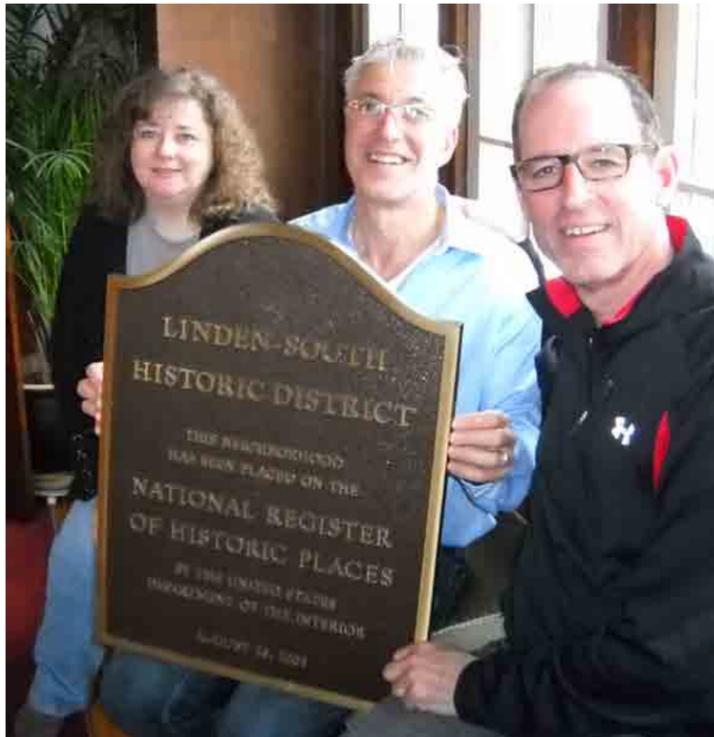




South Wedge Historic District To Expand

By Nancy O'Donnell and Chris Jones



(Chris Jones, Joe Pasquarelli and Pat Tobin hold plaque that will be installed on brick pillars in the neighborhood (Photo by Nancy O'Donnell))

Last year the South Wedge celebrated the newly recognized Linden-South Historic District, comprising 81 properties on South Avenue and Linden Street that are "significant in history, architecture, engineering, landscape design, archeology and culture." Research by several Linden Street residents created the nomination that ultimately landed these homes on the State and National Registers of Historic Places. Soon homeowners

in the new Linden-South Historic District were installing bronze plaques on their homes and planning for the stone piers that will rise this spring on the corners of South Avenue and Cypress, South Avenue and Linden, and Linden and Mt. Hope Avenue to designate the boundaries of the district.

Last fall, several of the same residents who worked on the nomination for the Linden-South Historic District applied for a Rochester Area Community Foundation grant and were awarded \$12,000 to research and nominate properties to a proposed South Wedge Historic District. Linden Street resident Chris Jones, one of the neighbors who worked on the Linden-South nomination, reports that the State Historic Preservation Office (SHPO) and an architectural historian reviewed the residential neighborhoods in the South Wedge and "tentatively outlined a proposed South Wedge Historic District, which is comprised of about 120 potentially eligible contiguous

continued on page 10

South Wedge Farmers Market Opening Day on June 2

By Sue Gardner Smith

Mark your calendars for the return of the fresh, the local, and the delicious! Plans are underway for the 2011 season of the South Wedge Farmers Market, everyone's favorite place to spend a Thursday afternoon from summer to early fall. If you're wondering what the local-food fuss is all about, see for yourself why so many people seek out freshly-harvested sustainable grown fruits and vegetables at the Farmers Market.

The pleasures of seasonal eating are never more evident than in early summer, with the arrival at the market of tender greens, freshly-picked asparagus, garlic scapes, and sweet strawberries. It's not hard to eat a healthy diet when the food tastes so delicious and offers great value and quality.

The market inaugurates its fifth season on June 2, with the traditional lettuce toss. The

lucky lettuce catcher receives a tote bag full of market goodies. Each week, look for lively music, community activities, and friends meeting friends, plus the return of the Wedge Veg Passport program for kids. Customers can use EBT, credit, and debit cards. Stop by the market tent for more information.

SWPC's South Wedge Farmers Market is held every Thursday from June 2 through October 20 from 4 to 7 p.m. in the shade of the beautiful big trees at 100 Alexander St. at S. Clinton (behind Boulder Coffee). Please consider signing up for email news about the market at www.swfarmersmarket.org. You can also find us on Facebook.

So on opening day enjoy a pleasant stroll to the market, or jump on a shuttle that will offer free rides to and from the market from a number of points

in the neighborhood. See you there!

Sue Gardner Smith is the SWPC's South Wedge Farmers Market Manager.



SOUTH WEDGE FARMERS MARKET

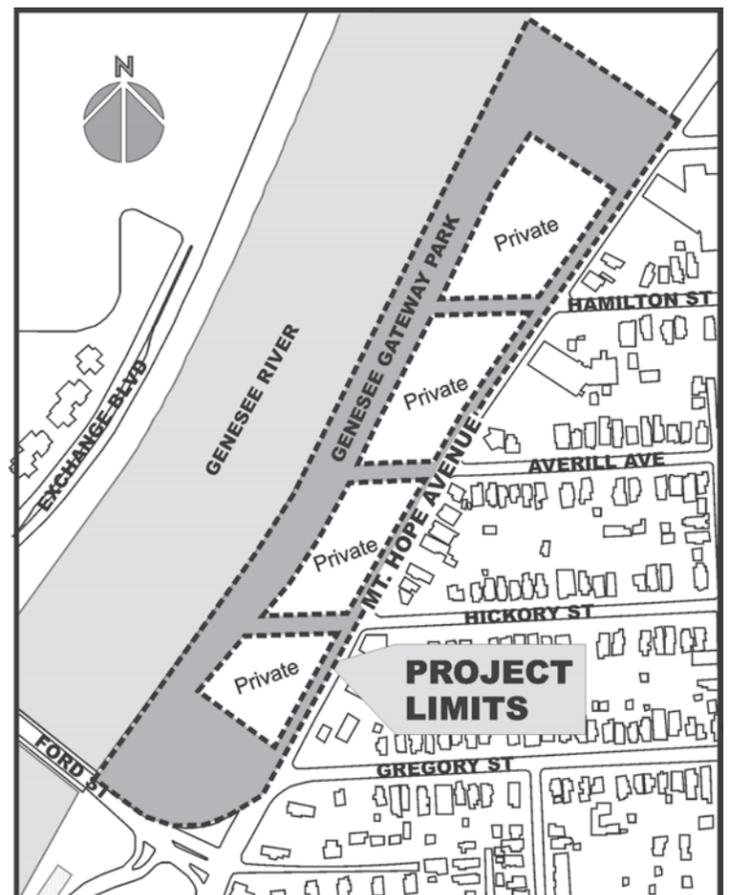
Erie Harbor Enhancements

The City's Bureau of Architecture and Engineering will hold a public information meeting to discuss enhancements to Mt. Hope Avenue's Erie Harbor on April 5, 6-8 p.m. at the Hamilton Tower Community Room at 385 Mt. Hope Avenue.

City representatives will give a project overview and discuss design issues and options along with plans for public art.

For further information, contact JoAnn Beck, Project Manager at 428-6601.

Don't miss this meeting about Erie Harbor!
April 5 at 6:00 p.m.



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Highland Park Lilac Festival
May 13-22, 2011

Star of the Wedge – Gidget Hopf

By Nancy O'Donnell



As the Association for the Blind and Visually Impaired (ABVI)/Goodwill Industries celebrates its 100th anniversary, President and CEO A. Gidget Hopf is not so much looking back as forward at the many ways ABVI can do even more and better.

That belief in the possibility of re-creating lives and circumstances has informed Hopf since childhood.

Arlene Hopf, an 11-year-old from "a lower income housing project" in New York City re-created herself during summer camp at Surprise Lake. "Everyone was given a nickname, and I was Gidget," said Hopf. "When I got back to school in Staten Island that was my name. I haven't used Arlene since."

After high school, Hopf decided to study speech therapy at SUNY Geneseo, "a long, long way from home."

"When I got off the bus, I thought I died and went to heaven," said Hopf, still thrilled to remember her first experience with "the green rolling hills" in western New York. The area is imbued with all that matters in

her life.

One day in Geneseo is especially meaningful to her. On September 20, 1970 she met her husband, John, a talented singer songwriter and recent graduate of SUNY. "His friend told him to go over and talk to me when we first met. I was 19 and he was 21."

That long walk he made eventually was set to music. "[One line] goes, 'it's a long lonely walk to finally talk to the girl you've seen in your dream,'" she said.

Two years later, after she graduated with a B.S. degree in Speech Pathology and Audiology, John and Gidget married. The couple moved to New York City for a time while John sang in Greenwich Village nightclubs, but they eventually decided to move back to Geneseo. Over the years, the Hopfs had two daughters. (Today Maggie, 27, now lives in Manhattan and works as a story coordinator for TV's Inside Edition. Courtney, 31, teaches, lives in London and is working on a Ph.D in English literature.)

While her husband continued

his own career in social work and songwriting, Hopf went on to get an M.A. degree in Audiology and Communication Science from Kean College. In 2005, she earned an Ed.D degree from George Washington University.

Hopf's career path has always been on an upward trajectory. While working at the Monroe Developmental Center, she was recruited to become an Associate Executive Director at ARC. There she was responsible for rehabilitation and residential programs for adults with developmental disabilities. After five years, she became CEO of the Association for the Blind and Visually Impaired (ABVI).

"It's been an amazing 25 years," said Hopf, noting how far ABVI has come from its establishment in 1911. "It began as a traditional charity for the blind."

"In 1972, we came to the current facility [on South Clinton Avenue]. By 1990, we had tremendous growth. We started manufacturing Post-it Notes for the federal and state governments. You can find the products that we manufacture in all branches of civilian and military agencies in Washington, D.C. and around the world."

Hopf notes that while "75% of the employees are blind" in this division it doesn't prevent them from doing the very demanding work. "They are cutting the paper with a sharp [industrial] guillotine."

In 1994, ABVI joined Goodwill Industries International which allows it to provide even more employment opportunities for clients and to generate revenue for its other programs through its donated goods programs and retail stores.

Under her tenure the organization has been transformed. In the textile development division, workers make military uniforms for the Coast Guard and "unique oven mitts" for government kitchens. CD-Rom replications of tax rules or the "Iraqi clinician's field guide" are produced there. ABVI's Food Service Division makes meals for Monroe County senior citizen and child day care centers.

continued on page 15

Letter to the Editor

Dear Neighbors and Friends of Harbor House:

I'm writing to you today because I'm searching for caring, dependable people interested in joining the Harbor House family of volunteers. Please take a few minutes and think about spending some time with people who are in Rochester because a loved one is in the hospital with a serious medical condition. Harbor House is located at 89 Rossiter Road, just two short blocks from Strong Memorial Hospital.

Many of our volunteers have been coming week after week to help, and believe me when I say that the Harbor House would not exist without them. But, I need more people as back up volunteers when people are sick or unable to do their shift or just to give some of these loyal folks a break.

Volunteer shifts usually run about three hours. The amount you do is entirely up to you. Some people come once a week, others come every other week or once a month. I even have a company that adopted a weekly shift, and different employees come every week, so their personal commitment is only about once every two-three months.

I currently have the following shifts open on a regular basis, but I always need people for back-ups: Wednesdays 7-10 p.m., Thursdays 4-7 p.m. 3 times a month, Saturday mornings 8:30-10:30 a.m., Saturday evenings hours are flexible, Sunday evenings 7-10 p.m. every other week. I'm also looking for people to help me with room turnovers as needed on Sunday afternoons and Monday mornings and afternoons. If you have time, we can probably find a time that fits for you!

Lastly, please tell friends, family members, fellow employees and others who you think would be a great addition to our volunteer family. I encourage you to find out about our house and what we do. I would love to talk to you, and I promise I won't make you feel obligated or pressured. For more information, call 473-1779. Thanks for your kind consideration.

*--Joan G. Malley
Harbor House Manager*

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 reach The Wedge,
Call (585) 256-1740, ext. 105
Fax (585) 247-1497
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 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.

**Ad Deadline
for Next Issue
May 15
Call 256-1740
ext. 102 for details**

The South Wedge Planning Committee, Inc.

April-May 2011 Community Calendar

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

SWPC Board Meeting:

tzwahlen@frontiernet.net
Thursday, April 14, 6 p.m.
Thursday, May 12, 6 p.m.

SWPC Executive Team:

tzwahlen@frontiernet.net
Monday, April 25, 6 p.m.
Monday, May, 30 p.m.

Commercial & Economic Development:

chris@historichouseparts.com
Tuesday, April 12, 6:00 p.m.
Tuesday, May 10, 6:00 p.m.

Community Engagement: (Neighbors & Block Clubs)

a.clark-taylor@hotmail.com
Monday, April 18, 6:30 p.m.
Saturday, May 21 - City Flower
Planning Day

Finance Team:

tsciarabba@hotmail.com
Tuesday, April 12, 12:30 p.m.
Tuesday, May 10, 12:30 p.m.

Housing & Structures:

tomkiciorjr@gmail.com
Wednesday, April 6, 5:30 p.m.

Wednesday, May 4, 5:30 p.m.

Marketing & Membership

flogan@rochester.rr.com
Tuesday, April 12, 5 p.m.
Tuesday, May 10, 5 p.m.

South Wedge Farmers Market Advisory Committee:

swfarmersmarket@gmail.com
Tuesday, April 5, 6 p.m.
Tuesday, May 3, 6 p.m.

BASWA (Business Association of the South Wedge Area):

chris@historichouseparts.com
(Visit baswa.org for locations):
Wednesday, April 13, 6 p.m.
Wednesday, May 11, 6 p.m.

Wedgestock 2011

kristinchajka@gmail.com
April 12, 6:30 p.m.
April 26, 6:30 p.m.
May 10, 6:30 p.m.
May 24, 6:30 p.m.

by Nancy O'Donnell



Mike Velazquez (Photo by Nancy O'Donnell)

Mike Velazquez Wants to Meet You

Who knew adult karate classes and a weight room filled with freeweight equipment and universal machines were within walking distance of my house in the South Wedge?

South Avenue Community Center Supervisor Mike Velazquez wants you to know that the center behind School #12 offers more than activities for kids although they are his first concern.

"I'm their first contact when they come from school. I'm always out sitting at the front desk," said Velazquez. "I like to find out how their day is going. I love to do that the most."

He sees the rec center as a "safe haven for kids who want to stay away from the [violence or trouble] that they can gravitate to when they don't have anything to do." He points especially to the center's karate classes and rugby team, the Earth Explorer classes where kids learn how to garden and the Girls Coalition, where girls find a safe place to talk about issues like cyberbullying and teen pregnancy.

Another favorite part of his job is running Biz Kid\$, an entrepreneurial camp for children and teens that runs in February, April, July and August.

"We teach kids in a week all about business, start up costs, production, profit/margins, the importance of marketing their businesses," he said. "Once they leave us they know what to do."

The businesses they create go beyond cutting grass or babysitting. "One young lady was making handbags out of men's ties. Another had a grandmother who traveled to Asia, and she would bring cultured pearls he made into jewelry."

Velazquez was born in Bradenton, Florida, but grew up in Rochester, NY. After graduating from Edison Tech, he studied at MCC before joining the City of Rochester's Bureau of Recreation in 1984. He and wife Francine, who works at ITT, have three children Alexis, 23, Camille, 18, and Shaun, 17.

"During the summers, my kids would come with me," he said. "They were involved with a lot of programs, Junior Rec Leader. It was always a summer of opportunity."

Despite his demanding day job, Velazquez gets his volunteer work in late at night.

"Music is one of my loves," said Velazquez. "I host a jazz show, Jazz Horizons, on WGMC, Jazz 90.1 every Monday night, 10 p.m. - 2 a.m."

Check out the show along with the schedule of activities

online at cityofrochester.gov/article.aspx?id=8589937243. To learn about Biz Kid\$ see the Community Builders column.

South Avenue Community Center, 999 South Avenue, 428-6015.



V-Day Volunteers (l-r) Michelle Santilli-Kulik, artist Colleen Vera and Michelle Luongo (Photo by Nancy O'Donnell)

V-Day Rochester at the Cinema

The Cinema Theatre recently hosted a screening of the V-Day documentary *Until the Violence Stops*, together with an art auction and cocktail reception to benefit Planned Parenthood of the Rochester/Syracuse Region Rape Crisis Center and the 2011 V-Day International Spotlight on violence against women and girls in Haiti.

Until the Violence Stops documents how Eve Ensler's play *The Vagina Monologues* grew into V-Day, an international grassroots movement with the goal of stopping violence against women worldwide.

After the screening, Jeff Pier, Rape Crisis Center Manager, talked about crimes against girls and women that were reported in this area in 2010. (See Community Builders, for the center's volunteer drive.)

To find out how you can help, contact www.plannedparenthood.org/rochester-syracuse/safe-center-22749.htm.



Bluesman Joe Beard (Photo by Nancy O'Donnell)

Beale Street Café Hosts Cool Blues for the Hatless #3

Throughout a cold Sunday afternoon in late February, a corner of South Avenue's Beale Street Cafe grew high with bags filled with clothing and food for the homeless while hot blues from Son House Blues Club musicians blasted the dining room stage.

Cool Blues was the third annual fund raiser organized by the Catholic Family Center and Son House Blues Club.

Musicians include Gordon

Munding, Joe Beard, Fred Fine, Tabletop Three and Andry and Ernie Lawrence.

Joe Beard will be appearing June 25 at the Rochester Real Beer Festival.

Son House Blues Club can be reached at 953-1449 or gordmunding@yahoo.com.



One Vision, One Voice Teens (Photo by Nancy O'Donnell)

City Teens Youth Council Meets at South Ave. Rec Center

The Youth Voice, One Vision (YVOV) 75-member Youth Council held an interactive discussion between youth and police officers, addressing issues of neighborhood safety, respect and citizenship at South Avenue Community Center in March.

South Wedge resident Nick Ponterio helped to organize the evening event that brought together teens from several city community centers--Edgerton, Gant, Avenue D, Thomas P. Ryan Center and Adams.

"We wanted [the teens] to interact positively with the community police officers," said Ponterio. Ten officers took part in activities with the Youth Council.

"Three even stayed for the entire evening," said Ponterio.

YVOV is coordinated by the City of Rochester Bureau of Recreation. At last count, the council has 75 active members who meet the last Tuesday of each month.

To learn more, visit www.cityofrochester.gov/article.aspx?id=8589939795 or contact Nick Ponterio YVOV/YES, Rochester Americorps, City of Rochester Bureau of Recreation, 400 Dewey Avenue, 428-7371.



Susan McManus (Photo by Nancy O'Donnell)

Equal=Grounds Holds Battle of the Lattes

Each month, Equal=Grounds co-owner John White challenges his barista crew to invent a new coffee drink and asks customers to vote for the best creation. Taking part in the most recent barista vs. barista competition were Brian Bartlett, Cathy Martin, Susan McManus, Sean Soper and Randy Togen-

Susan McManus's drink "To Die For Café Au Lait" won first prize with 200 votes.

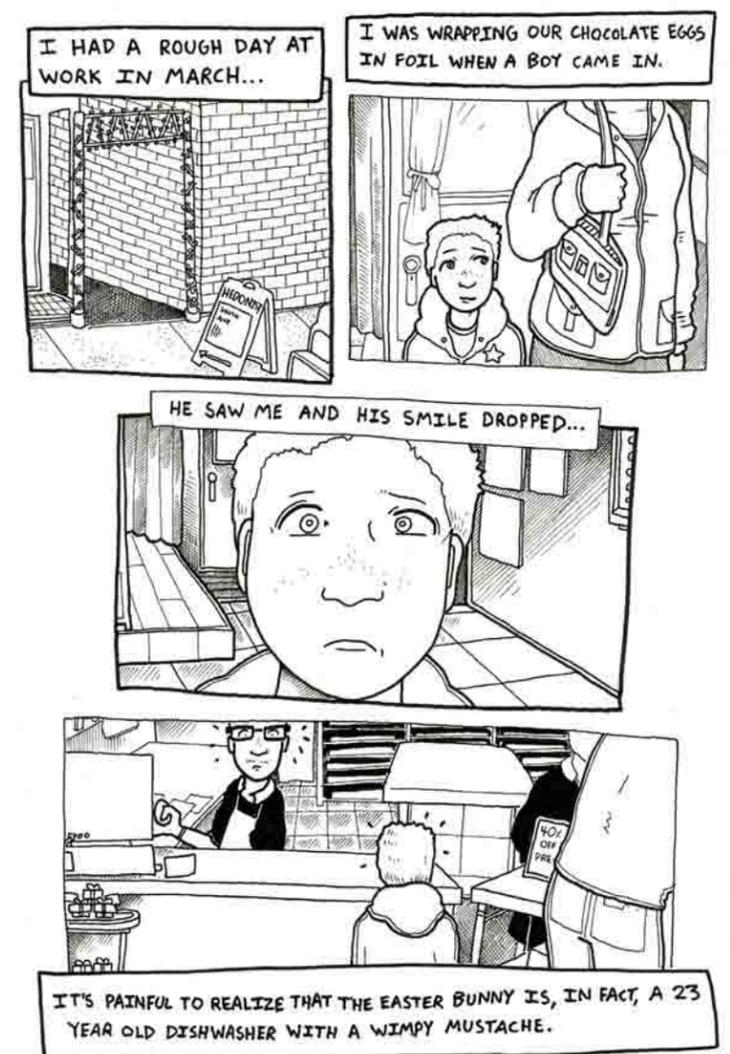
"I blended coffee, caramel, chocolate frappe and steamed milk," said Susan. The yummy combination won her a "The Emotions of Chuck Norris" t-shirt and a Tops Gift Card. McManus also won a community photo contest as well, using cat model, Frankie, and a café coffee mug. The staff-based photo contest awarded first prize to Colin Coffey, owner

of Renewing Massage, who perched his coffee mug on the side of the Grand Canyon.

White says he holds the monthly contest, which counts the number of drinks sold to customers, to encourage community participation. Not only do customers discover new coffee sensations, but they keep his baristas on their collective creative toes.

750 South Avenue, 242-7840

Wedge Comic by Justin Hubbell



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Prevention 1st Offers Tips for a Safe Neighborhood

by Carolyn E. Kourofsky

When we think of safe neighborhoods, we often think of crime prevention. But accidents — from home fires and burns, household poisons, drowning and falls — are the leading cause of death for children, teens and young adults. Household injuries, especially falls, are a serious threat to older adults.

"Unlike other leading causes of death, reduced quality of life, and health care costs — such as smoking, obesity and diabetes — avoidable injuries haven't had much public outcry" says Jack Dinaburg, president of Prevention 1st, a non-profit organization based in Rochester. "Yet it's so much easier to buckle a seat belt, check a smoke alarm, or put away clutter that can cause a fall than it is to make major lifestyle changes."

Accidental injuries are a serious but hidden contributor to health care costs. They account for more than a third of all emergency department visits and cost the nation \$80 billion every year in medical costs alone. The estimated lifetime cost of injuries occurring in a single year in the U.S is more than \$406 billion.

If you think you don't have time to do something to protect yourself and your families from accidents, Prevention 1st has a few suggestions:

- ❑ Wipe up spills immediately. Falls are the leading cause of nonfatal injuries for every age group, except 10 - 24 year olds—and for them it's the second leading cause!
- ❑ Do not leave children alone near water. Kids can drown in pools, bathtubs, buckets and toilets.
- ❑ Test your smoke alarm to make sure it's working. Even alarms that are hard-wired or have long-life batteries need to be checked.
- ❑ Put matches and lighters in a high cabinet or locked drawer, out of sight and reach of children. Playing with fire is a leading cause of deaths for children under age 5.
- ❑ Turn off portable space heaters when you leave the room or go to sleep.
- ❑ Adjust the thermostat on your water heater to keep hot water less than 120°F to prevent scalding.
- ❑ Install a smoke alarm. One working smoke alarm on each floor is acceptable, and one working smoke alarm in each bedroom is best. The National Fire Protection Association, and the International Association of Fire Chiefs, recommend installing both ionization

and photoelectric alarms, or dual alarms that incorporate both technologies. Ionization smoke alarms respond best to flaming fires, and photoelectric to smoldering fires.

- ❑ Install a CO detector. Carbon monoxide (CO) can kill within minutes. It is a colorless, tasteless and odorless gas that is created by incomplete burning of fuel. Space heaters, water heaters, blocked chimneys or cars running cars can all produce CO. If you are installing only one CO detector, the Consumer Product Safety Commission recommends you locate it near bedrooms, where it can wake you if you are asleep.
- ❑ Store household cleaners and medications in a place that is out of sight and reach of children.
- ❑ Clear clutter and lose carpets from hallways and exits to prevent tripping.
- ❑ Plan and practice the exit drill in the home. Everyone in your home should know what to do if an alarm sounds - especially if awakened in the middle of the night. Know where your meeting place is so you can find each other and firefighters can find you. Visit www.homefiredrill.org.

Prevention 1st invites you to visit www.prevention1st.org for tips, checklists and free downloads to make your home safer.

Think
Global
Eat
Shop
Play
Local

Saint's Place Offers Wedge Welcome to Refugees

By Colleen Knauf



Elaina Katro (right) tutors at Saints Place (Photo by Geri Dolan)

Each year, the city of Rochester welcomes about 750 new refugees who have escaped tyranny, war, famine, prejudice and other inhumanities. Imagine having to leave your country of origin, your job, your house, all of your belongings, even loved ones.

After a harrowing escape, most refugees end up living in camps for many years. Over 14 million refugees live in camps around the world. Only 1% actually make it out of the camps to resettle in a welcoming country such as the United States. Catholic Family Center is the agency in Rochester that welcomes and assists incoming families.

Saint's Place was born in 1998, when I was part of a team

that sponsored a family from Somalia. That's when my eyes were opened to the many needs of incoming refugees. I started collecting furniture, which I stored in my basement until we out grew the space. We were "nomadic" for years, taking any donated space to hold our furniture. In 2001, Saint's Place became an "official" ministry of St. Louis Church in Pittsford.

Saint's Place provides furniture, household goods and clothing for our new neighbors, whose numbers totaled over 700 in 2010. We also provide tutoring programs for the children, who often have a difficult time adjusting to American schools after spending many years in a camp. Their parents also attend our tutoring programs to learn

English, which helps them to get on their feet quicker. All the adults want to find jobs and become contributing members of our community.

Did you know that hundreds of our families live in the South Wedge neighborhood? Two churches in the South Wedge donate space for our afternoon tutoring sessions. The Greek Church of the Holy Spirit on South Avenue and St. Boniface Church on Gregory Street are very generous neighbors to refugees.

Most of us had family who immigrated to the United States looking for a better life. The legal refugees who arrive today deserve the best that we can offer them. How can we, as neighbors, reach out to them? The gift of friendship is the best gift to a refugee. The difficulty of assimilating to a new country, language, climate, schools, transportation, shopping, and currency can be daunting.

Please consider donating your time to tutor, make a furniture donation, help us sort through and deliver furnishings or drive a family to an appointment.

Please stop by 46 S. Main Street, Pittsford or visit our website www.saintsplace.org. For more information, call 385-6860 or email saintlady@stlouischurch.org.

Colleen Knauf is executive director of Saint's Place.

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SWPC Welcomes Intern – Tim Pierce

Tim Pierce has joined SWPC in its efforts to make the South Wedge Farmers Market even more successful in 2011.

"I'm working on raising funds for the market, applying for grants and finding sponsors," said Pierce. "The market is a valuable asset in promoting healthy food in an underserved community."

A senior at SUNY Geneseo, Pierce is studying Business Administration and Environmental Studies. After graduation, he will return to his hometown in Syracuse, NY, and re-group.

"I'll look for a job," said Pierce, "But, I'm thinking about going out west. I have a sister in Denver, and I might like to work with the National Parks, in conservation, with the EPA. Anything that will let me use both my concentrations."

Pierce is also a "huge sports fan," especially for the Baltimore Orioles.

"They signed a few [good members] this year, so it'll be interesting."

PAC-TAC Open House

Officer Michelle Velez at The Southeast Neighborhood Service Center, 846 South Clinton Avenue, invites all to a PAC-TAC Meet & Greet on April 7, at 6:30 p.m.

Police and Citizens Together Against Crime Program (PAC-TAC) volunteers work with an on-duty patrol officer or crime prevention officer as they walk with a PAC-TAC partner in their neighborhoods and interact with other citizens and local merchants to help prevent crime.

"I would like an opportunity to meet all of the volunteers that represent the Southeast area," said Officer Velez. "Please bring a guest who may have an interest in joining PAC-TAC as well."

For more information about PAC-TAC opportunities, call 478-7668.

Hot Cross Buns for Sale at St. Joe's

Bread for All, a St. Joseph's House of Hospitality bakery training program for those in the St. Joe's community, is planning a special offering of Hot Cross Buns on Palm Sunday, April 17. Orders of half a dozen buns, made with local, organic

flour, dried fruit, and butter and topped with a lemon and sugar glaze, can be pre-ordered no later than Thursday, April 14. The tasty pastries have a long history. According to Wikipedia, some of the superstitions include the belief that "sharing one with another ensures friendship throughout the coming year, particularly if "Half for you and half for me, Between us two shall goodwill be" is said at the time."

Hot Cross buns are also said to protect against shipwreck and "if hung in the kitchen, they are said to protect against fires and ensure that all breads turn out perfectly." They also taste delicious.

The buns will be available for pick up between 9 a.m. and 1 p.m., on Sunday April 17th at St. Joe's House of Hospitality, 402 South Ave. Each order is \$5.

For more information and to place an order, no later than April 14, contact Bakery Coordinator Rachael Morlock at 278-7780 or email st.joes.bakery@gmail.com.

SWPC Community Engagement Committee (CEC) Schedule

Make the South Wedge a better place to live, work and play. Meet your neighbors at 6:30 p.m. Monday, April 18 at Boulder Coffee, Alexander Street and South Clinton Avenue. On Saturday, May 21, join the CEC for an all-day event that includes a flower distribution from the City Parks & Recreation and Clean Sweep.

Annual Easter Egg Hunt Set for April 23

Pastor Ghislaine Cotnoir from the Lutheran Church of Peace invites area children to its annual Easter Egg hunt to be held on Saturday, April 23 at Ellwanger Barry playground at the corner of Meigs and Linden Street

Festivities begin at 10 a.m.

Camp Daydreams Fundraiser on May 1

Join in supporting Camp DayDreams Summer Camp program. The annual fundraiser raises funds to help deserving kids enjoy a residential summer camp and a year round support program. Live and Silent Auction, complimentary wine bar, hors d'Ouevres and live entertainment. For more information about this event, tickets and sponsorship opportunities, visit www.CampDayDreams.org or call 461-2324.

Rape Crisis Center Holds Volunteer Drive

The Rape Crisis Service is holding its semi-annual drive for volunteers to help victims of sexual assault and their loved ones. After 32-hours of training, volunteers offer crisis intervention and support, assistance and support through the medical treatment, accompany survivors through interviews with law enforcement and the court system, short-term counseling and information and referrals.

The Rape Crisis Center offers free, confidential assistance, 24 hours a day. In Monroe County, call 546-2777. In Genesee, Livingston, Orleans and Wyoming counties, call 1-800-527-1757. Learn more online at www.pprsr.org/rapecrisis.

Low-Income Pet Spay Neuter Program Now Available

The Low-Income Spay-Neuter Program (LISN) provides low cost surgeries for low income pet owners who meet the residency and income guidelines. LISN program is made possible through the City of Rochester Police Department Animal Services Unit.

Pets must be at least three months old at the time the application is submitted. Applications are available at SWPC (first floor publications rack) or contact Rochester Animal Services, 184 Verona Street, 428-SPAY, Fax 428-6130, www.rochesteranimalservices.com.

Rochester Flower City Challenge on April 30

River Challenge Duathlon or Triathlon (run, bike, paddle) on April 30, 7:30 a.m., Genesee Waterways. On May 1, 7:30 a.m. at the War Memorial the Flower City Half Marathon & Family 5k. To learn more visit FlowerCityChallenge.com.

New Church Meets at St. Joseph's House of Hospitality

Eli Woodbeck, Catholic Worker at St. Joe's invites the community to visit Oscar Romero Church (St. Romero's, for short), an Inclusive Church in the Catholic Tradition.

"We celebrate Mass every

Sunday at 11:00 a.m. All are welcome during our Mass hours (we have a lovely coffee/social hour afterwards), or during our weekly Hospitality hours from 9:00 a.m. to 1:00 p.m. Monday through Friday."

For more information, call St. Joe's at 232.3262 and ask for Eli.

Safety Tip: Know Who's At Your Door

Neighbors have been complaining about door to door solicitors inquiring about gas and electric service.

Angela Clark-Taylor, SWPC board member, talked to RG&E recently and learned that people going door to door do not work for RG&E. They do work for various "ESCO's" (Energy Service Companies) who offer alternative services in competition with RG&E.

"Please be very cautious of all solicitors who come to your door," said Clark-Taylor. "RG&E customer service told me that RG&E does not send any employees door to door other than meter readers. Anyone who openly represents themselves as an RG&E employee will have a photo ID. Please continue to call 911 for those solicitors who openly try to mislead you or refuse to show you any ID. All door to door solicitors must carry a permit issued by City Hall. When in doubt, ask to see photo ID and their solicitors permit."

If you have further questions, contact Clark-Taylor at a.clark-taylor@hotmail.com or call RG&E customer service at 1.800.743.2110.

Calvary St. Andrews Hosts the Big Lunch

Neighbors from Averill Ave,

Ashland St, Gregory Park Commons, Hickory St, Gregory Street and Calvary St. Andrew's are invited to a "Big Lunch" on Saturday, June 4 at 12 p.m. Calvary St. Andrew's will host the event (68 Ashland St) . The Big Lunch is an opportunity to meet neighbors and to celebrate the gift of city living. The event is a pot luck, so bring your favorite dish and an attitude of gratitude for being in the South Wedge. It's an opportunity to share ideas on how to improve our small section of the city.

Highland Park Conservancy Annual Meeting

The Highland Park Conservancy announces its annual Membership Meeting, Thursday, April 14, 7:00 p.m. at the Olmsted Lodge of the Monroe County Parks Administration Office, 171 Reservoir Avenue. The agenda includes: election of directors, report on conservancy activities during 2010, an update on their new web site, description of upcoming tours and events and a slide presentation by Beverly Gibson, horticulturist with the Landmark Society of Western New York entitled "Early Development of Rochester's Major Arboreta: Highland and Durand Eastman Parks."

Annual Highland Park Neighborhood Yard Sale

Mark your calendars for the Highland Park Neighborhood Association's 2nd annual neighborhood-wide yard sale on Saturday, June 11, from 9 a.m. - 4 p.m. Last year HPNA had over 50 households participate.

Visit highlandparkrochester.org for more information and to view the neighborhood sale map.



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Victory Gardener's Corner – Getting Started

By Jim Papapanu

Spring is here, and it's time to start thinking about gardening. Growing your own vegetables can be tremendously rewarding. It's a very healthy and inexpensive activity. There's nothing like harvesting from your own garden, washing the earth off those leaves or roots and enjoying the fruits of your labor on your plate just a short time later.

You'll feel a satisfying sense of accomplishment, and your taste buds will thank you as well.

For those new to gardening, it need not be complicated, especially if you start small and keep it simple in your first season. Here are some tips to help you along. They'll be helpful if you're new to the game, but experienced gardeners may find

some value here, too.

Raised beds are an ideal way to start a garden for a number of reasons. They confine your work to manageable areas and really help you to organize your planting layout. Since you'll need to fill the bed with soil, you'll gain total control over this all important foundation for your plants. Raised beds get

better drainage because the soil in them warms better, extending your growing on either side of the season by a bit. A raised bed also saves some bending and stretching when you're planting and weeding.

Your beds need not be big. In the South Wedge Victory Garden, we use 4 foot wide by 8 foot long by 1 foot tall beds, and the yield from this space alone is impressive. No more than 4 feet wide is a good guideline. You should be able to reach into the middle of a garden bed when you're alongside it. The length is less important and can be tailored to your needs. Remember that you can always start small with a single bed and then expand your operations as your needs and experience dictate.

Be sure to study the light before you site your vegetable garden and pick an area that gets lots of sun. More than six hours a day will be required, and eight or more hours a day is best.

Your soil is the most important part of your garden. If you're new to gardening and you're going to learn only one thing before starting, learn about a vegetable garden's basic soil needs. You'll need topsoil, but be aware that top soil from garden centers often isn't much better or different than the soil right below your lawn. You'll need to make sure your garden soil is rich in organic matter, and for this compost is just what the garden doctor ordered. Filling your bed with a mix that's somewhere between 2/3 topsoil and 1/3 compost up to a 50-50 split between the two should do the trick.

When it comes to planting, choose vegetables that are simple to maintain and that you'll make frequent use of in your kitchen. Radishes, spinach, lettuces (especially leaf lettuces), chard, beets, beans, and to-

matoes are all good options. Planting from seedlings bought from a farmers market or garden center is a good way to go for novice gardeners. Make the most use of your growing season and your space. Radishes, most greens like lettuce, spinach, and chard, and many root vegetables tolerate cool weather and can be started early in the season, even in April for some of these. Additionally, you can make subsequent plantings as early crops are harvested. For example, radishes take only about a month to mature to harvest, and then a summer crop like tomatoes can be planted in their place.

Once your vegetables are growing, remember that over watering is just as harmful to plants as under watering, and it can't be corrected as easily. You can always add more water, but you can't quickly take away what's there! Look in on your garden every other day at a minimum. You'll be quickly alerted to problems like pests or under/over watering sooner this way. You'll also be better aware that your vegetables are ready for harvesting.

If you want more advice and tips, you can consult any number of books or web-based resources. But you'll likely make better use of your time just striking up a conversation with a friend or neighbor that gardens, or with a local farmer selling seedlings at a market. Gardeners are a friendly lot, and we love to share our knowledge. You can get connected and talk with other neighborhood gardeners on the South Wedge Victory Garden Facebook page. Good luck and happy gardening this season!

Jim Papapanu is co-manager with Heather Penrose of SW-PC's South Wedge Victory Garden.

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- New roofing with architectural shingles
- New baked aluminum gutters and downspouts



Victory Garden tomatoes (Photo by Heather Penrose)



Eat, Play Live
The South Wedge

Rochester History Lecture Series



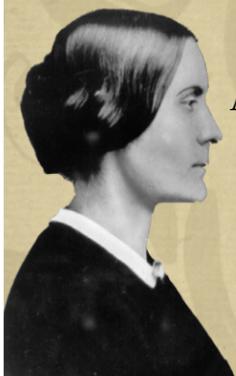
Tuesday March 22 at the Highland Room at the German House: "Nineteenth Century Suburbs (Mt. Hope & East Avenues)" by Stan Marshall

Tuesday April 26 at the Highland Room at the German House: "The German House" by Donovan Shilling

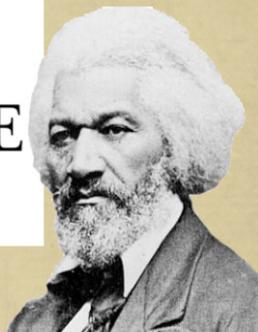
Tuesday May 24 at the Ellwanger Estate "South Wedge History and Architecture" by Cynthia Howk

Tuesday, June 21 at the Ellwanger Estate "Albert Stone Photo Collection" by Lea Kemp

Tickets are \$10 to events at The German House and \$12 for events at the Ellwanger Estate Bed & Breakfast at 625 Mount Hope Avenue. Food and beverages from local businesses included in the ticket price. Limited seats are available at each event. Tickets available at Mise En Place Market.



All programs begin at 7:00 PM
Coffee and tea supplied by Bonafide Coffee



www.baswa.org/historyevents.htm

First Annual Real Beer Expo Set for June 25

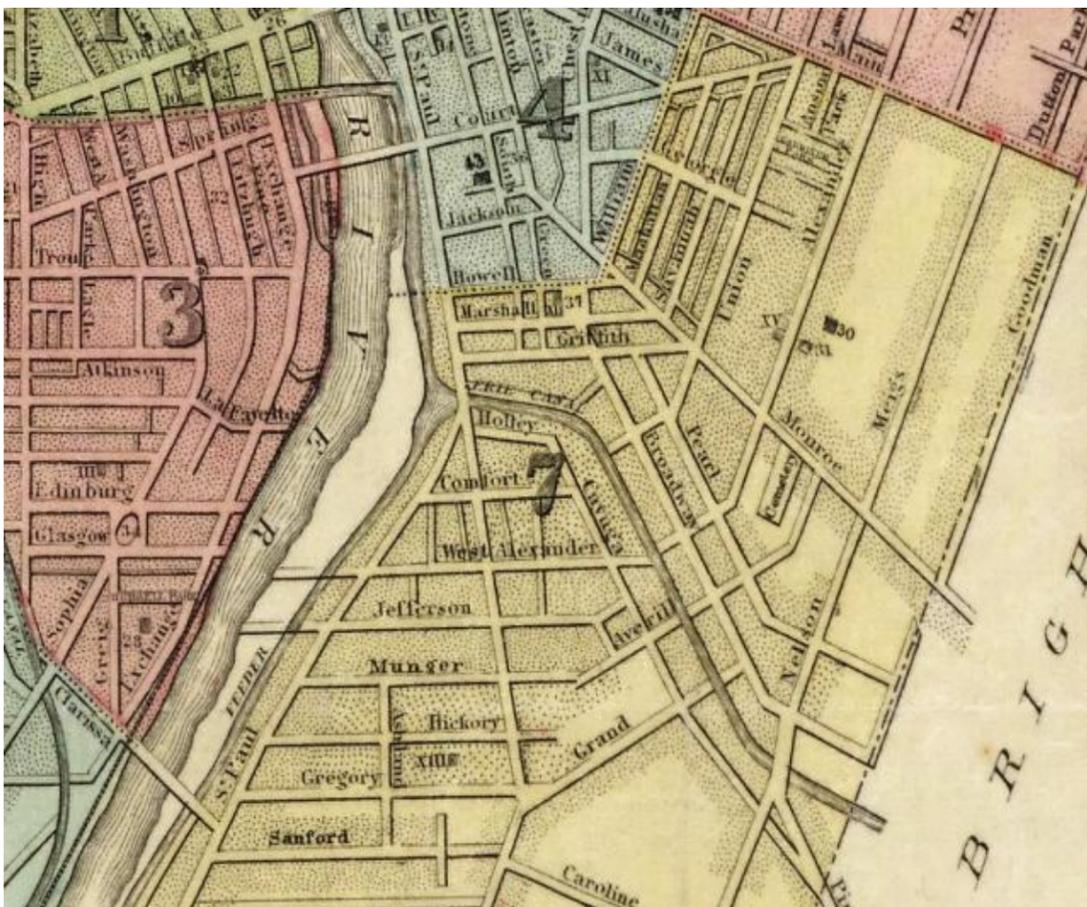
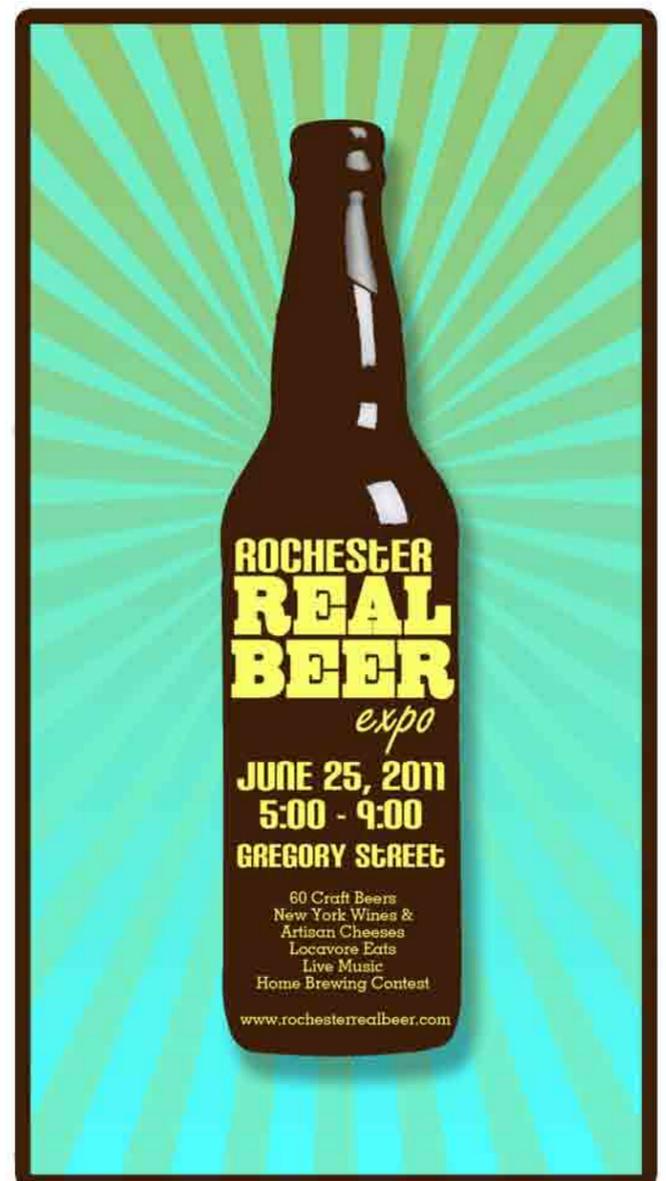
by Joe McBane

South Wedge business owners join forces with the Business Association of the South Wedge Area (BASWA) to bring you a street party with over 70 of the most exciting craft beers currently available on Saturday June 25, 6:00 p.m. to 10:00 p.m. with a pre-event VIP/Preview hour at 5:00 p.m. The event will be held on tree-lined Gregory Street, from Whalin Street to Bond Street. Along with great craft beers the expo will offer boutique wines, locally made cheeses and baked goods, Cajun BBQ, fresh pizza, wraps and sandwiches, locally roasted coffee, hand rolled cigars, and more. All against the backdrop of live local musicians Joe Beard, *String Theory* and *Filthy Funk*.

We love our neighborhood and we love good beer. We love a beer festival that cap-

tures what is exciting in the ever changing craft beer community. Too often we find ourselves at beer festivals that simply offer all the same beers we've seen available at every other festival. We aim to shake things up and present you with the type of beer event that we would like to attend. When you go to a tasting event you should hope and expect to have your eyes opened to new experiences. We can certainly promise you that. Our neighborhood thrives on its creativity and diversity and we will bring you an experience that reflects that.

For more information, please view our event website, which is being updated weekly: www.rochesterrealbeer.com. For more info, contact Joe McBane at joemcbane@tapandmallet.com or call 748.6183.



Seventh Ward, 1855



ABVI CELEBRATES A

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ABVI History

In 1911, four graduates of the New York State School for the Blind in Batavia, NY, form an agency to serve blind people who they believe are capable of living "full, productive lives." In two years, the School for Blind is incorporated as the Association for the Blind.

For 73 years, The Association for the Blind's reputation as a charitable organization grows. They continue to enable their blind or visually impaired clients to become "self-sufficient, contributing members of their families and their community."

From 1986-1994, now called The Association for the Blind and Visually Impaired (ABVI), the organization builds manufacturing expertise to provide employment. They build a relationship with 3M to help them to develop a line of self-stick notepads under the AbilityOne program.

ABVI partners with Goodwill Industries International in 1994. This affiliation allows the agency to expand employment opportunities for people with vision loss.

ABVI continues to grow. In 2006-2010, ABVI's service area extends into nine counties: Monroe, Wayne, Ontario, Livingston, Steuben, Yates, Seneca, Schulyer, and Chemung.

On South Clinton Avenue, ABVI expands its main campus on South Clinton Avenue and builds a Call Center on the corner of South Clinton Avenue. and Alexander Street in 2009. Future construction is planned.



Original Max Lowenthal & Sons Knitting Co. circa 1940s



Max Lowenthal & Sons- looking southwest across subway bed



ABVI worker circa 1956



The workroom floor, February 1956



ABVI, circa 1970



Construction in May 1997



Construction in January 1997



A view of the ABVI in November, 1997

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ABVI in the 21st Century



ABVI added a state-of the-art LEED certified Contact Center where employees provide "world-class customer service" in the area of operations technology, training, contract procurement, corporate and community partnerships. Most important, it offers challenging and rewarding career opportunities for people who are blind or visually impaired.



The center was the first program of its kind to be honored as a National Industries for the Blind Center of Excellence.

Contact Center employees who are blind and visually impaired work along side those who are sighted 24 hours a day, 7 days a week.

This hard work and focused commitment to stellar customer service has distinguished ABVI's Contact Center as the



referred source for New York State telecommunication contracts.

ABVI's Contact Center is also a service provider for calls across America on behalf of the United States Environmental Protection Agency's Lead outline.

worked to advance positive images of people who are blind or visually impaired and what they can achieve. Most of us don't have much contact with blind people, and we sometimes have stereotypes and have low expectations.

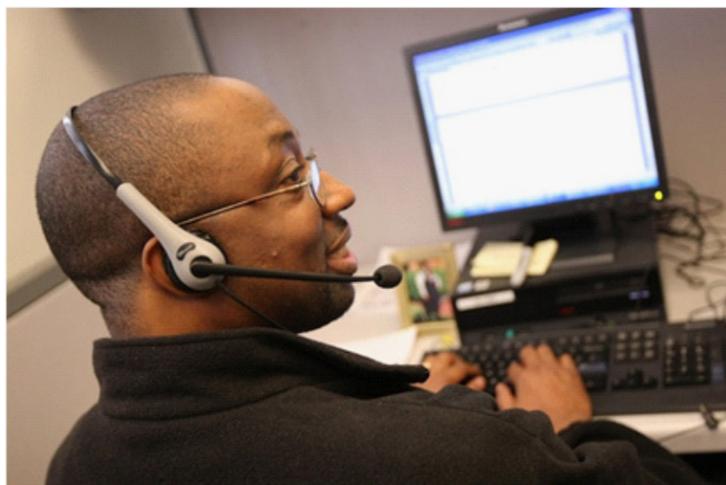
Invite anyone to come and visit ABVI and see what can be done when you create opportunities for people blind or visually impaired and when you help them become self-sufficient and in control.

--Gidget Hopf
President & CEO



CEO Gidget Hof has ushered in many of the changes to her 25 years with ABVI

The Work They Do



Packaging and Fulfillment Division employs approximately 80 individuals who are blind and visually impaired. Employees fabricate, assemble, package and distribute a wide range of high-quality products, including Skilcraft® self-stick note pads for 3M, and Ecolab® and XLD® cleaning products.

Today, ABVI carries on the tradition of producing high-quality textiles in our skilled sewing department. Our expert seamstresses and tailors take great pride in their work, manufacturing items for our men and women serving in the United States Air Force and the United States Coast Guard.

Working side by side each day with sighted employees, many of the visually impaired sewing employees feel that by producing athletic apparel and culinary mitts they are supporting the honorable service and sacrifices made by our men and women in uniform.

Opened in 2009, ABVI's state-of-the art, LEED certified-Contact Center was born out of the former Rochester Housing Authority Building and is now home to a team of employees dedicated to providing world-class customer service.

The first program of its kind to be honored as a National Industries for the Blind Center of Excellence, ABVI's Contact Center has consistently demonstrated overall and ongoing excellence in operations, technology, training, contract procurement, corporate and community partnerships.



Mama Goose Still On the Loose

By Meredith Stockman-Broadbent



(l-r) Roscoe Broadbent on piano joined by parents Curtis and Meredith.
(Photo by Michelle Broadbent)

Some kids crawl, others strut and even more giggle as they march under a broom to the tune of Limbo Rock in the sanctuary of the South Wedge's Lutheran Church of Peace. Every Monday, I join the tots in a rollicking good time full of song and dance. Sessions begin with warm-up exercises and end with homemade treats. They're a delicious coda for Mama Goose on the Loose, a new sing-along class in the South Wedge I started as a new mom and Wedge resident.

Each week I play the piano and while children use homemade shakers, a parachute and finger play in lessons designed to entertain children from birth to five years and their caregivers.

I started the class because I love playing the piano for others and wanted to meet other parents in the neighborhood. When I think of my happiest memories as a child, so many of them involve music. I thought starting a sing-along class could be a great way to share the fun and meet more of my neighbors. There's something really special about live music. You never know what's going to happen! Last week, the kids wanted to sing about monkeys, donkeys and tractors all on Old MacDonald's farm.

Mama Goose on the Loose has something for all ages. We do a lot of classic children's songs, so the kids have many chances for participation. I think the babies just love being in the middle of the action. I wanted to provide an activity where parents and their children can just show up, spend some quality time together and meet other families too. It's been great to see children coming out of their shells, dancing with their parents and having more confidence.

Currently, the class is made up of many South Wedge residents who say it's convenient to have class within walking distance. About half of the attendees are from other parts of Rochester.

I'm gratified that the other mothers are having as much fun as I am. Shannon Smith of Gregory Street, who attends with her 12-month-old daughter, Josie, told me "The songs are so much fun!" Another mother, Jennie Fox, told me after a class, "My 7 month old loves it . . . we have a blast every week!" Come join the fun!

Mama Goose on the Loose is every Monday from 10 - 10:45 a.m. at the Lutheran Church of Peace at 125 Caroline Street. Classes are \$5 for a child and caregiver and \$2 for each additional child.

Historic District Expanded

continued from page 1

properties. The proposed district's spine is Ashland Street, and sections of Gregory, Hickory, and Averill that branch off Ashland are also included," said Jones. "Eligible properties are buildings that have not undergone drastic exterior changes, like synthetic siding or replacement windows, and so they retain much of their original character.

Block leaders on Gregory and Hickory Streets were consulted about the project last fall before we applied for funding for the project, and they indicated that most neighbors were enthusias-

tic about potential listing. The grant monies will hire an architectural historian to define defensible boundaries of the district, research the history of the district, and prepare the nomination to submit to SHPO. If it is accepted as eligible for the State Register by SHPO, it will then be submitted to Washington for listing on the National Register. It is a long process that will take at least a year. Once listed on the registers, District residents of the district are eligible for tax credits for renovation work on both their interiors and exteriors. This is the same process

that created the Linden-South Historic District, and residents of that area are beginning to take advantage of the tax credit program.

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Summer Community Engagement Intern Wanted

By Angela Clark-Taylor

The South Wedge Planning Committee is currently seeking applicants for a summer internship in community engagement. We'd looking for a hardworking, open-minded individual to work 12-14 hours a week with the SWPC Community Engagement Chair. SWPC's mission is to build a strong community where residents feel connected with each other and engaged in making the South Wedge a better place. SWPC engages in a number of activities to build community, but this internship will mainly focus on block clubs and neighbor involvement.

The Community Engagement Committee is working to develop a strong base of citizens to improve safety, address community concerns, build relationships and have fun!

Interested applicants must be available to work Thursdays between 4 and 8 p.m. Additional hours will be flexible but will include some Monday evenings and Saturdays. Applicants

should be an undergraduate or graduate student interested in grass roots organizing, civic engagement, urban planning, nonprofit management, social justice issues or a closely related field. This internship can be used for credit with approval from the intern's college. The participant will receive a \$250 stipend on completion of the internship.

The selected individual will have the opportunity to mold parts of the internship to their interests. Duties may include assisting the Community Engagement Chair in volunteer recruitment, program planning, outreach, marketing, grant writing, and communicating with South Wedge neighbors. The internship will give students the opportunity to learn community organizing skills, web design and maintenance, social media tools, grant writing and event planning. To apply or to learn more, visit www.swpc.org.

Spring Home Maintenance

By George Lorson



Hamilton Street flower garden (Photo by Nancy O'Donnell)

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

☀ While the ground is still moist, gently pick up the sod that the sidewalk plows have deposited on your lawn, set it in place, and press it firmly with your feet so it can begin to grow again before it dries out.

☀ Gently begin to clean your flower beds before the bulbs and perennials are too far out of the ground. Use care when raking the leaves out of the bed so you do not knock the buds on the plants off otherwise they will not bloom.

☀ While raking, if you encounter any spots where the grass has died over the winter, loosen up the soil and apply a generous amount of grass seed and a small amount of fertilizer. Then work the mixture into

the soil and cover the area with straw to help retain the moisture.

☀ When turning on your outside water faucet, check the faucet and shut-off for leaks and tighten the packing nuts with a crescent wrench if necessary.

☀ Inspect your hoses and spray attachments for leaks. Sometimes it may be less expensive and frustrating to buy a new hose or spray attachment than to try to repair old worn out equipment.

☀ If you encounter grubs when working in your garden or lawn, capture one in a zip lock bag. Take it to your local garden store for identification and ask for the proper grub control material. Read the application instructions carefully and follow all directions on the bag.

☀ If you suspect your lawn needs a little boost to make it green and lush, contact your local garden store for the proper fertilization materials and pro-

cedures. Again, read all instructions and directions on the bag.

☀ Inspect your lawnmower before starting it up for the first time. First, disconnect the spark plug wire. Using a putty knife, clean out all the dead grass in the housing and chute. Check the blade to be sure it is sharp, and if not, remove it and take it to a local hardware store to have it sharpened properly. When re-installing it, be sure the bolts are very tight. Check your spark plug to be sure it is in good condition and not caked with carbon. You will need a special "spark plug wrench" to remove the plug. If you need a new spark plug, take the old one with you to the hardware store to be sure you get the right one otherwise your lawnmower may not run smoothly. Check your oil level and if it is dark and dirty, drain it and re-fill the crankcase with new oil as recommended by the hardware store. Do not overfill as this will harm the engine. Be sure you re-connect the spark plug wire before you try to start the mower.

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

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

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Full Moon Vista Bike Shop Sets Up Shop in the South Wedge

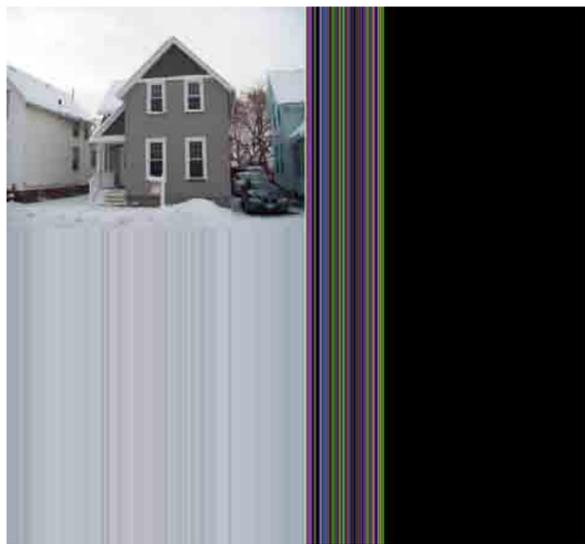
By Nancy O'Donnell



(l-r) Kinna Page-Yirinec, Scott Page and Kim Yirinec (Photo by Nancy O'Donnell)

Birth Announcement

By Nancy O'Donnell



The Bloom family (l-r) Justine, Charlotte, Dana, Jeff, Nathan and Heather. (Photo by George Lorson)

George Lorson, SWPC Real Estate Development Coordinator, and his wife Lorrie proudly announced the birth of their newest granddaughter Charlotte Bloom, born on St. Patrick's Day, March 17, 2011, at 9:45 p.m.

Miss Bloom weighed it at a healthy 9 lbs. 12 oz. and measures a statuesque 22 ½ inches. She was welcomed by mother, Dana, father, Jeff, sisters Heather and Justine, and brother Nathan.



Jim Adams
Salesperson

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57 Monroe Avenue, Pittsford, NY 14534




Scott Page got on his first motorcycle, a "little Honda ZA50," when he was five. By the time he was in his teens, he was racing motorcycles in competitions.

"I was always on two wheels. I was always about speed," said Page who with his partner and fiancée Kim Yirinic recently moved Full Moon Vista Bike Shop & Sport to the South Wedge.

Page continued to race motorcycles until he was 25. At that time he became a sales rep for a GT bike company in western New York.

"I wanted to do it for myself," said Page, who opened shop on St. Paul Street in 2005. He took the name of his store from an experience he had with friends on a night ride up a 1,000 ft. high hill in Dansville, NY.

Along with Page and Kim Yirinic, Full Moon Vista's new venue houses three mechanics and three full-time sales staff.

"We totally love the neighborhood," said Page. "SWPC and BASWA are doing such an excellent job; we wanted to be part of it. I've witnessed [the changes] in the South Wedge for years—Beale Street, Tap & Mallet, Cheesy Eddy's, John's Tex Mex. We're totally psyched."

Yirinic arrives at the shop after her day job as nurse practitioner in Rochester Neu-

rosurgery Partners at Strong Memorial Hospital. She shares Page's passion for riding not only for fun but for its health benefits.

Yirinic met her future business and life partner through riding. "He worked at another bike shop, and he chased out after me to ask me out," laughed Yirinic.

"Biking was the best of both worlds for exercise and health. I worked in cardio rehab, and I saw the importance of exercise."

Eight years later she's helping Page plan biking events and is herself the proud owner of seven bikes.

"I have a bike for every reason: canal path, mountain bike for outdoors winter riding, another road bike I'm too sentimental to get rid of, it was my first." And there's her "dream bike," a hybrid yellow Portland cyclo-cross trek Madone.

The shop carries a wide range of styles brands for kids and serious racers (prices range between \$360 and \$10K).

"A \$10,000 bike is basically a Ferrari," said Page. "They're super light, incredibly precise in performance in the way they react on the road. You could race in the Tour de France. It's the equivalent of buying a car for a NASCAR race."

Along with bicycles, Full Moon Vista sells bike bags and baskets, utility and child trailers, tool repairs, spare tires and

lights.

Outside the shop, the couple organizes racing events. Coming up is the Full Moon Vista Cycling Grand Prix, a 3-day event that take riders throughout Monroe County parks.

As expected, Page and Yirinic (who sees a lot of injuries on her job) are big on bike safety.

"If everyone all followed the same rules we'd all be safer," said Page. "Wearing a helmet is absolutely crucial. Riding on the right side of the road. Treating the road as if you're driving an automobile. [In an accident], the car is always going to win. You have to ride defensively. You find people who riding looking down at their front wheel. Always look ahead, surveying your territory."

The couple hold an informal ride on the last Tuesday of every month from March through October.

They are also planning other big events in the future—a grand opening for the shop and a wedding, which will blend their two families. Yirinic has two children Connor, 18, studying at Penn State and Lanie, 15, an avid equestrian. Page has 14-year-old twins, Riley and Shannon. The couple also share Kinna, an incredibly friendly Icelandic sheepdog often found among the bikes at Full Moon Vista Bike & Sport.

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Business Buzz

by Nancy O'Donnell



Jodi Brodner and Maria DeRosa
(Photo by Nancy O'Donnell)

A South Wedge "philosophy of community" encouraged Jodi Brodner and Marie DeRosa to create South Wedge Health & Fitness (SWHF), a comprehensive health center for the entire family, that opens in April.

"We wanted to be in a cohesive community, and the South Wedge is it," said DeRosa.

The friends met while attending Onondaga Massage Center in 2008. They kept in touch even after Brodner took a job outside her field. DeRosa, who was also a certified personal trainer and a 2nd degree black belt in Seido-kan, "a hard style karate" began running a summer fitness boot camp in different area parks.

When Brodner realized she "missed the health community," she turned to her friend

Both wanted to do more to help people of all ages achieve "full body fitness," so last year they decided to open a fitness center offering programs to appeal to many: Zumba, yoga, teens summer weight loss boot camp, boxing, self-defense, weight lifting, hula hooping and more to follow. They found space in a building at the corner of Caroline Street and South Avenue. Even before opening, they have plans to expand.

"With the rising health care costs and the increasing numbers of Americans becoming obese, it's time to come together to support our community to live healthier lives," said DeRosa.

"We want to have a range in each class. The professional and just beginning athlete will get the same attention," said Brodner.

The center will also offer seminars on smoking cessation, nutrition and other hot health topics.

758 South Avenue, 766-9388,
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Coffee Connection (Photo by Robert Lauterbach)

Coffee Connection Owners Win White Dove Award

Nancy Sawyer-Molina and Jose Molina were honored for their work promoting fair trade coffee growers in Peru and assisting women recovering from addiction. The Rochester Committee on Latin America pre-

sented the award at their annual March rice and beans dinner. The Coffee Connection owners were one of three to receive the White Dove awards. "We were both surprised and honored at being selected," said Sawyer-Molina. "There seems to be so many people who have been working on Peace and Justice issues for much longer than we have that it was truly an honor. We are thankful to the community for all their support because without them we would not have been able to provide the services we do."



SWPC board member Frank Logan and Veterans Advocate Betsy Ross Lombardi (Photo by Nancy O'Donnell)

Stars & Stripes Holds Grand Re-opening

Stars & Stripe, the South Wedge's premier flag store (located next to its parent organization, Veterans Outreach Center, Inc.), held a grand reopening and renovation celebration on March 15. Along with free hot dogs, apple pies and root beer sodas, Stars & Stripes hosted artist Carol Culhane who remained on-site all day to paint and personalize limited edition flag glassware. Dino and his radio team from Fickle 93.3 broadcast LIVE at the Flag Store later in the day.

South Wedge board member Frank Logan stopped in to celebrate with Stars & Stripe manager Betsy Ross Lombardi.

Visit the new improved store, buy a flag and help support our women and men in service abroad and at home.

455 South Ave., 546-FLAG,
www.eflagstore.com



Artist Carol Culhane and volunteer Todd Rapp (Photo by Nancy O'Donnell)

Hedonist to Expand

Jennifer Posey and Zahra Langford are working on plans to expand their artisan chocolate shop in the coming months. A recent holiday truffles tasting had chocoholics lining up outside in Hedonist Alley. Look for an update in the Wedge May/June issue.



Jasmine Mead (Photo courtesy of Hedonist Chocolate)

Hedonist Chocolate Intern Creates Original Collection

Intern Jasmine Mead, 17, spent nearly one year in the Hedonist world of gourmet chocolate making. In April she presents her truffle collection which includes five exclusive chocolate truffles handmade with fresh ingredients: Cashew Butter, Cardamom Lime, Ginger, Macadamia, and Blueberry Orange.

Visit Hedonist Artisan Chocolates for the premier of Jasmine Mead's Chocolate Truffle Collection on Friday, April 1 from 5-7 p.m. at the Hedonist kitchen and retail location, 674 South Avenue. This event is free and open to the public. Sample the new flavors and talk with their creator about her exploration of the craft world of artisan chocolates. For more information about Jasmine Mead's Chocolate Truffle Collection and Hedonist Artisan Chocolates, visit www.hedonistchocolates.com or contact Jennifer Posey at 461-2815.



Karen and Joel Cera (Photo by Nancy O'Donnell)

South Wedge Wine & Spirits Opens in Spring

A long anticipated shop is coming to the South at Hickory building in July, when South Wedge Wine & Spirits opens. Owner Joel and Karen Cera are already feeling the excitement.

"We'll have the wine right up against the window," said Joel, who has already commissioned a 10-person tasting table "made from reclaimed wood from a bowling alley."

"We almost have too many ideas," said Karen. "We could talk about good food and [wine] all day."

The couple plan to stock fine wines and spirits, including local and organic brands, hold wine and food pairings and spirit samplings and offer space for local artists.

"We're opening right in time for Wedgestock," said Joel, who is a booster of all things South Wedge. The couple bought a home on Mt. Vernon Avenue. "We feel very fortunate to be homeowners and to become part of the business community

here."

The couple said they began to explore available commercial space for a wine shop, and when they saw South & Hickory they "pounced." Now they have the business plan, the loan, the lease, they're only waiting for the license, which is often a one-year process.

Joel will be exchanging a 12-year career in architecture for the new role as South Wedge village vintner. "I'll be working in the store full time. I want to be the face of the store when [customers] come in. It's important [to us] to distinguish ourselves from big box retailers." Wife Karen will be working behind the scene for the time being.

"I like my job," said Karen, who works in safety administration at the University of Rochester. "But, I'll probably come home and head for the shop. I like all the behind the scene promotions."

"We want to push the envelope and educate people who come to the store. I've already spoken with a distributor who sells 40 varieties of spirits including Scotch infused with saffron," said Joel.

While the Ceras might have preferences in wine, neither is a wine snob.

"The first thing to remember is that if you enjoy a wine, it is by definition a good bottle," said Joel. However, to help someone discover their own preferences he has a list of questions to ask. Do you have a sweet tooth? Savory? Do you enjoy flavors that are like a tart fruit or do you hate to pucker? He'll point you to the right bottle.

The shop's stock will run to nearly 5,500 bottles in the 2,000-sq. foot space.

"We'll be able to buy in volume and pass on the savings to the community," said Joel.

The shop will also offer online services that will allow budding oenophiles to record their wine choices on their own databases.

"We want to grow as a destination [in the Wedge], said Joel.

661 South Avenue, telephone number to follow.



Dan Strine (Photo by Kate Melton)

Swillburg Home to Hook-S-One Production

"Everyone I talked to would talk about the amazing ties they had in the neighborhood," said Dan Strine, who moved his production company to Swillburg in 2004. Hook-S-One offers everything from script writing and storyboarding through production and post production.

Strine's filmmaking began at 12. "My father was a cinematog-

rapher at Kodak, and I would ask him, 'can I go to work,'" said Strine. "My father gave me a small video camera, and I and my brother and cousin would make movies in the backyard." Strine's childhood "horror films" included "chopping [the film victim] with whatever we could find in the garage."

Strine studied business in SUNY at Alfred, but he realized he really wanted to make films. He studied broadcast communication at MCC and Brockport and worked at RNews for several years. "I enjoy picking up my camera," said Strine. "Every day I can pick it up; it's a good day."

In 1992 he started his own production company. His first job was creating an anti-litter public service announcement. Over the years, he filmed weddings and made music videos. Most recently, he completed a project in Florida for a man who's pitching a reality TV pilot "Foreclosures to Fabulous."

"I like working with small businesses looking to make themselves bigger," said Strine.

1214 South Clinton Avenue,
766-8967



Ronnie Gardner (Photo by Nancy O'Donnell)

Vintage Hair Gallery Adds Style to South Clinton Ave.

Ronnie Gardner has worked hard to make his first salon chic and comfortable since opening in October 2010. Colors in earth tones and teal provide a subtle backdrop to shelves filled with giant faux diamonds and incandescent blue vases.

More important to him is his business's name. "I believe that if you say true to vintage rules, ethics and concepts in cosmetology, you'll end up with great results," said Gardner, who has cut, styled and curled hair all around Rochester for 20 years.

Gardner picked his location because "fun seems to shine in the South Wedge."

"I love the boutiques. I find it a pretty trendy area, very diverse, very peaceful," said Gardner, adding "I've also lived in the South Wedge."

Along with great haircuts, Vintage also offers hair weaves and eye lash applications. Gardner also plans to add a colorist to his staff and eyebrow waxing to his list of services.

Gardner is happy to give some free hair styling advice: "Condition, condition, condition. With what hair goes through—the treatments, the stress—you have to put proteins back in."

Gardner is working on plans for a grand opening sometime later in the season.

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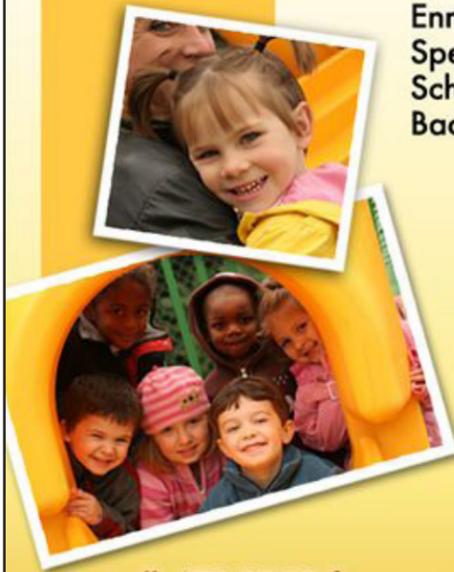
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Wedge on City's Short List for Bike Lanes

By Nancy O'Donnell

Erik Frisch, transportation specialist in the City's Architecture & Engineering Bureau, announced that striped bike lanes will be added to South Avenue in late April or early May.

The lanes will go "roughly between Byron Street and Caroline Street," writes Frisch in an email message to the Wedge.

While he cautions that the striping plans are not final, he sent along a description of a "typical section" of what the final product will look like: "South Avenue currently has 16-foot travel lanes and 8-foot recessed parking lanes. We will be narrowing the travel lanes

to 11-feet and adding a 5-foot striped bicycle lane in each direction. This will have no impact on parking or turn lanes but should slow auto traffic and enhance safety for bicyclists. This will be one of the first, if not the first, striped bike lane in the City of Rochester."

Other streets scheduled to receive bike lanes this season include: Lyell Avenue, St Paul Street, Central Avenue, and Dewey Avenue.

If you have any questions, please contact Erik Frisch at 428-6709 or frische@cityofrochester.gov.

Community Engagement 2011 Schedule

Monday, April 18th, 6:30pm at Boulder Coffee on Alexander St —Neighbors Meeting
-Come get involved and meet your neighbors!

Saturday, May 21st, All day in the South Wedge —South Wedge Flower Distribution & Clean Sweep
- Free plants from City Parks and Recreation!

Thursday, June 16th, 4:00-8:00pm at Boulder Coffee —Block Club Day at the Market
- Block Club Day at the South Wedge Farmers Market. Sign-up/update your contact info for your block club and get a free \$5 token to use at the market!

Monday, July 18th, 6:30pm at Equal Grounds on South Ave —Neighbors Meeting
-Come get involved and meet your neighbors!

Saturday, August 20th, 10am-9pm on South Ave —Wedgestock
-Come out and volunteer/hangout at Wedgestock 2011!

Monday, September 19th, 6:30pm at Equal Grounds on South Ave —Neighbors Meeting
-Come get involved and meet your neighbors!

Saturday, October 1st, 4:30-7:00pm at SWPC —Flower Bulb Planting
- Free bulbs from City Parks and Recreation and the South Wedge Planning Committee!

Monday, November 21st, 6:30pm at Beale Street on South Ave —Neighbors Meeting
-Come get involved and meet your neighbors!

Saturday, December 10th, All Day in the South Wedge —Holiday Decorating
-Holiday decorating! Come out and decorate your home with your neighbors. Judging will be Monday 12/12/11 by local celebrity judges. Judges TBA.

Have Fun in the South Wedge

Star of the Wedge Gidget Hopf

continued from page 2

Hopf is especially proud of the Call Center that serves both government and commercial enterprises. Employees answer calls for the Environmental Protection Agency, concerning lead poisoning or toxic substances and 211 Lifeline emergency calls. "We're also back up for the national suicide prevention lifeline for veterans and train all of their suicide counselors," she said.

Beyond the business side, ABVI continues to help those in greatest need. Its vision rehabilitation programs, which include comprehensive counseling and peer support, aids people from infant to senior citizens learning to live with blindness.

Along with her achievements at ABVI, Hopf still makes time to work for others in need. One group that is important to her is "Chances and Changes," a rural domestic violence program and shelter that helps women in Livingston and Monroe Counties. She has often served as an inspiration and mentor to young girls and teens, talking to them about her own experiences.

"It's been such an unbelievable opportunity to be part of the growth and development of an organization with an important mission. I've seen the people we serve grow in their careers," said Hopf. "It's very vital and meaningful work."

For more information
see www.swpc.org
or e-mail Angela at
a.clark-taylor@hotmail.com



St. Boniface Parish Celebrates 150 Years in Rochester

On Sunday June 5, 2011, the feast day of St. Boniface, St. Boniface Parish will celebrate its 150th anniversary. Bishop

Matthew Clark will be the celebrant and homilist at the 10:30 a.m. Mass. Immediately following the Mass, a picnic will take

place on the grounds of the Church at 330 Gregory Street. For more information, contact Rita Kramer at 473-4271.



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