

The WEDGE

Official Newspaper of the South Wedge
Funded for and by the South Wedge community

Public Gets Peek at New Erie Harbor Landscape



Bayer Associates rendering of the projected Erie Harbor riverside park

A public meeting was held on July 27 at The Hamilton on Mt. Hope Avenue to show the community some of the designs planned for Erie Harbor.

"The design for the public improvements at Erie Harbor

really emphasizes the walkway connection between Mt. Hope Avenue and the Genesee Riverway Trail and showcases views of the waterfront," said JoAnn Beck, City of Rochester's senior landscape architect in

the department of environmental services. "It reflects the local history of both the railroad and nursery industries, artfully in its patterns of paving, planting and seating, and complements the many assets of the Wedge."

Letter from the SWPC Executive Director

To members of the South Wedge Community –

I have been involved in the South Wedge for a number of years starting as a volunteer, joining the South Wedge Planning Committee's Board and becoming the Board Chair. In 2007 I took over as Executive Director and have worked to make the South Wedge better for all.

I have been appointed to a full-

time faculty position at SUNY Geneseo where I will be teaching in the School of Business at the end of August. I am therefore resigning from my position as South Wedge Planning Committee executive director. As I start my next career, I would like to encourage all to "forge ahead" to make the WEDGE a better place that respects and values its diversity.

--Robert A. Boyd

SW Farmers Market Wants to Know...

South Wedge Farmers Market Manager Sue Gardner Smith asks shoppers what they love

about the SW Farmers Market. See page 5 for more!

Wedgestock Returns August 20

Schedule of events on pages 8-9

On a sleepy August day in 2005, the South Wedge Planning Committee held its annual meeting to elect officers to its board, review its accomplishments and share news about its programs in its office on Mt. Hope Avenue. It attracted a crowd of 50. The next year, renamed "Wedgestock,"

the meeting moved to Highland Bowl, added bands, a hot dog stand and a vendor booth or two. Some 500 showed up for the Wedge experience. In 2010, the Planning Committee moved Wedgestock to South Avenue, and 5,000 neighbors and new friends arrived for a day celebrating all things South Wedge.

Soul and Rockabilly

- Celebrity DJs
- Street performers
- Artists and Crafters
- Food Vendors include everything from Jamaican, Indian, Pizza, Pitas, Cajun to Roast Beef Sandwiches, sweets and savory along with specials from our South Ave neighbors: Mise en Place, Open Face, Cheesy Eddie's and Coffee Connection.

Wedgestock 2011 is made possible through the efforts of our many volunteers and the support of our sponsors. Please support them for supporting us!

We expect even more visitors this year and here's why:

- Pet Parade Grand Marshall
- The Honorable Mayor of Rochester Tom Richards
- Irish Dance and Ballet Performances
- Music from Big Band, Funk &



Gena Merliss and children (Photo by Anne Semel/Sue Gardner Smith)



Wedgestock 2010 drew 5,000 to the heart of the South Wedge (Photo by Robert Boyd)

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Star of the Wedge – Melissa Marquez

By Nancy O'Donnell



Melissa Marquez (Photo by Nancy O'Donnell)

Genesee Co-op Federal Credit Union CEO Melissa Marquez has a longer work history than most. As a nine-year-old, she picked grapes with her family during summers in central California. She continued working the vineyards until she was 16. "I remember it as very hot and dry, and we worked from 5:30 to 11:30 a.m." said Marquez. "The row seemed six miles long; you couldn't see the end."

Eventually, she graduated to the packing area where she helped her sister to place grapes on big pieces of paper to dry into future raisins.

Years later, armed with a college degree in political science and a desire for social ministry she joined the Jesuit Volunteer Corp and moved to Rochester.

"I made a one-year commitment to live in the community and work on issues of social justice with the Catholic Diocese of Rochester Justice and Peace Office," says Marquez. In time she helped to run the Diocese's

Campaign for Human Development.

As Marquez grew to know the community around St. Peter and St. Paul's Church near Bull's-head, she began wondering if the Campaign might further economic development beyond "giving charity in soup kitchens and clothing donations."

"It was the old teaching someone to fish rather than giving them a fish," says Marquez. "But, what if the river is polluted? I started to think about what education would be a person need, what skills would help them feed themselves and their families?"

Marquez decided credit unions geared to help the underserved might be part of the answer. She went on to further her education, earning an M.A. in Community Economic Development from Southern New Hampshire University.

"It really was an MBA with an emphasis on serving the local community as opposed to Wall Street or some large corporation," says Marquez.

By now Marquez loved her new hometown. "It's so beautiful especially the cycles of the seasons. I love winter, except for its length," she says. She married and later the couple "fell in love with" and adopted Roberto, an eight-year-old boy from Yonkers, New York.

She became more involved with other activists who were building new social institutions. She was elected to the board of the Genesee Co-op, a Monroe Avenue institution since the 1960s, (it has since morphed into Abundance Co-op on Marshall Street.) She helped to create a Community Center at St. Peter and St. Paul's. She also became involved with the Sector 4 Community Development Corporation, who in the early 1990s had "great plans for the area including a MCC/St. Mary's Campus." When those plans didn't come to fruition, Marquez, now a community organizer, noted a glaring injustice—"the lack of access to capital as banks left city neighborhoods."

"I became a co-founder of the Greater Rochester Reinvestment Coalition (GRCRC)," said Marquez.

She lobbied the city to invest in neighborhoods and housing rather devoting all their attention to Downtown Rochester. At the same time she networked with banks to expand their help to more underserved neighborhoods. She became even more engaged in community banking after the federal government created a law to prevent redlining. (Redlining is the practice of denying or increasing cost for services such as banking and insurance in low-income and/or minority neighborhoods.)

"It said if banks are merging, they still have to meet the needs of the community. I sat down with banks to get them to commit," she says. "I also did an analysis of where they were lending, and it wasn't what I call 'the butterfly shaped area of the city,'" [aka the Crescent.]

After a lot of hard work, Marquez had five local banks committed, but she didn't see "a lot of loans and mortgages hap-

pening."

"We could coax and push the banks to lend and hope or we could run our own financial institution."

By 1995, Marquez had become the general manager of the Progressive Neighborhood Federal Credit Union on Thurston Rd. Now she had the opportunity to make a wide range of loans and offer credit counseling. One loan she remembers most vividly was to an older woman who wanted to borrow exactly \$100 to buy a "used sofa and a good bra."

"What I found most satisfying was to help people with wrecked credit because of divorce or disability. We helped them clean up and re-establish their credit and helped some to buy their first homes." For some customers, Marquez acted as credit taskmaster, asking the potential borrower what he or she had done to fix their credit or told them in no uncertain terms "here's what you can afford to borrow."

In 2003, Marquez took a long desired break after decades of working for social justice to visit her family's ancestral birthplace and become fluent in Spanish. "My dad's family came from Durango. Another came from near the Jalisco Mountains. That's where all the famous John Wayne movies were made," says Marquez. "I saved enough money to not have to work for six months, and I took a sabbatical and spent five weeks in Cuernavaca in southern Mexico. I lived with a family, and I never spoke English."

The next year, Marquez decided she didn't want to run a credit union, and she took a job as general loan officer at Genesee Federal Credit Union.

"I wanted to make the loans," she says. "One woman came in and gave me a big hug & said, 'you changed my whole life. I cleaned up my credit and now I'm a homeowner and the sad thing is I didn't remember her. There were so many.'"

At this time, the South Wedge Planning Committee ap-

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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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The Wedge Newspaper, a not-for-profit newspaper, is published by the South Wedge Planning Committee, 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 the South Wedge Planning Committee.

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 Nancy O'Donnell at ext. 105 or 978-9638.

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
September 15**
Call 256-1740 ext. 102
or 978-9638
for details

The South Wedge Planning Committee, Inc. August - September 2011 Community Calendar

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

SWPC Board Meeting:

tzwahlen@frontiernet.net
Thursday, August 11, 6 p.m.
Thursday, September 8, 6 p.m.

SWPC Executive Team:

tzwahlen@frontiernet.net
Monday, August 22, 6 p.m.
Monday, September 26, 6 p.m.

Commercial & Economic Development:

chris@historichouseparts.com
Tuesday, August 9, 6:00 p.m.
Tuesday, Sept. 13, 6:00 p.m.

Community Engagement: (Neighbors & Block Clubs)

a.clark-taylor@hotmail.com
Monday, Sept. 19, 6:30 p.m. -
Equal=Grounds Coffee House

Finance Team:

tsciarabba@hotmail.com
Tuesday, August 9, 12:30 p.m.
Tuesday, Sept. 13, 12:30 p.m.

Housing & Structures:

tomkiciorjr@gmail.com
Wednesday, August 3, 5:30 p.m.
Wednesday, Sept. 7, 5:30 p.m.

Marketing & Membership

flogan@rochester.rr.com
Tuesday, August 9, 5 p.m.
Tuesday, September 13, 5 p.m.

South Wedge Farmers Market Advisory Committee:

swfarmersmarket@gmail.com
Tuesday, August 2, 6 p.m.
Tuesday, September 6, 6 p.m.

BASWA (Business Association of the South Wedge Area):

chris@historichouseparts.com
(Visit baswa.org for locations):
Wednesday, August 10, 6 p.m.
Wednesday, Sept. 14, 6 p.m.

by Nancy O'Donnell



Mural by Jay Lincoln and Gate by John Grieco (Photo by Lena Budd)

Avant Garden Unveiled in Star Alley

The Business Association of the South Wedge Area (BASWA) unveiled the Avant Garden, its fourth public art project on June 16. The new landscape on South Avenue includes an anthropomorphic sunflower mural by Jay Lincoln. Along with international notables--Vincent Van Gogh--Lincoln's work includes local notables like Lux bartender Philip Rawleigh. The work is beautifully framed by a sculptural entrance arch by artist John Grieco.

BASWA President Chris Jones said the art project was made possible through grants from the Arts & Cultural Council of Greater Rochester and the New York State Council for the Arts along with private donations. "A final component of the project is the painting of the bandstand and picnic tables in the park by many local artist," said Jones. Music also added to the evening. Bands included *Burlone, Nichols & Griffith Jazz Trio*, sponsored by Historic Houseparts; Roger Kuhn, -Acoustic One-Man-Band, sponsored by John's Tex-Mex; and *Walri*, eclectic "love-rock."

You can find Star Alley at 662 South Avenue.



Robert Riggins enjoys the new Hamilton (Photo by Nancy O'Donnell)

The Hamilton Elects New Tenant Association President

Robert Riggins enjoys sitting out on the new landscaped and shaded slate stone patio in front of his home at The Hamilton. He has only one word for it--"Beautiful."

Riggins, who has lived and worked as a security guard in the complex for 17 years, relishes the changes he's seen since Conifer Realty took over especially the "wonderful upgrad-

ing, the exercise and computer rooms."

When Yvonne Thomas, the long-time association's president, stepped down, Riggins stepped up.

"The whole atmosphere has changed here. The landscaping, the apartments," he said. "We've had a tenant upgrade as well. They're more attentive to the property and take more care about the appearance. [I tell them] it's like you bought a house in Gates."

The new president has already resurrected the very popular monthly Bingo game where residents play for prizes that are donated or bought at the Dollar Store. He also plans to add a card game night. In August, he's organized a meet and greet cook-out for new tenants. Next up busy holiday planning that begins with a Halloween Party for the building's children. "We have a lot of older folks without families, so I'd like to hold a small Thanksgiving dinner."

Riggins also hopes to reach out to the South Wedge neighborhood along with new Erie Harbor residents for joint community activities.

To learn more about The Hamilton Tenant's Association or to donate Bingo game prizes (pick up available), call Riggins at 354-7771 or email at roblee60@yahoo.com.



Lena Budd (Photo by Nancy O'Donnell)

Welcome Intern Photographer Lena Budd

Lena Budd offered her talents and time to SWPC this summer. The Rochester native will be at Syracuse University's S.I. Newhouse School of Public Communications majoring in Photojournalism and English Textual Studies in the fall.

Along with chronicling the South Wedge Farmers Market and other community events like BASWA's Third Thursday, Budd also worked with the City of Rochester Southeast Neighborhood Service Center.

Lena's photos appear in our Arts & Leisure column.

Intern Will Pellett Offers South Wedge Analysis

Will Pellett joined the South Wedge Planning Committee this summer to work as a community and economic development intern. The Williamson, NY native will be entering his senior year at the University of Rochester with a political science major.

"I'm working on projects that will improve the neigh-

borhood's investment potential by analyzing deficiencies in the local housing stock, said Pellett. "In other words that means houses that need new roofs, windows and porches and painting. I'm also analyzing city housing policy to find ways to get people into affordable homes, increasing Rochester's home ownership rate."

After graduation, Pellett is considering law school. One of his special passions is AIDS education that finds ways to help increase testing for the disease.



Will Pellett (Photo by Nancy O'Donnell)



Francine Clark, Barista Extraordinaire (Photo by Nancy O'Donnell)

Clark Coffee Connection Contest Winner

Serious coffee drinkers understand Francine Clark's pride in being named the Coffee Connection's Barista Champion 2011. Clark, who works at the South Avenue café, pitted her blend, steam and pour abilities against contestants Linda Gartland and Lakita Cain.

Contestants were tested on "best espresso shot, best cappuccino froth and best tasting latte."

"I scored the highest in all three categories thank to the instructions I got from my mentor Nancy Sawyer-Molina," said Clark. "This contest meant so much to me. I practiced daily with a lot of anxiety. But, for the record, I was in it to win it."

Owner Sawyer-Molina emphasized that her contest wasn't about adding all fancy schmazy syrup, but hardcore coffee making ability. "The judges looked at crema quality in the espresso and the consistency of the froth on the cappuccino. It was quality, quality, quality," she said.

Contest judges included Pat Mannix, who serves on the Coffee Connection Board of Directors, local artist Jill Gussow and volunteer Nora Peters.

South Wedge Victory Garden Update

By Jim Papapanu

The height of summer and the peak of the growing season are upon us. The South Wedge Victory Garden's gardeners have already had good success with lettuces, peas, and summer squash. Heat loving crops like cucumbers, tomatoes and peppers are approaching their first harvests. However, the prolonged stretch of dry weather combined with recent hot temperatures has really challenged our gardeners to stay on top of their watering, more so than in the garden's previous seasons.

The Victory Garden continues plans to expand to a new site on Hickory Street. A city garden permit was secured for the site, and the soil on the lot was tested. A South Wedge Victory Garden committee is forming to move this project along and to help with the ongoing operation of the existing Hamilton Street garden. The Committee held its first meeting on July 25 and will meet monthly going forward. Committee meetings are open to anyone from the

community who would like to get involved.

The South Wedge Victory Garden continues to reach out to the community to educate them about the benefits of community gardens. In June, the Garden set up an informational booth at Thursday's South Wedge Farmer's Market on Alexander St. Next, Sal Madonna, Superintendent of the Monroe County Fair's Flower and Vegetable Show, invited the Victory Garden to exhibit at this year's fair. Fairgoers had a chance to chat with myself and co-manager Heather Penrose and enjoy a garden display, slide show and a showcase of fresh vegetables straight from the garden.

The South Wedge Victory Garden will be at Wedgestock on August 20th, so look for our booth there. As always, check us out on Facebook at "South Wedge Victory Garden" to keep up to date on everything we're doing!



Sal Madonna and Victory Garden Co-Manager Jim Papapanu (Photo by Heather Penrose)

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South Wedge Farmers Market Wants to Know...

by Sue Gardner Smith

(All photos by Anne Semel and Sue Gardner Smith except where noted)

Why do you come to the South Wedge Farmers Market?



Gena Merliss and children

Gena Merliss

"It's a community event, and I like to support our community. I walk here every week, and I've gotten to know a bunch of the farmers. I like that the food is really fresh, and that it's in season."



Jim Farr, director of the Rochester Public Market and Sue Gardner Smith (Photo by Dave Halter)

Jim Farr

"I'm interested in all the markets in our area. No matter how big or small the markets, we can learn from each other. I like the atmosphere here; it has a vitality and a life of its own. This one's a great one."



Jim Papapanu, South Wedge Victory Garden co-manager

Jim Papapanu

"I like having fresh and locally grown produce right in my neighborhood. How can you beat that? I also really enjoy the social aspect of it. In shopping here for five years, I've gotten to know the vendors. I look forward to talking to them each week. I see people from the neighborhood."



Jenny Gaul and Sue Morgan

Jenny Gaul & Sue Morgan

"We shop here because it's local, and because we can walk here. We know half the people here; it's festive. It's good, local, fresh, sometimes organic food. Our kids always meet their friends here."

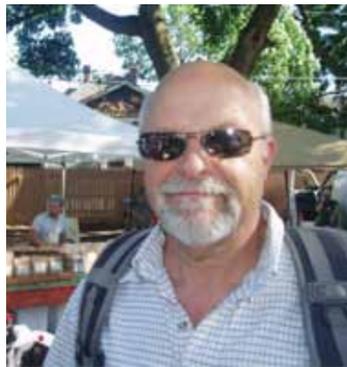
Emoore, Matt and Katryna



Emoore, Matt & Katryna

Emoore - "I like it because it's bohemian. I like all the organic options."

Katryna - "It's really close to home; we don't have to drive. We're going green."



George Parker

"I was brought up by parents in the 50s who advocated organic farming. I've come to believe that fewer pesticides and fewer chemicals added to food is a good thing. As I've gotten older, that's been reinforced by my reading books by Pollan, Kingsolver and others. I guess I feel more strongly about eating local than organic, because it means a reduction of transportation. I try to support farmers living nearby who farm on smaller farms, rather than the huge farms in the Midwest and California."

Sophie Kim & Veggie Passport tour-



Sophia Kim

"I love it here. I've brought lots of people here. It has such a vibrant atmosphere. My kids love it here; they wouldn't let us miss a week. We enjoy the music and kids activities. Everything is such good quality. I sometimes email vendors to save things for me."

Ed Bender



Ed Bender

I like the market because it's sustainable. It was one of the first markets in the area, and it's gotten better over time. I like the sense of community here.

Morag Martin and daughter



Morag Martin

I shop for the fresh vegetables and fruit that are organic or practically organic. I try to only eat fresh and local food, even in the winter.

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Play
Work

The South
Wedge

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Kathy Madigan, Julie Carter, Phil Stukas, Dave Halter, Mildred Anderson, Phil Rouin and Steve Piasetini (Photo by Judy Hay)

Mission Gives Resident Helping Hands

Urban Presbyterians Together launched a week long program of mission activity in the city. Members and friends of the ten urban congregations signed up for a variety of hands on projects--painting a room at New Life Presbyterian Church or cleaning at Brighton Presbyterian.

Calvary St. Andrew's chose to do a work project--installing a fence, cutting weeds, moving debris to the curb and packing up clothes for a donation to Goodwill for neighbor Dave Halter. The Neighbors Helping Neighbors Team included Kathy Madigan, Julie Carter, Phil Stukas, Mildred Anderson, Phil Rouin, Steve Piasetini, Rev. Judy Hay and Robert Lauterbach.

"The day was hot, 93 degree weather, but the spirit put the flames of love and service in our hearts," said Rev. Hay

New Crime Tracking Web Site Available

A new web site was created to alert viewers of crimes reported in their community. You can also sign up to receive mail alerts. Visit <https://www.crimereports.com/>. Type in Rochester, NY and wait for the data to load. Click and hold the mouse button down to move the map around to see various areas. Release the button when you see the area you want. It takes a second or two for the symbols to appear. Click on the blue "Incident Layers" button to see an explanation of the symbols on the map. The Date Range button lets you select the time period of your choice

"This tracking device is a wonderful tool for us to use and underscores the importance of calling 911 to report crimes of any sort - no matter how minor," said Joanne Fetzer, Safety Committee co-chair with Mary Tyndall, of the Upper Mt. Hope Neighborhood Association.

NBN Meeting Wants You on Sept. 12

The Neighbors Building Neighborhoods invites all in the community to attend its monthly NBN 6 meetings held at the second Monday of each month at the Olmstead Lodge on Reservoir Ave. in Highland Park. Each month neighborhood leaders, neighborhood associations and others get current crime reports and lis-

ten to presentations by city or community officials about projects or development in the area. Expected speakers at the Sept. meeting are City Councilmembers Adam McFadden and Elaine Spaul and County Legislator Josh Barouth.

To learn more, contact NBN Chair Carlene Woodward 244-3253.

Memory Loss Conference Set for August 3

The Alzheimer's Association presents a day-long conference for people experiencing the early stages of memory loss, their family members, care partners and friends. The conference takes place from 9:00 a.m. - 4:30 p.m. Wed., August 3, 2011 at the Pieters Family Life Center, located at 1025 Commons Way in Rochester.

The keynote address by Jed A. Levine, Executive Vice President and Director of Programs & Services at the New York City Chapter of the Alzheimer's Association, will be on the topic "Complementary and Alternative Medicine, an Integrative Approach." The conference is free of charge to anyone with memory loss; \$15 for care partners, family or friends; and \$50 for professionals. Included is a continental breakfast, lunch and reference materials. Registration is required and forms can be downloaded from alz.org/rochesterny or by calling the Chapter at 1-800-272-3900 for a conference brochure or further information.

CSA Auction & Garage Sale Planned on Sept. 24

Calvary St. Andrew's hosts their annual auction and garage sale on September 24. The garage sale opens at 12 p.m. and the live auction at 1:00 p.m. Gift certificates, dishes, antiques and great bargains are to be had to the highest bidder. Clowns and live music by Java add to the fun. Hot dogs, drinks and popcorn are available for purchase. The proceeds from the auction help support the congregation's urban ministry. If you have items that you'd like to donate, please contact the parish office at 325-4950. Join us at Calvary St. Andrews at the corner of Averill and Ashland Street. "Wherever you are on your spiritual journey you are welcome here."

St. Joseph's Neighborhood Center Recruiting "Women on the Move"

St. Joseph's Neighborhood Center "Women on the Move" Program seeks women willing to participate in an economic self-sufficiency empowerment group. Applicants should be head of households, have a high school diploma or GED, and be willing to make a nine-month commitment to the program. For more information, call 325-5260.

Local Consignment Shop Aids Those in Need

Buy something at the New Unto Others Fine Home Furnishing Consignment Shop at 141 State Street and the proceeds from the sale benefit Spiritus Christi Mental Health Center. The shop also promotes "environmental reuse and urban renewal" in the small shop around the corner from City Hall.

Spiritus Christi's Center offers free mental health care for adults and children who are under/uninsured, individual, couples, family and group therapy. They also support Wesley's Mothers--an anonymous open meeting for those whose children are incarcerated-- that meets Tuesday afternoons.

If interested in consigning or donating, call 232-868 or email newuntoothers@yahoo.com.

Saint's Place Donations Create Cozy Homes

Donations of household items to Saint's Place provide the charitable group with the means to set up furnished, functional homes for refugees in the Rochester area. Furniture, lamps, draperies, appliances, linens, pots, pans, dishes, children's toys and other household items, clean and in working condition are always welcome. Saint's Place is located at 46 South Main Street, Pittsford, NY, next to St. Louis Catholic Church. For more info, call 385-6860 or visit www.saintsplace.org.



BASWA Intern Julie Williams

BASWA Community Events Aided By Intern

Julie Williams, a Communication and Political Science double major at SUNY Geneseo, has been helping The Business Association of the South Wedge Area's multiple community activities this summer. As BASWA's intern, Williams is spending her summer helping

businesses become familiar with the its website, southwedge.com, and to encourage use as a way to improve business and community relations. She is also helped to publicize and set up South Wedge events like the Real Beer Expo and Third Thursdays. Although Julie has already made contact with many South Wedge businesses, she said she would love to meet more neighbors and continue developing the website through the end of the summer, so feel

free to get in touch! "She's awesome," writes BASWA co-president Christine Jones in an e-mail to the Wedge. "She really is. We love her and never want to let her go. She's been a huge help with the website and also with the Beer Expo." "As someone who lives in Rochester but was previously unfamiliar with the South Wedge area, I'm happy to have the opportunity to explore, shop, eat, and meet people in the Wedge," said Williams.

"Chief on the Street" comes to South Ave.

By Zora Gussow

Rochester Chief of Police James Sheppard will be coming to the Wedge on September 19 from 6-8 p.m., at a location to be announced. This event is part of a city-wide effort by the Rochester Police Department (RPD) to talk directly with community members. They are looking to hear about the community's relationship with the RPD, what has gone well and what could use improvement. Following the meeting, Chief Sheppard will walk with community members through the South Wedge, in order to see problem areas firsthand. All area neighbors are invited to this event.

Given recent conflicts between citizens and the RPD, it is important to understand what role the police have in our neighborhood, and communicate with the about the needs and wishes of the community.

Zora Gussow works as an intern on the South Wedge Planning Committee's Community Engagement Committee.



Zora Gussow (Photo by Jill Gussow)

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Star of the Wedge

continued from page 2

proached Marquez to ask her help in opening a credit union in the South Wedge. "I asked them, how about a branch?" The South Wedge branch opened in 2005 on South Avenue (now Caverly's Irish Pub) before moving to their current location on Gregory Street. When the credit union's CEO left, the Board asked her to do his job as they searched for a replacement. "I thought I'd give it a try. After six months, I realized I liked the work."

Today Marquez works with a team of 10 employees who are more family to her than co-workers. In 2010, the credit union received a \$1 million award from the U.S. Treasury Department Community Development Finance Institution Fund to help them to expand their mortgage lending and micro-businesses lending. Some \$100,000 of it will be used in a pilot program working with the Marketview Heights Neighbor-

hood Association to provide small loans for home repairs or down payments and closing costs for new buyers.

"Regular banks don't like to take risks," said Marquez. "We're definitely working outside the box on this. We think the losses will be minimal, and we'll be able to demonstrate to our regulators the potential of helping first time home buyers."

More changes are in the air for next year. An adjoining lot to credit union used for customer parking is under consideration for development by the City. The outcome could present a change of venue for . But, Marquez has no plans to change what she's doing.

"I love my job. I love living in the Wedge. I love taking my granddaughter to the playground," says Marquez. "I can walk around the Wedge and point to houses that I helped people buy."

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We have a new look

This month, The South Wedge Planning Committee Board launches a new logo that better identifies what the non-profit is and does. Gone is the black and white 1990's kiosk on its letterheads and instead a new skyline rises that combines both the roof line of a charming Victorian era house and the spare modern design of new construction. Both are contained within a white space that creates the letter w.

The colors used, brick and slate grey, convey the bright vitality that welcomes newcomers and solid consistency of the community that embraces and protects its long history.

Members of the Marketing and Membership Committee worked with local graphic de-

signers to find a look that more embodied our community. Members agreed that the little house and green pasture (seen on the *Wedge* Newspaper banner) didn't completely reflect the South Wedge urban village with its vibrant residential and business community.

Of greater importance in the re-design is its emphasis on spelling out our name. The South Wedge Planning Committee--rather than the acronym SWPC--better explains what our non-profit staff and volunteers do each and every day--work to bring our diverse community together to plan and take action on a multitude of programs and projects. Through its work with the region's premier business association, The Business

Association of the South Wedge Area, the South Wedge Planning Committee has promoted the Wedge throughout the region. Homes in our area sell at a rapid rate, and more businesses are eager to become part of the South Wedge commercial corridors. People from around the county and beyond visit the Wedge for dining, shopping and entertainment. Last year, our Wedgestock Festival attracted 5,000, and this year we expect even more.

Three decades after its creation, the South Wedge Planning Committee remains committed to the South Wedge urban village's old and new residents and promoting its place as one of Rochester's most diverse and flourishing neighborhoods



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Wedge Shout Outs!

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Help us show the world why the Greater South Wedge area is the best place in Rochester to live, work and play. Let us know about your kids' achievements--scholastic, sports, music or extracurricular. Let us know where they volunteer or how they're making their marks. Whatever they're doing to excel, we want to let our 7,000+ readers know about it! Send news and photos to Editor Nancy O'Donnell at nodonnell@swpc.org or mail to 224 Mt. Hope Avenue, Rochester, N.Y. 14620.



August 20 10 a.m. - 9 p.m.
South Avenue

Food

Beale Street Café
 New Taj Indian Restaurant
 PeppaPot Jamaican Café
 Nancy's Fried Dough
 Little Venice Pizza
 Napa Wood Fired Pizzeria
 LePetit Poutine
 Snow Daze
 Dee's Model Diner
 Abbott's Ice Cream
 Corn Roast at Wonder Windows
 Fresh Fruit at SW Farmers Market

The following South Ave.
 businesses will be serving food:

Mise en Place
 Open Face
 Cheesy Eddie's
 Coffee Connection

Schedule

10:00 a.m. - Pet Parade - Mayor Tom
 Richards as Grand Marshal

11:00 a.m. - Special perfor-
 mances from McLaughlin-Goodwin-
 O'Shanecy's School of Irish Dance
 and the Ashford Ballet Company

12:00 p.m. - Digital Geist

12:45 - Krypton 88

1:45 - James Revival

2:30 - Jack Allen

3:30 - DJ Kix

4:15 - Subsoil

5:15 - DJ Dynamic

6:00 - Deep Blue Dream

7:00 - DJ Dangler

8:00 - Po' Boys Brass Band

Artists

Louise's Daughter
 Interstellar Love Craft
 The Quilted House
 Seven Layer Designs
 Serendipity Photo
 Sunshyne Silverwear
 Rob Marvin
 Paul Taylor Glass
 Bonnie Yannie Stained Glass
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- Cheesie Eddie's

Drink Real Beer and Support Local Business

By Kaitlin Harrington

Beer lovers came together in the South Wedge neighborhood for the first annual Rochester Real Beer Expo. This event allowed attendees to sample more than 70 brews from both local and international breweries. A joint effort between local businesses and the Business Association of the South Wedge Area (BASWA) organizers sought to create an event that would be entertaining and educational, while showcasing community resources.

Voted the "Best Neighborhood/Town" in the City Newspaper's "Best of Rochester Awards" in 2010, the South Wedge community is renowned as a thriving center of creativity and diversity. The Expo tapped into this energy in a unique way. Featuring good beer, local food vendors, and live music, expo-goers were treated to a block-party environment in which strangers easily came together with residents to enjoy the event and each other's company.

"It's interesting to see all the young people here," remarked Adam Kovar, of Farmington. "Normally events like these attract an older crowd and I feel like the odd man out. Not here! This is the type of event that makes me love Rochester. Keep them coming!"

Other attendees rejoiced in having the opportunity to support local business. "There is a strong entrepreneurial spirit here," said Pam Marchetti, a lifetime Rochester-area resident. "I work, live, and play downtown. It's good to see people coming out to embrace the city."

Nowhere at the Expo was this entrepreneurial spirit more apparent than at the Roc Brewing Co. pouring station. This brewery is brand-new to the Rochester area, officially opening a mere three weeks before the Expo. "The sheer thought of combining what you are passionate about and creating a business out of it is what dreams are made of," explained Jon Mervine, president of the company. Demonstrating deep love for the craft of beer-making, the brewery presented a dry-hopped golden ale, meant to "entice even the most hardened of industrial lager drinkers."

There is a world of difference between fresh craft beer and the typical Friday-night selections of mainstream America. Craft brewing allows for imagination and experimentation, which in turn opens up a wealth of unusual and satisfying flavor combinations. American beer-drinking is undergoing a renaissance and small breweries are at the forefront of the action. The monumental task of brewery selection and recruitment for the event was lead by Joe McBane, the owner of Tap & Mallet. As a connoisseur of craft beers, McBane's guidance and expertise helped to define the focus of the

entire event.

"[The South Wedge area] has many specialty retail and service businesses that collectively create our unique environment," explained Christina Jones, BASWA president and event organizer. "This is a great environment for a festival that celebrates such a specialized product as craft beer." The Rochester Real Beer Expo is the first in a series of events meant to showcase local business, draw local consumers to the area and establish the South Wedge neighborhood as a lifestyle destination in Rochester. All proceeds from this event, and others like it, go to supporting BASWA community revitalization projects.



Real Beer Expo on Gregory Street (Photo by Kim Reed)

Revitalization.

You may have noticed some changes in our corner of The Wedge. Once vacant buildings have been repurposed. New buildings are being constructed. Even our store has been reimagined.

It's all part of our commitment to helping The Wedge become the best it can be. Through job creation, providing services to people with vision loss, and offering a greater selection of household items, books and clothing in our store, we're doing our part to help make The Wedge a great place to live, work and shop.

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Business Buzz

By Nancy O'Donnell



Osnik Stages Pillow fight on South Ave. (Photo by Johannes Bockwoldt)

New Business Uses Soft Pillow Marketing

Some new businesses have pens made or hold an open house to advertise their launch. Oscar Pedrosa and Nicholas Shippers, owner of My Moxie web design, introduced the South Wedge to their new tech business, Osnik, with a call to arms via a flash mob pillow fight.

Osnik, whose motto is "makes it easy for you to meet your world," is a iPhone mobile phone application "tour guide" that asks you easy questions and then generates a personalized list of businesses around you that you're likely to enjoy based on your answers.

"Osnik's aim is to make it easier for people to find what to do around them. People are busy and are constantly bombarded with fun things to do, but what if that list of things was tailored to your interests, tastes, and preferences, right there on your phone? This is what we are trying to do," said Pedrosa.

The flash mob "biggest pillow fight the South Wedge has ever seen" was held on the corner of South Ave and Gregory Street. Instructions for participate came with a set of rules: the pillow had to be soft, no head/crotch shots, no hitting anyone without a pillow [i.e. customers coming out of the stores] and finally fighters were urged: "Do not bring pillows with feathers inside (let's keep the Wedge clean!!)"

To see a video of the flash mob and learn more about the new South Wedge business, go to www.osnik.com/store.

Women's Giving Circle Grants Aids South Wedge

St Joseph' Neighborhood Center's "Women on the Move Program" and the Coffee Connection/Ausengate were awarded grants from the Rochester Women's Giving Circle (RWGC) in a ceremony on June 15.

"The goal of Women on the Move is to move women along to sustainable economic self-sufficiency through mentors and peer group support," said St. Joe's Director Chris Wagner. "We take 12-15 women who make a nine-month commitment to weekly meetings and help them with job readiness, social and housing issues, building self-esteem, and helping them to set personal goals."

The Women's Giving Circle was founded in 2007 with "a passion to help poor women and girls become economically independent." According to the Rochester Area Foundation, who acts as an initiative fund for the organization, "RWGC's philosophy is 'money in/money out'. Each year, all membership contributions are distributed as grants, and the process starts again the following year. As an all-volunteer organization with virtually no overhead, almost 100% of member contributions go directly to programs for women and girls, thus maximizing the impact of members' dollars."

RWGC started in 2007 with five women pledging \$1,000 a year to that end. By 2010, RWGC counted 67 allowing for grants equaling \$86,500



St. Joseph's Neighborhood Center (Photo courtesy of SJN)

Crossroads Coffeehouse Grand Opening on Aug. 5

Local RIT graduate Cailin Willey is launching a new coffeehouse just behind Swillburg's Historic Cinema Theater. (It takes the space formerly run by Muddy Waters Cafe.)

While Willey opened the doors on July 15, she's holding a Grand Opening on August 5. stop in and welcome her to the neighborhood.

Summer hours are Mon.-Fri. 8 a.m. - 6 p.m, and Sunday 8 a.m. - 3 p.m. Look for a story in October/November Wedge.

725 S. Goodman Street, 244-6787, www.xroadscoffeehouse.com.

Altar Ink to Return to Old Digs on South Avenue

Altar Ink Tattoos had just held a grand opening when a fire in an upstairs apartment forced them to move to 650 South Avenue and to create tats by appointment only. Come August 1, co-owners Brittany Sincalir and Brenna Atkins will be fixing up their old/new shop located at 656 South Ave.

"We should have the shop back open and buzzin' within the next three weeks," said Atkins.

To make appointments for new body art, call 271-0570.

Acupuncture Clinic Moves to Village Gate

Rochester Community Acupuncture (RCAc) co-owners Angela Pauling and Janeane Klinger packed up their acupuncture accoutrements at 728

South Avenue and have moved to Village Gate Square, 302 N. Goodman Street, Suite 403.

Happily, the practice outgrew its current location and while it looked for larger South Wedge space it couldn't to find what the needed. The new location includes an off-street park-



While Rochester Community Acupuncture Moves, Renewing Massage remains at 728 South Avenue (Photo by Nancy O'Donnell)

ing lot "room for more chairs for treatment, so we can treat more patients each day!"

RCAc created their low cost acupuncture services using as a model Working Class Acupuncture in Portland, Oregon that makes acupuncture accessible to people of all means and backgrounds by providing affordable health care that empowers patients, builds community and breaks down class divisions." The group offers a sliding scale of payment between (\$15-\$35); \$25 for the initial visit.

Visit www.rochestercommunityacupuncture.com for more information. To make an appointment, call 287-5183.

Muddy Waters Coffee Opens at Cinema Theater

Muddy Waters Coffee House, with a satellite coffee spot in Geneseo, Livingston County, recently moved its Swillburg-based café to the Cinema Theater on South Clinton Avenue at 752 St. Goodman Street. Check out the new space.

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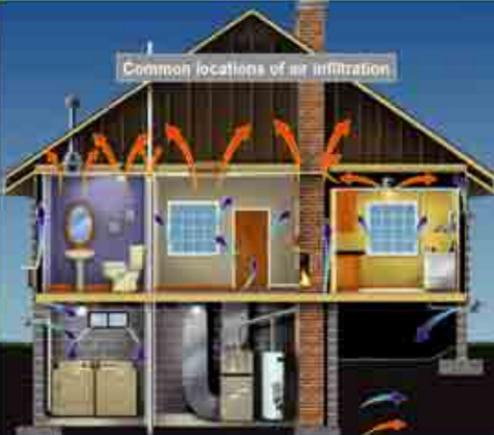
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Local Initiative Encourages Healthy Eating

By Rachel Pickering



Young local healthy food advocates (Photo by Kathy Lewis)

First Lady Michelle Obama made childhood obesity prevention her number one priority and some of the biggest names in entertainment are helping raise awareness, from music diva Beyoncé to Sesame Street star Cookie Monster. But celebrities and Muppets aren't the only ones working on this issue – there is a local movement making changes in our schools and neighborhoods to increase healthy eating and physical activity in the lives of kids.

Since 2008 the Healthi Kids Initiative has actively engaged City residents and parents to advance a policy and practice change agenda that calls for improved school food, safer, more accessible play areas and daily active recess in elementary schools. Healthi Kids, led by the Finger Lakes Health Systems Agency (FLHSA), are collaborating to enlist more residents, parents, families and community groups, to help champion this important prevention effort.

Unfortunately, Rochester rivals national averages which indicate childhood obesity and overweight affects 40% of children ages 2 to 18. We are seeing more and more children developing adult health conditions like heart disease, diabetes, asthma, high blood pressure and high cholesterol. As a community we must recognize that change needs to occur, otherwise this generation of children will have a shorter lifespan than

their parents.

How do we reverse this trend? We learn, act and advocate. Healthi Kids asks you to join our Community Coalition. If you're a Locavore and want to ensure children have access to healthy foods in our neighborhoods – we welcome you. If you want to bring childhood back to the lives of children and ensure that kids can ride their bikes and play tag in the neighborhood – we welcome you. If your life is geared to "think globally and act locally" – we welcome you. Visit us at www.healthikids.org, receive our bi-monthly newsletter, which lets you know what we are working on and what you can do to help, or "like" us on Facebook and follow us on Twitter. If you have a question or would like to become further involved, please contact us. When it comes to the health of our community, everyone has a part to play. We hope that you will join us and become a part of the movement!

Rachel Pickering is Program Manager for Healthi Kids, Finger Lakes Health Systems Agency.

Robert Boyd Recognized as Healthy Hero

In July 2011, Boyd was recognized as a Healthy Hero by the Greater Rochester Health Foundation who noted "the difference that one individual can make." Boyd was honored for

his "work to impact the health and quality of life for Monroe County children through the expansion of the South Wedge Victory Garden and exposing families from School #12 to healthy food through the matching Food Stamp Program with the South Wedge Farmers Market."

Executive Director Position Available

The South Wedge Planning Committee (SWPC) is seeking an Executive Director to lead the organization forward to implement the organization's strategic plan. This full-time position will be available in September 2011.

The mission of SWPC is to build community in the South Wedge, encourage a full range of housing opportunities, and promote a diverse, historically significant, and commercially sustainable urban village.

Started in 1975 as an outreach program of Calvary St. Andrews Church, today SWPC is a partnership of neighbors and entrepreneurs working together to preserve the South Wedge community. SWPC is a 501 © 3 non-profit organization for 7 employees and has an annual operating budget of \$750,000. A Neighborhood Preservation Company and designated CHDO, SWPC earns more than 56% of its operating budget through earned income administering home rehabilitation programs. It's real estate

subsidiaries own two properties in the South Wedge. SWPC's success has been built on the dedication of our many diverse volunteers, who provide leadership for our organization and vision for the future of our community.

Candidates should have a broad range of educational and professional experience that demonstrates aptitude in the following skill sets:

A comprehensive listing of the duties of the current Executive Director of SWPC and the necessary qualifications can be viewed by visiting the www.southwedge.org.

Candidates should apply on line to resumes@swpc.org. Please send a cover letter including salary requirements and available starting date; current resume; and references to this address by August 15th, 2011.

The South Wedge Planning Committee is an Equal Opportunity Employer.



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The Big Lunch Brings 150 in Community

By Rev. Judy Hay



Big Lunch festivities (Photo by Doug Root)

The concept of the Big Lunch was simple—invite your neighbors to lunch for fellowship and networking. Calvary St. Andrew's invited key leaders on streets around the church to be part of the planning team. I joined a team comprised of Martha Memmott, Rose O'Keefe, Cheryl Stevens, Doug Root, Jayne Morgan, Gary Loitsch, Bruce Colburn, Brian Moore, Tracy Perkins, Angela Clarke-Taylor and Toni Beth Weasner. The team's plans for the event were so successful over 150 people attended the event. People from Gregory Street, Ashland, Averill, Hickory St. and Gregory Park Commons came to celebrate living in the South Wedge.

The morning began with bagpiper Matt Weasner calling every one to the Big Lunch. As his music waffled over the airwaves, neighbors started arriving. Clowns, kid games, a book and plant exchange were also part of the day's fun activities. *Java*, a local band led by Vern Lindberg provided toe-tapping music. Hot dogs and hamburgers were provided, and participants also shared delicious food. Each block group, BASWA, Calvary St. Andrews and the South Wedge Planning Committee provided gift baskets.

A bittersweet part of the day was the tribute to long-time

Averill St. neighbor Tom Locke who died unexpectedly the week before the Big Lunch. Tom served on the planning team and was an active participant in numerous South Wedge events. Professor Locke served as a faculty member, machine tool lab manager and advisor for the RIT SAE Baja racecar team. He earned a bachelor of arts degree from Rowan University, Glassboro, N. J. (A recent RIT Communication Department tribute to Locke quoted Daniel Johnson, department chair of the manufacturing and mechanical engineering technology/packaging science department: "An immensely kind and patient man, Tom taught hundreds, if not thousands of students how to safely use complex machine tools. He was a terrific mentor to students as they struggled to turn their ideas and designs into reality. For faculty, staff and students, Tom was known as the person to see for help, advice, encouragement, a good laugh and a healthy dose of how-to reality.")

A rhododendron bush and garden were dedicated in Tom's honor at Calvary St. Andrew's under his favorite tree. Several of Tom's friends joined the Big Lunch to celebrate his life. Thanks to everyone that showed up to help set-up, clean-up and to schmooze.

The Big Lunch was a success—"let's do it again next year."

White Swan Asia Caffe Excels in Cantonese Fare

By Nancy O'Donnell



Christina, Mai and Deng at the White Swans Caffe (Photo by Nancy O'Donnell)

Chinese is being spoken at the White Swan Asia Caffe, a new restaurant on South Clinton Avenue, a sure sign that the food must taste just like home to the many customers filling booths and tables.

It's a family affair at the Caffe, with sisters Christina and Mai and Mai's husband Deng, at the helm. (Like other well-known celebrities, the trio uses their first names). Even the yellow jade swan sculpture symbolizes "one wonderful happy family" Christina explains.

"When people come in we want them to feel they are coming home," says Christina.

A recent arrival from NYC, Christina translates for Chief Deng, who left his own job in NYC's Chinatown to bring his "Hong Kong style" menu to Rochester.

"We looked all over for a place for the restaurant," says Christina. "We thought of East Henrietta for a big place where there would be space for a party room." However, when the space in the South Wedge became available, they jumped on it.

First time visitors immediately stop at the pastry display near the door. The shelves are filled to bursting with huge buns, both savory and sweet, that can be eaten breakfast, lunch and dinner. Prices range from .90 cents to 1.10, a truly

international dollar meal. The assortment changes by the day. Today the choice is tuna, roast pork and hot dog. Sweet buns include a creamy bun, or a "cocktail," that's filled with peanuts and sesame. Others contain creamy corn, pineapple, red bean, coconut and several more. Another cabinet is filled with cake rolls: lemon, almond, coffee and mango, but they too change depending on Deng's mood.

Christina suggests burg-

ers which are served "chopped Chinese style" in a soft, slightly sweet roll. These include stewed pork, beef, chicken, stewed vegetables or cumin lamb burger. Other specialties include the "Spare Ribs with Jin-Sa (Plum) Sauce," a secret Deng recipe. Another original creation, Eight Treasures, marries beef, chicken, seafood (shrimp or octopus), bacon, cabbage, bok choy and red peppers together in a happy union.

The family also touts the noodle soups Deng hand makes in house. "These take about 10 minutes when you order," says Christina.

Bubble tea lovers will rejoice in the wide range of flavors: fresh papaya, honeydew or kiwi along with "hollick" and "olvaltine"

Even less adventurous diners will find a happy choice as the menu offers Thai and Vietnamese cuisine along with "popular Chinese".

White Swans Asia Caffe, 798 South Clinton Avenue, 270-4431 and 270-4373, fax 319-3249. Hours: Sunday-Thursday, 9 a.m. - 9:30 p.m., Friday and Saturday, 9 a.m. - 10:30 p.m.



White Swans savory and sweet pastries (Photo by Nancy O'Donnell)

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As many as up to 6 million people in the U.S. have hoarding behaviors.

Compulsive cluttering and hoarding is the acquisition and failure to discard a large number of possessions, appearing to be useless or of limited value, in an attempt to decrease stress and anxiety. This serious and prevalent problem can lead to eviction and homelessness. It is often a feature of many psychiatric disorders such as obsessive-compulsive disorder, attention deficit disorder, and major depression. ★

★ **The Creative Wellness Coalition holds support groups for people who have clutter or hoarding issues, and for their family members.** ★

★ **Groups are always the 1st & 3rd Thursday of every month 5:00pm.-7:00pm.** ★



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Yet Another Scam Targets Seniors

By Eileen Thomas

An updated, and far nastier, version of the common telemarketing scam surfaced in western New York in June.

The scam mainly targets senior citizens, a common tactic. However, the scam artists don't stop at tricking people into revealing their banking and other personal information. These "telemarketers" use harassment, verbal abuse and physical threats to try to force seniors into giving up financial information.

News media in the Buffalo area first reported this story in June 2011. Seniors and caregivers talked about being yelled at and about receiving multiple phone calls per day from the same person. In the worst case, one caregiver was told that she would be dead if she didn't listen to the caller.

Unscrupulous types specifically target people they think are vulnerable, which is why seniors get so many of these calls. Certainly legitimate businesses do not put their customers' identity and financial well-being at risk. If the caller presses you for bank account information, social security numbers, or any other sensitive personal information, it should raise a

red flag.

How can you protect yourself from telemarketers who use harassment, threats or other unethical tactics? If you are a caregiver for an elderly parent, talk with them about how to recognize a scam and how to handle it.

NEVER give out the following information to any telemarketer:

- o Your Social Security number
- o Your birthdate or place of birth
- o Bank account information
- o Drivers license information
- o Passwords or any other information that can be used to access your finances or steal your identity

If someone pressures or threatens you to give them personal information, you should call the police. You may also want to call the Better Business Bureau. Upstate New York State residents only call 800-828-5000. The BBB Regional Office is located at 100 Bryant Woods, South Amherst, NY 14228 Their telephone number is (716) 881-522, fax is (716) 883-5349.

Protect yourself or other elders, by keeping personal information, personal.



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Wedge Arts & Leisure



Opa! Annual Wedge Greek Fest on Aug. 25-28

Don't miss the annual four day Greek Fest filled with music and dance, great food and tours of the Greek Orthodox Church of the Holy Spirit. Free Admission. Thursday 11 a.m.-10 p.m., Friday and Saturday, 11 a.m.-11 p.m., Sunday 11 a.m. - 8 p.m. 835 South Ave, north of Highland at South Avenue & Linden Street. To learn more, visit www.HighlandGreekFest.com.



Black porcelain mug by Gen Poehner

Music & Art Fair Showcases Local Talent

The Bread & Water Theatre is throwing a free Music & Art Fair August 13-14, from 2 p.m. - 8 p.m. at 243 Rosedale Street and Monroe Avenue. South Wedge resident Genieve Thomas Poehner will be selling her pottery and hand bound, handmade paper notepads. Poehner, a recent graduate of Bennington College in Vermont, studied pottery making in Japan in 2010.

Tango Café Hosts Roaring 20s Ball on Sept. 9

Dust off your top hats and canes, perfect those finger waves and pouty red lips because Groove Juice Swing's Roaring 20s Ball is sure to bring you back in time! Charleston

lessons, 7-8 p.m., social dancing to DJ 20s jazz 8-11 p.m. No partner or experience necessary. Period-themed costumes encouraged. Friday, September 9 at the Tango Cafe third floor ballroom, 389 Gregory St. Only \$5, more information at <http://groovejuiceswing.com> or email info@groovejuiceswing.com.



Groove Juice readies for Roaring 20s Ball

Enjoy BASWA's Third Thursdays in Star Alley

Join your neighbors for evenings of good food, drink and music. On August 18, 8 p.m.- 9 p.m. listen to *Wooden Machine*, a classic and alternative guitar trio, sponsored by Eco Bella Bakery. *String Theory*, rhythm and bluegrass band, play from 9 p.m. - 10:30 p.m. They are sponsored by Wedge Redux Real Estate. On Sept. 15, 8 p.m.- 10:30 p.m. music by *The Hi-Risers* is made possible by Historic Houseparts.

Spokes & Ink Bike & Poster Party Aug 27

Cruise out to the first annual Spokes & Ink festival, "a mashup of Monroe Avenue's eclectic mix of artists and bike

lovers. Live bands, Rochester-brewed beer, affordable posters made by local artists, hands on activities, food, vendors. Noon - 6 Monroe Ave between Oxford and Rutgers.

Presented by Genesee Center for the Arts & Education and area businesses including Mark Sandler's Absolute Yoga and Abundance Co-op. Learn more at www.geneseearts.org/spoke-sandink/.

Equal=Grounds Hosts New Art Exhibit

Check out the new artists displayed at Equal=Grounds for the month of August. These include Giclee prints by Kristin Harvey and photography by Melissa Townsend. 750 South Avenue, 242-7840.



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Get Wedg-udcated on September 15, 5- 9 p.m.

City Newspaper and the Business Association of the South Wedge Area (BASWA) have teamed up once again to deliver ridiculously low prices on food, drink, gifts, dance and more during a Thursday evening fun crawl.

BASWA will once again be gifting SWAG Bags to the first 250 students to attend. Last year the lucky 250 received Hedonist Chocolate Bars, BASWA bottle openers and stress and more.

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BASWA's Third Thursday (Photo by Lena Budd)

Business Explores Rochester Trails

By Brian Stiehler

How about a bike ride? That thought probably pops into the minds of many South Wedge, City and suburb residents especially with the gorgeous weather we've been having.

The bikes are ready, but how many of us have explored all the local biking trails available in Rochester? How many of us have biked our community in its entirety from the Genesee River Trail or Erie Canal Trail?

These questions helped spark us into action to create an online guide to help promote biking along various trails around Rochester and surrounding towns and villages. It also attracted recent University of Rochester Simon Business graduate Samantha Ruiz, who now helps us with advertising and marketing the website.

The website, BikeRoch.com, provides video of biking along the trails, a Google map highlighting trail routes and a description of landmarks and trail conditions. In addition to the video guides, we offer a "Getting Started" checklist to help you start biking, a Biking Blog, and a Biking Discussion Forum.

Currently, we have three segments: the first covers the east and west banks of the Genesee River Trail around Center City Rochester and north through the High/Middle/Lower Falls, Maplewood Park, Turning Point Park, ending at Lake Ontario Beach Park in Charlotte). We also have guides for the Lakeside River trail that follows Irondequoit Bay into Durand-Eastman Park, following Lake Ontario. Finally, we have guides for portions of the Erie Canal Trail East from Genesee Valley Park into Pittsford and West to Henpeck Park in Greece.

City residents, especially those in the South-Wedge, can utilize the trail to easily commute for work or recreation to Irondequoit, Greece, Brighton, Henrietta and Pittsford. A good deal of this infrastructure was completed fairly recently, in 2006 (Turning Point Park Boardwalk), 2007 (Middle Falls Crossing) and 2010 (Lakeside River Trail) and from our viewpoint is under-utilized.

Research indicates that bik-

ing to work, running errands or just riding for recreation makes people happier and healthier.

BikeRoch.com's purpose is to help persuade bikers to use this powerful infrastructure that has been re-developed over the past few years. We want more people to get comfortable using these trails.

Check out the website where you can click the Facebook "like" it button and the Google "Plus-One" button. You can also contact us directly via the website by using the contact page to let us know what you think about the website, submit ideas or if you would like to go on a bike ride sometime. Feel Great! BikeRoch.com it up.

Brian Stiehler, a South Wedge resident and college professor at SUNY Geneseo and Hobart-William Smith Colleges and Andy Hrabko, a Highland Park Neighborhood resident and automotive technician, created www.BikeRoch.com.



(l-r) Brian Stiehler and Andy Hrabko (Photo courtesy of Brian Stiehler)

SWFM Update

By Sue Gardner Smith

For many people, summer in the South Wedge means spending an hour or two with friends at the South Wedge Farmers Market, now in its fifth year. Every Thursday afternoon between 4 and 7 p.m., the parking lot behind Boulder Coffee comes alive with a festive combination of good food, lively music and friendly mingling. The market has become well-known in the area as the farmers market with a real personality, one that reflects the unique neighborhood that so generously supports it.

Several favorite vendors have returned to the market this year, including several certified organic farmers and farmers who, though not certified, use the same sustainable, pesticide-free growing methods. A key mission of the market is to promote a more sustainable food system and to bring that high-quality food to our urban neighborhood. New farmers who meet those high standards have joined the market this year, including Ambrosia Acres Family Farm, Burning Bush Gardens, and Whitney Farms, a certified organic beef and pork farm that uses humane, sustainable methods in raising animals – an issue of increasing concern to educated eaters today. Other new vendors who have quickly become popular at the market include First Light Farm & Creamery, offering creamy goats' and cows' milk cheeses; Flour City Bread Co., a baker of artisanal breads and pastries; and JonJohn's Bakery, bringing a variety of sweet treats to the market each week. Napa Wood-

Fired Pizzeria grills pizzas right in the market, using ingredients the chef selects from market farmers. A new vendor, Snow Daze, recently joined the market, offering shaved ice treats made with fresh fruit syrups and sauces – perfect for a hot, summer afternoon.

A popular program at the market this year is the EBT Bonus Program, in which EBT customers who purchase \$10 in market tokens with their EBT benefits card receive a bonus \$5 token. This program, funded by the USDA, allows several customers each week to purchase more delicious, healthy food. The Wedge Veg Passport program has also developed a loyal following of kids who come to the market each week to add the Fruit or Vegetable of the Day to their passports.

Late summer and early fall are peak harvest times, and market-goers will find a bounty of fresh, local fruits and vegetables from now until the market ends on October 20. Live music each week keeps things lively, and community groups join the market to offer information about programs available in our area. On the fourth Thursday of each month, volunteers from Calvary St. Andrews Food Ministry collect donations to support the ministry's good work in the community.

The South Wedge Farmers Market is held Thursdays, 4 to 7 p.m., at 100 Alexander St. at South Clinton. The market is sponsored by the South Wedge Planning Committee.

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