area was important as a "gateway to the city."

The 500,000 square-foot development replaces a parking lot and two buildings along a busy stretch of Mt. Hope Avenue with a urban streetscape that includes two story buildings. The first floor will hold boutiques and restaurants, with 12-foot-wide sidewalks that encourage outdoor seating, and market rate apartments above. A hotel and conference center and a small grocery store are also planned. Ruttenberg said he has been receiving "heavy lobbying to snare Trader Joe's, the California chain that has a national cult-like following.

The initial design also includes a YMCA which could partner with the U of R Medical Center in "wellness projects," a bookstore and a Rochester Regional Genesee Transportation Authority transit site for bus riders.

College Town will also benefit from a city of Rochester \$5 million reconstruction of the one-half mile from Elmwood Avenue to Rossiter Road. The road improvements widen Mt. Hope Avenue while adding a median and slow traffic by adding on-street parking.

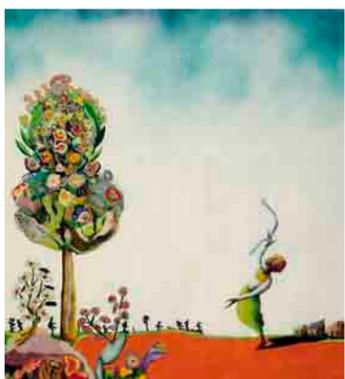


Melanie Warren, president of the Mt. Hope Avenue Business Association, and Dan Hurley, president Upper Mount Hope Neighborhood Association. (Photo courtesy of University of Rochester)



South East Area Coalition Helen Hogan (right) worked for three years on College Town neighborhood task force. (Photo courtesy of University of Rochester)

## MCC Exhibits Rarely Seen Black American Art



MCC Black American Art Exhibit

Rarely seen works of African-American artists are being featured as the Freedom Place Collection at Monroe Community College's Mercer Gallery through Feb. 27. The artists include Benny Andrews, Romare Bearden, Robert Freeman, Alama Thomas and Richard Yard.

"Paintings range from abstract to figurative, from rural to urban - in their drawings, collages, lithographs, oils, acrylics and watercolors. Scenes of cotton fields and paintings of jazz

musicians and partygoers share space on the gallery walls with portraits and canvases filled with geometric forms," said Hency Yuen-Eng, MCC public affairs staff member.

The exhibit coincides with a number of events open to the public to celebrate Black History Month.

Events include a gallery talk by Robert Freeman at 4 p.m. Wednesday, Feb. 2; a panel discussion involving regional artists about African-American art of the Harlem Renaissance period at 2 p.m. Sunday, Feb. 13; and an original Sankofa African Dance and Drum Ensemble performance integrating elements of the art collection into their music and movements at 7:30 p.m. Friday, Feb. 11. (A schedule of exhibit-related events at MCC can be found at [www.monroecc.edu/go/mercer](http://www.monroecc.edu/go/mercer).)

# SWPC Open House 2011

photos by Nancy O'Donnell



South Wedge mingling



I-Pad and Eoin Dennis



Tony Sciarabba, Sarah Johnstone and Frank Logan



Allyn VanDusen and Bobby Blocker



Zahra Langford and Tanya Zwahlen



George and Lorrie Lorson, and Tony Sciarabba



NBN Leader Carlene Woodward and Dan Hurley



Mark Sandler, Absolute Yoga, and Priscilla Auchincloss, Physikos



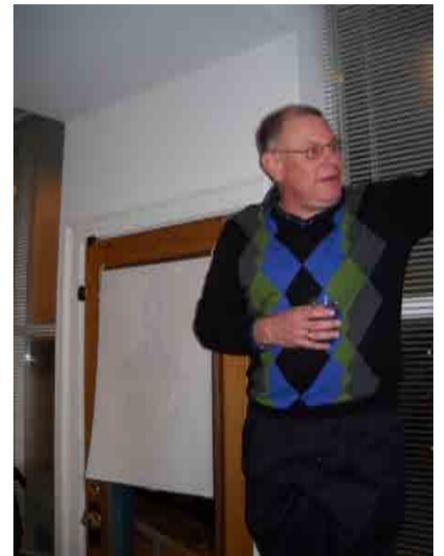
Brian Donato and Allan Handelman, Conifer Development



Paul "Kokomo" Waller and Carlene Woodward



Bill Klingensmith and Neal Rudin



Bob Boyd pointing to the future



Brian Stichler and Tom Kicior (contemplating)



Honorary SWPC board member John "JD" Dennis



Abdirashid Mohamud