

The Official Newspaper of the South Wedge Since 1982

Abundance Co-op Readies New Bigger Market in South Wedge

Chris Whitbell



Abundance Co-op's new location at South and Averill Avenues doubles its size - 7,500 square feet of retail space and 5,000 square feet for warehouse, administrative and community use. (Photos by Jim DeLuca)

Since Abundance Cooperative Market announced our move to 571 South Avenue in early June, we have been very busy getting ready for the big change. We're incredibly excited about this next step for us, and we believe it will allow us to do more as Rochester's only community-owned grocery store. We anticipate that the more visible, larger space will allow more people to take advantage of the healthy,

wholesome food we've specialized in since 2001 and as the Food Store at the Genesee Co-op from 1974 to 1999.

The relocation project was launched in 2010 by Jim DeLuca, General Manager. He and the Board of Directors have been working tirelessly since then to find a facility that best meets our needs.

We've come a long way—demolition is already complete and the design phase is in full swing.

On June 30, we held a press conference to make a formal announcement to local media outlets. Key project funders and community stakeholders were invited to give a few words. The new store will be nearly twice the size of our current home, with 7,500 square feet of retail space and 5,000 square feet for warehouse, administrative, and community use.

Supporting current work

The South Wedge is increasingly one of Rochester's most loved neighborhoods. New businesses and residents continue to make it their home. Our intention is to support the continued cultivation of the community as its food co-op.

One way we hope to do that is by joining the Business Association of

the South Wedge Area (BASWA). We met with BASWA members in June to share our plans for the project, introduce ourselves, and answer any questions they might have. One significant takeaway was clear: Beautifying the 571 South Avenue building and the section of South Avenue that it occupies is an important step in growing the neighborhood.

Bringing the co-op difference to the South Wedge

Our vision begins and ends with our shareholders, the people who own the co-op and who live here in Rochester. The Abundance Board of Directors—who are elected by those same people—held a gathering at Swiftwater Brewery on July 7 to give shareholders an opportunity to express what they think the vision, as expressed in our Ends Policy, ought to be as we look ahead to the move.

A common theme expressed during the meeting was the hope that the co-op would serve as an anchor for the wider community through food, events and classes, and as a welcoming place for everyone. Whether it's shopping, learning, or meeting up with friends, a food co-op is a unique business because it's also a community venture, a social hub. We believe that the cooperative model will really blossom in the South Wedge.

Wider offering, lower prices

The South Wedge store will give us the opportunity to dramatically expand what we can offer to customers. Additions will include a café, daily hot meals, a salad bar, prepared foods, and a larger seating area.

We will also increase the range of our current products, like fresh, organic produce, local meats and cheeses, non-dairy and vegetarian options, health and beauty products, bulk shopping options, and frozen and refrigerated goods. With increased sales, Abundance will be able to offer more competitive prices on the local, organic, and sustainably-made food it sources. We will also carry a selection of conventional grocery items.

Community space

One way we hope to do more as Rochester's food co-op is through

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The Co-op's goals include building a vibrant community in the So. Wedge. Photo by Chris Whitbell

What's inside
Growing up Swillburgian
Cafe Sasso
Kid's Corner
Yoga for Beginners
Alex White Goes Another Round
Liz Hallmark Talks Education

McCann's Meats
North Wedge Comic
Orbs 1st Anniversary



Handiedan's Bollywood Sugar pops on a Swillburg former church, future home to The Playhouse barcade (Photo by Mark Deff Photo)

Wall Therapy Adds Bollywood Sugar to Swillburg Church

Nancy O'Donnell

Wall\Therapy 2015 got an early launch with slathers of wheat paste and wild swirls of color from Amsterdam-based artist Handiedan. Her dramatic "Bollywood Sugar" mural was installed in only four days on the brick face of 19th century South Clinton Avenue church that later housed the Rochester Community Player. The building is soon to be home to the Playhouse Barcade (arcade games, craft beers) and The Swillburger burger joint.

Handiedan's digital collage is getting buzz around the world. All City Canvas, a platform that "showcases artistic content in all its forms to reach as many people as possible" recently named it #2 worldwide in the top five murals of the week.

The artist, Handiedan, was hoisted in the air for the project and unavailable for an interview, but she later responded to an e-mail from the *Wedge Newspaper*: "Great project. The Wall\Therapy guys are such a kind and devoted team, bringing art to the people. They teamed up with Urban Nation Berlin and found me a very inspirational building and they understood what I wanted to establish with

fusing my art and a characteristic building. If you look at the mural projects I did: It's not about just pasting paper on a wall. The fusion of wall and paper, collaging to make the wall and the image one. "While up on the lift, we've received such overwhelming responses," write Handiedan. "People honked their horns, hanging out of the car windows, shouting compliments, and seeking personal interaction. [They wanted me] to tell them the story of the artwork. All different kinds of people."

"The most important and interesting part of art outdoor is that it reaches people who aren't always in the position to go to a gallery, or where the priority or interest isn't per se art," Handiedan writes. "Bringing my art large scale and outdoor, is not just an enlargement, but an extension of my art. It's one of my dreams that came true."

While Bollywood Sugar has yet to face a Rochester winter, a double-coating of sealant over the paper should keep its beautiful pin-up girl smiling for at least two years.

To learn more about Handiedan, visit www.handidan.com or on Facebook.

South Wedge Farmers Market Abuzz at New Location

Jesse Knoth, Market Manager

Have you been to the South Wedge Market's new location at Genesee Gateway Park yet? If not you've been missing out. Not only do we have plentiful parking on site, we have a wonderful group of vendors and continue to add new ones as the season goes on.

While strawberry season has come and gone, we are in prime market season with almost all of your favorite local fruit and veggies in season or soon to be.

Currently our produce vendors include Lagnor Farms, Buzz Garden, R+M Bischopping, K+S Bischopping, Bolton Farms, Workin' in the Dirt and Rose Valley Farms. In addition we also have Flour City Pasta, Seven Bridges Farm, Happy Pickle, Forge Hot Sauce, Morff, Winterberry Confections, Ellie's Gluten Free Bakery,

Union Coffee, Culver Meadow Creamery, Java's Coffee Truck, South Wedge Soaps, Soapestella, 810 Meadworks, Black Button Distillery, Zantopia Herb Gardens and Mate Factor. Pootie's Sweets joins us with a delicious selection of lemon loaf, butter pecan pound cake, chocolate, vanilla and strawberry cupcakes

Now, there is even more opportunity for everyone to shop at our market because of the two EBT/SNAP matching programs we have this season. NY State Fresh Connect coupons arrived in July and now, for every \$5 you spend on your EBT/SNAP card, you will receive a \$2 coupon to use at any vendors that accept EBT/SNAP tokens.

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

#FarmToForkROC

Share your photos and win!

Share your market photos on Facebook, Twitter or Instagram with the hashtag #farmtoforkroc. Every week through August 19, one winner will receive a cookbook and \$25 to spend at the Westside Farmers Market, the South Wedge Market or the Rochester Public Market.

If you don't have a social media account, send your photos and stories to farmtoforkroc@gmail.com or text them to 585-666-0073.

What's Up with U.S. Education Policy?

Liz Hallmark

The biggest news in education this summer is the U.S. House and Senate's work to reauthorize the old Elementary and Secondary Education Act (ESEA). ESEA was first introduced in 1965 under Lyndon B. Johnson's administration to address the problem of inequitable public education. ESEA provided money for libraries, low-income K-12 students and new scholarships for low-income college students.



In 2002 under George W. Bush's presidency, Congress reauthorized ESEA with a new name: No Child Left Behind (NCLB). The same funding was now directed toward data accountability: keeping track of student deficits, standardization of benchmarks and increased testing. Intensified data collection illuminated achievement gaps between high and low-income students, but this led to a new era of testing and punishing. Instead of providing more support to low-income students as the original intent of ESEA, NCLB began labeling and punishing schools with struggling students. Somehow we forgot about making schools places where children want to be.

NCLB's goal was for every tested student to reach 100% proficiency by 2014, and that any public school missing this mark would be shut down. NCLB awarded money to "successful" schools and began turning over "failing" schools - often the most impoverished ones - to charters and business management interests. Stories of excessive testing, cheating scandals and school closures blossomed. As no school (or for that matter any country) has reliably achieved 100% proficiency from its students, this misguided education policy essentially forced our public education system to walk a gangplank. Why would we do this? Clearly some policy-makers wanted to dismantle our public system for privatization purposes.

Then came Obama's presidency. Although you'd think a Democratic president might return to the original intentions of the ESEA policy, this has not been the case. Enter Bill Gates' funding for Common Core State Standards, and the pressure rose even more. Instead of correcting NCLB damages, in 2009 Obama intro-

duced Race to the Top (RTTT), a series of new education grants that states could compete for if they'd promise to implement Common Core State Standards. Money was scarce and desperation high, so 46 states quickly embraced a set of standards full of glitches and with ink that was barely dry. Testing and punishing has continued on steroids. The fall-out from RTTT has been particularly huge in NY State where we rushed to set high bars without first training teachers and instructing students. Parents are raging about unfair test scores, NY Education Commissioner John King got ousted and the opt-out-of-state-testing movement was born. Although I'm a Democrat, I cannot support Obama's educational initiatives since they are out of touch with the basic principles of teaching and learning. Carrots and sticks rarely lead to more than superficial, short-term learning.

So here we are today. Congress is now hammering out new policy - something that will no doubt be christened with a catchy name and signed into law by December. Thankfully both Democrats and Republicans in Congress are recognizing that over-centralization of educational policy is problematic and should be corrected.

Whether Congress will come to its senses about excessive testing is not clear. Lessons learned are that we must stay aware and active about education policy, while demanding autonomy to create relevant programming and schools where our children feel welcomed and eager to learn.

Liz Hallmark is a Highland Park neighborhood resident whose two children graduated from city schools. She is a candidate for Rochester City School Board in November.

The South East Area Coalition is Alive & Well

We are looking for new Board members and want to know, are you interested? SEAC serves Rochester's southeast quadrant. Our main purpose is to participate in the City's Owner-Occupant Rehabilitation Program. Through this program, SEAC works with income-qualified home owners to address major repair needs. We find financial assistance to help pay for the repairs, and we act as project managers to ensure that the repairs are completed properly. We also sponsor and support programs and events such as City Love, Clean Sweep, Day of Caring and the Street Manager Programs on South Clinton and Monroe Avenues. We do all of this and much more with the goal of sustaining and improving the quality of our neighborhoods. Please join us in our efforts! If you would like to be considered for a Board position, please contact coconnor@hselaw.com.

Join Us in Community Building

The South Wedge Planning Committee (SWPC) invites you to join with our dynamic non-profit organization in making a difference in southeast Rochester.

Join our board of directors or serve on a committee. We have a variety of ways you can help.

SWPC, founded in 1978, acts as a conduit for federal or state repair grants that help keep people in their aging

homes. It aided in the development of the very vibrant South Avenue business corridor and works in a myriad of ways to build community through its South Wedge Farmers Market, Victory Gardens and The Wedge Newspaper.

Your time, talent and passion can help us in continuing SWPC's work. If interested, please call at 256-1740 or e-mail jpage@swpc.org.

The South Wedge Planning Committee, Inc. South East Area Coalition

August/September Calendar 2015

Meetings are held at 224 Mt. Hope Ave.

The community is invited to attend all meetings.

SWPC Board Meeting
nathaniel.mich@gmail.com
Tues. 8/18 & 9/15, 6 p.m.

SEAC Board Meeting
coconnor@hselaw.com
Tues., 8/11 & 9/8, 6:30

Community Engagement (Neighbors & Block Clubs)
jknorth@swpc.org
Wednesday 8/19 & 9/16, 6 p.m.

(Hamilton/Alexander/Comfort Gregory, Sanford and Cypress Streets residents welcome)

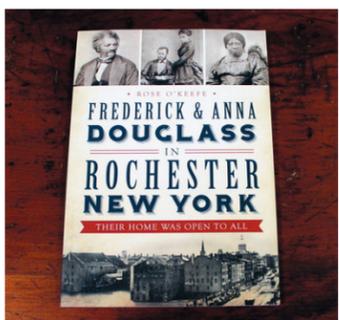
Housing & Structures Meets bimonthly
Wed. 9/2 and 11/4 @ 5:30.
Special mtg. 8/5 @ 5:30 to discuss & strategize about small house project & 151 Mt. Hope. To confirm e-mail donna.roethel.lenhard@gmail.com

Finance Team
tsciarabba@hotmail.com
Wed., 8/12 & 9/9, 12:30 p.m.

SW Victory Garden
felann@frontiernet.net
E-mail for dates and times.

Third Thursday History Show August 20

Local history author Rose O'Keefe will present a slide show, "Frederick and Anna Douglass in Rochester, NY." The cost is \$5 at the door. Light refreshments will be served. (Doors open at 6:45 p.m.) Thursday Aug. 20 at 7 p.m. Odd Fellows Building, 357 Gregory St.



The Wedge Newspaper

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Excellent Editing

Nancy O'Donnell

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email for hourly rates

Join SWPC & Get the Wedge!

For over 30 years, *The Wedge Newspaper* has chronicled the lives and times of our vibrant South Wedge neighborhood. If you enjoy

reading the *Wedge*, please consider subscribing by joining SWPC. Just send a check or money order to the address below.

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Please mail this form along with your donation to: 224 Mount Hope Avenue, Rochester, NY 14620.

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The *Wedge Newspaper*, a not-for-profit newspaper, is published by the South Wedge Planning Committee, a community development organization. Its mission is to provide accurate coverage of community news as well as local, state and national news that affect the area.

The *Wedge* is printed bimonthly (February, April, June, August, October and December) with a circulation of 6500. The newspaper is distributed to area businesses, 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 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 978-9638.

Before recycling the Wedge, please share with 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 Oct./Nov. issue is Sept. 14
Call 256-1740, ext. 105 or 978-9638 for rates.



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Growing up Swillburgian

Anne Peterson Smith

I have such great memories when I think back to my childhood. I believe that the main reason my reminiscences are so memorable is because I grew up in Swillburg. The fact that most of the kids in the neighborhood knew one another played a big part in my contentment. If my friends and I happened to be walking down one of the streets in Swillburg and some kids were playing a game of street ball or tag or four square or whatever they happened to be playing at the time, and we wanted to join in, we just did. No questions asked.

I also have countless recollections of hanging out at some of the landmarks in the area, like sitting on the stoop at Kellers's grocery store. We could sit there for hours or at least until the older kids came along and told us to move on our way. Once my friends and I got older we did the exact same thing to the younger kids. It was almost like a rite of passage. I remember playing for hours at the sandbanks, the backlot on Pinnacle Hill, and if we were having a really good day we were able to frolic in all three areas. I recall Mama and Papa's Corner Store, Mike's Delicatessen, Mettys Meat Market, The Hobby Shop, Freemessers, Helfers, the FFW Post and the list goes on and on.

Another thing that made Swillburg life memorable was the special sayings Swillburgians used. I cannot remember the specific people who originated these sayings (please, accept my apologies for not naming you if you invented the quote), but I do remember thinking at the time that I heard them that I would most likely be using it again in future conversations.

Just the word "Swillburgian" marked the community. I love saying I am a "Swillburgian" even though I now live beyond its borders. It makes me sound like I belong to a distinct cultural group. Come to think of it, "Swillburgians" are a distinct cultural group, and I have certainly met and loved many "distinct" people that have come from Swillburg over the years.

One saying that always made me laugh came from my father. I remember hearing him and his friends josh one of their buddies who wanted to go home early while they were having a few drinks at one of the local watering holes such as Freemessers or Helfers after a hard day's work. "If you go home sober you aren't a true Swillburg-



Oh-h-h, It's Cold. These five young ladies found an open fire hydrant at 1200 North of South Clinton Ave. a fine way to spend a hot July afternoon yesterday. Sitting clockwise are Anne Peterson (left) and Laura Eisenstein, Beulah (center) and Judy Emery, and who's preferred on the hydrant. Carla Snell and Karen's sister Elizabeth. Temperature hit 92 degrees yesterday, but the weatherman was promising it would be cooler for a few days beginning to Monday (clockwise from left): see: Judy Emery, day.

The Democrat & Chronicle caught Anne Peterson and her pack of Swillburg friends at an open fire hydrant on South Clinton Avenue on a hot summer day. Joining her were Karen and Lizzy Bauman, Judy Emery and Carla Snell.

ian," they'd say. I remember using this line many times over the years with my friends when we were at the age of tipping back a few of our own.

Another characteristic that proved you grew up in the Swillburg neighborhood was knowing that the most important game that was ever played in the neighborhood wasn't baseball or softball (even though this sport most certainly has its place in Swillburg history), but Euchre. This card game was so important in our lives that I often heard the elders of the neighborhood discussing a concern that their child may be a little slow because "they didn't know what the left or right bower meant." It didn't matter that the child they were speaking of was too young to tie his or her own shoes or cross the street. A child had to know how the game was played at a very young age so as to not embarrass and disrespect their parents.

Yes, "Growing up Swillburg" certainly has given me many funny and warmhearted memories over my lifetime, and I will always consider myself pretty darn lucky to have been raised in a "pig farm" after the fact.

Anne Peterson Smith no longer lives in Swillburg, however she works close by. She continues to frequent the area by taking walks on her lunch hour, playing euchre and attending other events at St. Boniface Men's Club and visiting friends that still live in Swillburg.

The Salvation of Swillburg

Mike Henry

How happy we are to live in Swillburg--our triangular urban cottage district, nestled at the foot of Pinnacle Hill between South Clinton Avenue and the 490 Expressway. Recently, we neighbors have been reflecting on our narrow escape from an expressway, 40 years ago, which would have literally severed our community through the heart. For those not familiar with the story, the state planned to link the inner and outer loops with an expressway coming north up South Clinton Avenue, connecting with 490 at S. Goodman Street.

Swillburg residents at the time allied with other eastside residents to resist this. In part they were inspired by what they'd seen happen on Rochester's west side when interstate 490 mutilated the Dutchtown neighborhood. Their efforts were heartfelt, and for 12 years they were stuck in limbo, unable to sell their houses. The state DOT advised them that they wouldn't receive compensation for repairs, so porches were left sagging and roofs just patched. Though some neighbors were anxious to leave, most preferred to remain in their tight knit community.

Public hearings began in November 1963 where neighbors heard vague plans about a metropolitan transportation study. Ten years later, in 1973, City Council voted to stop the expressway. Ah, relief! Well, not quite. A group of regional leaders, including local developers the Wilmots (think Marketplace Mall), Harris Corporation, top labor leaders as well as the Chamber of Com-

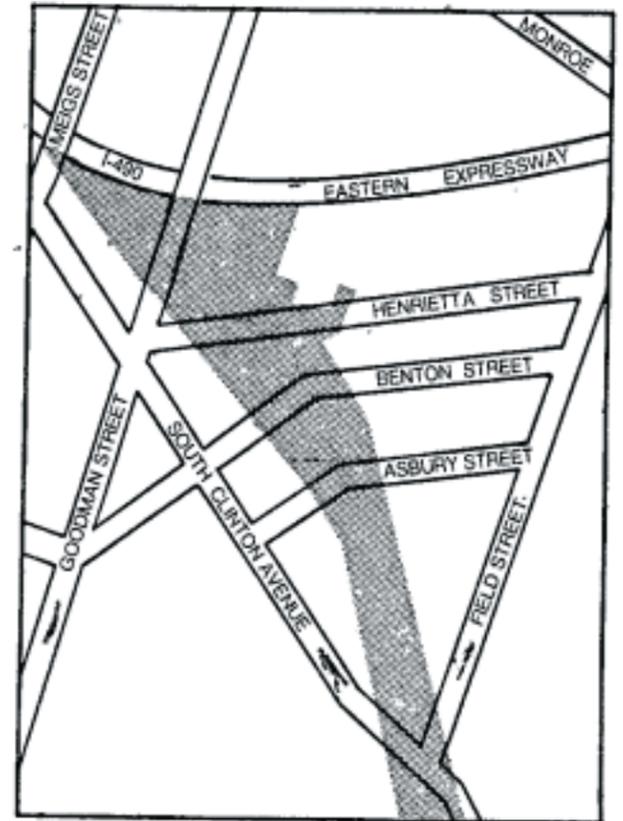
merce, community college leaders and bankers made a last ditch effort in September 1975 to resurrect the expressway. For two weeks these X-way backers campaigned and courted City Council to pave Swillburg under. On September 4, 1975, they held a breakfast for City Council with 42 of "Rochester's most powerful business and union leaders." According to the Democrat & Chronicle newspaper, proponents claimed to have won the support of three more council members. Yipes, things were getting close for Swillburg! One week later, on September 10, a mass of 350 neighbors jammed City Council Chambers to cry out and further clarify their opposition. Still another week later, the night of the final vote, 1,000 emotional residents packed East High School Auditorium and "amidst loud cheers and jeers," City Council recognized the community's opposition and once and for all they voted to put the expressway in the grave. What a truly Rochester story! Despite the

fact that over 200 houses had been demolished and almost \$5,000,000 spent, residents and City Council stopped an expressway and saved a community!

Over the years I've thought about this and even wrote author of Asphalt Nation, Jane Kay Holtz, (now deceased), of this city's feat. Ms. Holtz responded that Rochester had achieved an unusual victory, commending us for resisting the DOT and local business powers.

So, again I say, how happy we are to live in Swillburg! September 17 is our neighborhood's 40th anniversary of "The Salvation of Swillburg." If you're free, come on over, take a walk or bicycle through the "Burg," enjoy our gardens and flower boxes, quiet streets and homes now refurbished. Consider that it might all have been noise and motor exhaust were it not for citizen action and the grassroots spirit in the City of Rochester!

The neighborhood may organize a more formal celebration, visit their Facebook page for details.



Shaded area shows part of Swillburg, a proud southeast neighborhood that would have been wiped out by the Genesee Expressway.

St. John's Workshops

Embrace Living

Educate and Rejuvenate is a St. John's Home series open to the community and free of charge, held in an effort to lead and inspire a shift in society's views of elderhood by embracing and celebrating life's experiences. A variety of events and workshops are seminars will be held including the following: August 11, 25, Sept. 8 and 22 -Let's Do Lunch is held in the Briarwood dining room. Meet the neighbors of Meadows and Brickstone. Enjoy a specially prepared lunch by our gourmet chefs. Let's Do Lunch events are held the second and fourth Tuesday of every month at noon. For other special free events through October, call 585-760-1300 or visit www.stjohnsliving.org/rejuvenate.



Swillburg Pride (l-r back row) Mary O'Dea and Karen Bauman Lynah, (l-r front row) Lizzy Bauman Jannick (Anne's best friend now deceased) Mrs. Bauman, baby Jake Bauman and Anne Peterson Smith

SUNDAY
Brunch 12PM - 4PM

MONDAY
Balls After Dark 6PM - 12AM
Kitchen - 11PM

TUESDAY-THURSDAY
Dinner 4PM - 10PM
Bar 4PM - 12AM

FRIDAY & SATURDAY
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Life Together - Learning to Stay Put

Rev. Matthew Martin Nickoloff

I'm having my post-workout breakfast on my back patio, and revelation is happening. The sun is rising over my neighbor's roof, veiled behind the branches of the maple in her backyard. It's a vast, ancient Ent of a tree, home to countless families of squirrels that have come and gone over the course of this summer. And now, as the light slips through the silhouettes of the leaves, I glimpse a galaxy of stars in the day time, twinkling in the breeze like the fluttering of the curtain between what is being born, and what has never not been there.

I've been living at my house on Linden Street for near on three years now. And today's the first day I've really felt this kind of rapture. It's taken that long just to get the eight tons of a haphazard concrete slab passing for a porch jack hammered, removed, and replaced by the Georgia sandstone mosaic beneath my feet. To sink some roots, along with a chicken coop, vegetable garden, and the blessed monotony of a daily routine, into this piece of property that we gratefully now call home.

It's taken that long to learn to stay put.

Serving as the priest to the South Wedge Mission is my first call out of seminary. As we approach the three-year anniversary of our experiment in being church together in the heart of this wonderful neighborhood, I'd be lying if I pretended not to still feel a little unsettled. My classmates and colleagues from seminary have all done their triad of years at their "first call" ministry, and are all excitedly seeking out new churches to serve - along with the attendant upgrade from "associate" to "head" pastor, and the meager step up the pay-grade ladder this entails.

And yet, I have no desire to leave. My wife teaches at the neighborhood school up the street. In the past year, the strangers and strange folks from the surrounding



Rev. Nickoloff

blocks have become neighbors and friends, with stories that have come to include us in their latter chapters. I find myself elated at the news that the Abundance Co-op has agreed to move into the neighborhood, and hoping that a hardware store may some day follow, something pragmatic to compliment the pleasures of the shops and salons and cafes on South Avenue.

I love watching the seeds planted in our little church community springing to life in the rich soil of the Wedge. I'm reminded that, in many ways, they are the fruits of others' sowing. Some 125 years ago, Peace Lutheran Church emerged along with the rest of the neighborhood from the hopes and dreams of immigrants and workers who stepped off their vessels, left the Erie Canal behind, and decided to make a life together here.

I'm guessing some of that unsettled feeling is habitual. This past week my wife and I celebrated eight years of marriage, and in that span, we've lived in both North Carolina, South Carolina and Denver, owing mainly to the inefficiencies of Lutheran seminary training. It's strange to near the three-year mark in a place and realize that there's no degree program ending. No internship wrapping up. We don't have to move. We can stay put. It's a weird feeling.

Maybe it's one you've experienced too. American society seems

almost hard-wired for mobility. From Jack Kerouac's tales of being on the road, to recent cellular service commercials encouraging us to "embrace your fear of commitment," it's part of our national spirituality to always keep our horizons limitless and our options open. Even when a perfectly reasonable invitation comes down the Facebook pipeline inviting us to come to a perfectly enjoyable event, well, clicking "yes" really means maybe, "maybe" means "no but I don't want to offend you," and no matter what we say, we're really just waiting for something better to come along.

But I wonder if the orthodoxy of open options is really a doctrine that can teach us happiness. Particularly when we embrace it habitually, rather than submitting it rigorous skepticism. Am I really too discontent with what some might deem a routine and carved out path to the future. Or am I afraid of embracing the gifts of stability and commitment? These are the gifts that enable us to sink deep roots into the place we've been planted and discover the delights and the mysteries that can come only when we stick with a place long enough to let it disappoint our fears and our ideals. These same gifts can teach us gratitude, glory and grace.

Wherever you're at on your own journey of restlessness or rootedness, I'd love to invite you into a discipline we've been practicing at the South Wedge Mission. When you talk about this neighborhood we all share, try calling it not, "the place I live," but "my place." Imagine yourself living here in a year, five years, even twenty years. Name the things you'd be afraid of missing out on if you surrendered your instability, and imagine, for a second, what it might be like to know your neighbors for longer than convenience or career allows.

Undoubtedly, sticking around means facing shades of ugliness and disappointment that we'd much rather ignore or leave behind when they become intolerable or unbearable. But I wonder what would happen if we embraced the wisdom and the gift of stability. If we embraced the discomfort of staying put, and made vows to the ground beneath our feet. The newness we discover may not raise our salary or increase the square footage of our homes. But it might just make us feel at home in the world. And give back to us that which has never not been here, that which we've been searching for all of our lives.

City's S.E. Center Enjoys Summer's Wealth of Talent

Nancy O'Donnell

The City's Southeast Neighborhood Service Center welcomed interns this summer to help with a variety of projects and programs to build community.

"Interns are a vital partner at the SENSC," said Administrator Nancy Johns-Price. "They bring their expertise from their different career paths and give new perspective. The interns make it possible for us to accomplish projects that would never have been moved off the back burner to make it a reality. They infuse new life in to projects and jump start others that have been waiting to get accomplished. They make the impossible—Possible."

Victoria Viney, a Photography major with a minor in forensic photography at Cazenovia College, worked with the Rochester Police Department. She worked alongside with Officer Michelle Velez and other Crime Prevention Offices, on ride-alongs and daily calls.

Zoe Behneke worked with 311, researched and applied for grants to upgrade their technology and the community app. She also helped to coordinate the City's Clean sweep, Mini Clean sweeps, and Day of Caring. Zoe is a political science major at SUNY Oswego.

Dorothy Atkin-Mapes aided the South Clinton & Monroe Street managers and the Monroe Farmers Market. She is double majoring in Math and Political Science at Hamilton College.

Donovan McLean worked with Nancy Johns-Price on neighborhood meetings and with marketing projects and helped with the Voice of Citizen projects. McLean is studying marketing at SUNY Empire State College.

Madelaine Britt returned to the SENSC for a second summer. A junior studying Urban and Public Policy Studies at the University at Buffalo, she served as an AmeriCorps Vista Summer Associate, working at RochesterCares as an Urban Fellow.

R. Eric Morrow worked with the Business Association of the South Wedge (BASWA)/N. Winton Neighborhood Association and the Parklet program. He is a political science major at the U of R with plans to study law.

AmeriCorps VISTA volunteer Jeiri Flores worked for the City's Southeast Neighborhood Service Center promoting community initiatives. She worked closely with Togetherness in Love Community Center, a non-profit let by Sister Dorothy Parham in the EMMA neighborhood of Rochester.



R. Eric Morrow



Dorothy Atkin-Mapes



Madeleine Britt



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Beginning and Sustaining a Yoga Practice

Nicole deViere

Whether you are looking to lose weight or to release stress, yoga is becoming more of the “go to,” or “fad” prescription. You see celebrities, professional athletes and doctors endorsing the benefits that this practice can bring to your life. No wonder why everyone is giving it a try!

Yoga has been around for at least 5000 years, so why now the popularity? How about, why not? The very fact that it is has been around for over 5000 years speaks of its sustainability, and that it already works. The long lineage of the practice holds every spectrum from beginner, moderate, and/or “ultimate yogi,” under its vast umbrella. Its span across the spectrum combined with its long lineage is proof that we can hold and support more than one thing at the same

time while standing- exactly what the doctor ordered.

The key to practicing yoga is sustainability. What really matters is that you engage in the process of being stable: to stand, while being able to maintain at a certain rate without being used up. This practice is a process of noticing and acknowledging, whether you are a beginner or beyond.

Nowadays, we seem to live by filling up time, leading to more stress as there are more things to do and more things to accomplish. Literally, we are left feeling like we can't stand anymore! The practice of yoga allows us to rest and digest, engaging and acting from a relaxed and organized state of the parasympathetic nervous system. Opposed to the agitated, very full zone of the fight or flight or sympathetic ner-

vous system, we begin to operate more from the sustainable and calm system. The practice of yoga puts us in the process of sustenance.

Here are few easy steps to begin and sustain a yoga practice:

1) Be realistic with your expectations: Don't set the bar too high. Start where you are today, and don't forget about what you know so far, we are all students and teachers. The beautiful thing about yoga is that it is for everyone regardless of age, gender, body type, etc. Come to a class, the very fact you are sitting on your mat sets the bar for “successful already,” and acts a marker of sustainability.

2) Listen to your body and be kind to yourself: Your body knows what it can do; it already has a sustained practice that has led you to your mat, and beyond. Yoga is not a competitive sport where you need to push toward the end to win. To sustain, you have to arrange the pieces so that they are most effective throughout their life. Powerful in every pose means off and on the mat.

3) Add it to your schedule: We are really good at filling up our schedules, to get the most out of time. Yoga speaks in paradoxes and “making time for it” will allow you to use and see your time differently, engaging more efficiently.

4) Establish a routine by practicing at the same time everyday: Once you begin to see the difference a yoga practice starts to make in your life, you will be looking for more ways to make this practice a

The North Wedge by Justin Hubbell



part of your daily routine. It's like brushing your teeth; you do it every day because it is good for you and allows for sustainable operations or the health of the whole, even though you may not always love to do it.

6) Go for value rather than amount: quality vs quantity. Let go of micromanaging time and see it

in a larger perspective. What matters is the quality of your practice, along with the consistency. Start off by adding in one class a week. The practice of yoga is about self-purification and you have to start and check-in somewhere.

continued on pg. 16

White Launches Bid for City Council

If you have lived in the South Wedge for the last eight years you would say that Alex White is one persistent activist. Once again, the resident gadfly is running for office, this time running to be a representative on City Council (for the South District). A small business owner who runs Boldo's Armory on Monroe Avenue. White is perhaps best known as the local Green Party's candidate for Mayor, but this year he is running for City Council against Adam McFadden for the second time.

White says that as usual, he is running a campaign about issues with a focus on fighting poverty. Alex continues to discuss such ideas as restoring weekend library hours, selling Rochester Housing Authority properties to residents of those properties and creating cooperative businesses. He says that these ideas will help South Wedge and the entire City.

White's signature issue though is corporate welfare in Rochester. He has long opposed the tax breaks which allow projects like Erie Harbor, a 300 apartment project, to pay less than \$7500 in taxes, and the loans to projects like Collegetown where the public took on \$20 million of debt to finance the project.

White is running on the Green Party line and will be on the ballot in November and “win, lose, or draw,” he will certainly cause a lot of discussion among South Wedge residents.



Alex White (second from left) and friends at the Westside Market

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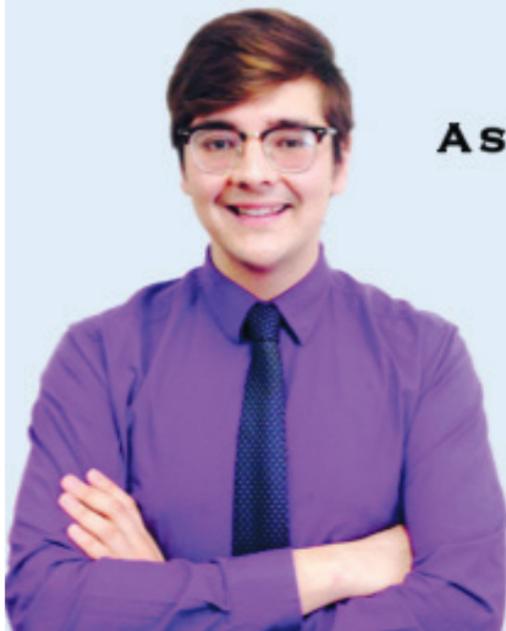
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Rough & Tumble, Tough and Rumble

Drew Beeman

"An M.D. and a Ph.D. walked into a bar..." Anthony DeBenedet, M.D. and Lawrence Cohen, Ph.D. may not have met up in a bar, but they did get together to write an important book for parents and educators. This book I have seen referenced so many times in my reading that I had to read it. It is entitled *The Art of Roughhousing: Good Old-Fashioned Horseplay and Why Every Kid Needs It*. The authors espouse the need for children to enjoy rough and tumble play. They discuss the research and psychology and share many examples of roughhousing activities. They make a "bold claim"...that "Play - especially active physical play, like roughhousing - makes kids smart, emotionally intelligent, lovable and likable, ethical, physically fit, and joyful."

Adults often have very little tolerance for this type of play and immediately demand that it stop. That is a shame. The authors point out, "When a child and parent roughhouse, they activate various areas in each of their brains, including pathways for motor coordination, creativity, and emotional attachment. This coordinated activation builds brain-cell connections, which is another way to say that it builds intelligence...When we

say that roughhousing makes kids smart, we're talking about building foundations for academic success."

DeBenedet and Cohen discuss the work of neuroscientist Dr. Jaak Panksepp whose research also comes up a lot in the books I read about child development and education. Heather Shumaker in her book, *It's OK Not To Share... and Other Renegade Rules for Raising Competent and Compassionate Kids* writes "Studies by Dr. Jaak Panksepp show that rough-and-tumble play helps to develop the brain's frontal lobe, including the prefrontal cortex. This is the key brain region for executive function, the most complex human abilities. These include self-control, resisting temptation, reasoning, focused attention, working memory, problem solving and cognitive flexibility...having strong executive function is the top predictor of kid's success." Recently Psychology Today editor Hara Estroff Marano also referenced Panksepp in her book, *A Nation of Wimps: the High Cost of Invasive Parenting*: "Not only does the nervous system need play to fully mature; it appears to need a sufficient amount at a specific time. The evidence so far points to liberal amounts of rough-and-tumble play from ages three to six."



One important point from Panksepp's research is the idea that children deprived of play, including rough-and-tumble play, will spend more time in a state of adolescence and have a more difficult time taking on adult roles and responsibilities. This may explain the correlation between the rise in "extended adolescence" (i.e. "failure to launch", extended time living with parents, etc.) and the focus on academics at an earlier and earlier age.

Another point is that play and especially rough-and-tumble play, generates the production of BDNF, or brain-derived neurotrophic factor in the frontal cortex, hard wiring our Executive Functioning. It is the building block of attention, focus, emotional regulation, and resisting temptation, among others, the ma-

major factors for success in school and in life. Panksepp is so convinced by his research that he even defies conventional medical wisdom to suggest that ADHD could be treated more effectively by giving children more unstructured playtime than by the use of psychostimulants like Ritalin. He even suggests that the drugs prescribed for ADHD actually hinder the drive to play, thus creating a vicious cycle and continued dependence on the drugs. Our current educational system deprives our children of the one thing they really need to survive and thrive in that very system--play!

Through rough-and-tumble play children become motivated and wired for further academic learning, and gain the executive functioning skills needed for success.

They gain valuable social skills as they navigate the give and take inherent in roughhousing. They learn to read the body language and emotions of others, and learn to take on other people's perspectives. They experience negotiation, cooperation and compromise as they wrestle one another or an adult. In rough-and-tumble play children practice problem-solving and communication skills and learn to inhibit their impulses. This has all been linked to less "real" aggression in children. Many people think that if we allow our children to "play-fight" or roughhouse they will grow more aggressive. This is simply not true. The reverse is true!

The most important thing that rough-and-tumble play provides for children and adults is Joy!!!

So get down and get dirty, and wrestle with your kids. You may find that you and your children will experience more learning, success, and more happiness.

Drew Beeman is founder and director of Progressive Early Learning. For more information about learning through play and about Progressive Early Learning, visit www.ProgressiveEarlyLearning.com.

Highland Park Neighborhood News

Michael Tombs

Join local Traffic Calming efforts by enrolling your vehicle as a Neighborhood Pace Car. Pace Cars are a new to Rochester initiative jointly promoted by the city's South-East Quadrant NSC office, the urban transit advocates at Reconnect Rochester and the recently re-launched Highland Placemaking Team. The program continues the work of last year's Voice of the Citizen SE quadrant project.

To join the movement, local drivers simply pledge to obey legal speed limits as well as other

good driving practices. Drivers also pledge to display the free Pace Car sticker on their car. Pace Cars then serve as safety-first role models respecting the rules of the road as well as the rights of pedestrians and bicyclists to share our streets. You can take the pledge online at calmroctraffic.com or in person at area libraries and other locations listed on the website. Pledge forms and stickers are also available at the SE Quadrant Neighborhood Service Center at 320 N. Goodman Streets. And look for these at neighborhood events such as the Highland

Park Neighborhood Association's "Taste of the Neighborhood" on September 13, 12 p.m. - 5 p.m. in Ellwanger & Barry Park (at the corner of Meigs and Linden streets.

The Pace Car initiative was created by Australian activist David Engwicht while working with the residents of Boise, Idaho. It came to the attention of Placemaking team co-chair Marcia Zach while doing research for the first Traffic Calming Plan for the Highland Park Neighborhood six years ago. As a volunteer planner, Marcia connected the program to the City's recent Voice of the Citizen traffic safety project. Meanwhile the new Highland Park Neighborhood team combines its former Traffic Calm-

ing and Art & Cultural groups with a renewed focus on "Placemaking" and other quality of life issues. This is also the team that created the HP-NA's BoulevArt Street painting and a variety of cultural events while advocating for other improvements in neighborhood public spaces. Learn more about the team at its website <http://calmroctraffic.com> or by email: placemaking@calmroctraffic.com

An exciting addition to the Pace Car team are the urban planning advocates at Reconnect Rochester. They are promoting the concept within a broader program of coop-

eration with the SE NSC entitled "Streets for the People". See more about this partnership at <http://reconnectrochester.org>.





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Talking with My Mouth Full- McCann's Local Meats

Nathaniel Mich

The pastrami was really, really, good. It was sliced so thin – like prosciutto – and was so tender that, except for the crisped margins, it melted in my mouth. Piled on a Baker Street bun with sautéed onions, cheese and mustard in a satisfying but not overwhelming pile, it was one of the better sandwiches I've had in Rochester in a while. I found myself accelerating as I ate; with each bite I tried to hold on to the surprisingly delicate flavor and texture before it evaporated, dream-like, from my tongue. And that was just the opening act of my weekend of meaty indulgence. Start your engines, carnivores of the Wedge, McCann's Local Meats has arrived.

The space, tucked behind the main bulk of the Edge of the Wedge, is sparsely decorated: high ceilings, exposed ducts, maroon accent walls and a large antique metal sliding door leaning against one wall. But who needs decoration when there are gleaming glass and steel coolers filled with ivory and cabernet –that is, fascia and flesh, sinew, bone and muscle? As someone who grew up on pink meat on yellow Styrofoam trays, the sight of such carefully curated and cared for meat hanging behind the counter is entrancing.

McCann's doesn't feel like a new business. There's no tentativeness in the selection, range and quality of the products. There was no tentativeness on my side of the counter either, as I watched a steady stream of customers buy and eat with gusto. McCann's also felt like it had been here forever because here, finally, was a business doing what used to be commonplace but that we all seemed to forget was important: buying whole, ethically raised animals from real people, using the whole animal, customizing for each customer and making it all delicious.

Everything in the case at McCann's can be cooked to order for eating in, or taken home to work into your own meal. Alongside the wide range of meats products (including whole muscle meats, organ meats and pates), there are veggies, salads, soups, chilis, sauces and frozen trays of lasagna and sauerbraten, too. The following is a sampling of bites from three meals a la McCann's, one in house and two at home.

I'd never had – heck, had never



Korean short ribs, kimchi sausage and veggies (Photo by Nathaniel Mich)

heard of – beef bacon before. Well, I once was blind, but now I can see. McCann's beef bacon is glorious, and, for me, second only to that pastrami so far. Smoked in house (like all of their prepared and cured meats) and cut very thick, it is everything you've ever wanted from bacon, but were too shy to demand of the shrink wrapped stuff. Smoky, salty-but-not-too-salty and slightly sweet, it was intensely meaty in flavor and crisped beautifully. The slices start very large, but, having a lot of fat, they shrink substantially as you cook. Using the rendered grease to cook my summer staple of yellow squash, garlic scapes and tomatoes, however, transformed a quotidian dish into a luxuriance.

Owner Kevin McCann's wife, Yeonmo, "Mo" is Korean, so Korean flavors and recipes figure prominently in the meat case. There is kimchi sausage, nestled amongst a dozen or so other house made flavors. In color, heat and garlicky flavor, it's reminiscent of chorizo, but is punctuated by bursts of acidity from the diced fermented cabbage folded into the meat. There is jopchae, a dish of translucent rice noodles that made a chewy and flavorful accompaniment to their marinated steak tips. Finally, taking the (meat) cake (or is it meatloaf?), were the Korean-style short ribs. Short ribs come from just above the bacon-making belly, so they have a similar layering of muscle and fat, this time with some bone. They were cut long and thin and when grilled a minute to a side, were rich and fatty, with a surprisingly deep and semi-sweet flavor.

My mother couldn't believe the cheeseburger she had was seasoned only with salt and pepper. McCann's grinds their beef fresh multiple times a day. Since they are working with whole animals, each

80/20 meat/fat batch is composed of pieces from both flavorful and tender cuts from a single animal. The batch from which my mother's burger was crafted had been ground only 30 minutes beforehand. It seemed a coarser grind than what you'd find in a grocery store, with visible pieces of fat to add extra moisture. It was, like most of the foods we tasted, surprisingly meaty in flavor.

McCann's is much like that pastrami: really, really good. The service was great, the range of products impressive and the quality superb. The prices reflect that, but are in line with other local meats at farmers markets or specialty grocers. I am excited to keep eating my way through the meat case and happy to welcome McCann's to the neighborhood.

McCann's Local Meats, 739 Clinton Ave S, 328-6328 www.mccannlocalmeats.com. Hours: Mon-Fri: 10 a.m.-7 p.m. Sat: 9 a.m.-5 p.m.

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Highland Branch Library Closes for Renovations on September 7

Karrie Bordeau

The Highland Branch Library will be closing for renovations beginning on September 7; we expect to reopen sometime in mid-December. The renovated library will have a meeting room shared with School 12, a drinking fountain and other amenities. In the meantime, you

can find the Highland staff at Monroe, Arnett, Winton, Phillis Wheatley and Central. Please check our Facebook page for updates!

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Cafe Sasso Brings Style to Park Ave.

Nancy O'Donnell

Local power couple Jessica Stroud and Peter Sapia revamped the Boulder Coffee on Park Avenue, renamed it Café Sasso, a playful homage to its predecessor (sasso is Italian for stone) and created a stylish yet comfy café that's packed most days. The pair infused the space with an Art Nouveau vibe filling the walls with art and the room with music. They've also added a whole lot of great new dishes to the menu that include vegetarian and vegan specialties.

"If I was a place, I'd be Café Sasso," laughed Stroud. A SUNY Geneseo graduate in TV and radio, Stroud was a long-time employee of Lyjha Wilton, the owner of the area Boulder Coffee shops. She managed his coffee shops before moving into the real estate arm of the company. When Wilton was selling the Park Ave. location, Stroud jumped at the chance to buy it. (Stroud and Sapia also did the near impossible in remodeling the location in record time, working from 7 a.m. to 4 a.m. in a 48-hr. period.)

Her husband Peter immigrated from Calabria, Italy in 1985. He earned a degree in philosophy and ethno-musicology at SUNY Brockport and worked as a musician.

The couple met when Jessica was showing Peter an apt. to rent. He didn't rent it, but they reconnected a few years later and married in September 2014.

With Café Sasso, the couple combine their talents in art and design, music and good food.

The couple softened up the

look of the former Boulder Coffee, painting walls a sage green and adding crystal chandeliers. They covered slate on the walls with warm wooden boards.

"I sanded and white washed each one by hand," Sapia said while Stroud points out the care they took in mixing the wood striations so they'd complement each other.

Sapia also used his talents in design in the furniture. He covered all the chairs with coffee bean bag material. He also created art pieces that now hang from the high ceilings—one especially striking piece features a Pollockesque splash of color on glass in a recycled window frame.

While Sapia is adding to the artwork, Stroud manages the exhibits on the walls.

"We get no commissions from the artists," said Stroud who has been collecting art for several years. It now covers most of the walls of their new home. "I fill my life with art and artists."

Stroud listened to Boulder customers' requests and added more gluten free and vegan dishes to the her menu.

The new menu has a wide variety of paninis and sandwiches with names like "Tangled up in Blue" and "Hip to be Square." One new addition—an avocado breakfast sandwich is "flying out the doors." A changing assortment of sides can include Cajun corn and pesto salads to tabouleh wheat salad with fresh tomatoes and cucumbers. Then there are the desserts and the new line of craft cocktails using only top shelf liquors.



Cafe Sasso owners Peter Sapia and Jessica Stroud

"We wanted an elevated character for the café, but it's more jazz than rock and roll," said Stroud.

The couple also prides themselves on having a well-trained staff. "They work as a team. We have training sessions. We're very strict on customer service. I want the service to be nice. I don't like sassy punk rock workers [who have an attitude.] I'm not having it anymore," she laughed.

The special niceties that show the new ethos of the place include the "crisp white dishware" and serving coffee in a cup and

saucer if at all possible. Aside from the aesthetics, it also helps keep down paper costs and encourages recycle and reusing.

"We're big on atmosphere," said Stroud. She tells the story of the 80-year-old man who comes in to order a double espresso and talk to Peter in Italian. "I want people to sit here and read."

Check Café Sasso on Facebook page for more information about upcoming events- music concerts and more.

739 Park Ave, 697-0235.
Hours Mon. -Thurs. 7 a.m. - 10 p.m., Friday-Sat. 7 a.m. - 11 p.m., Sunday 8 a.m. - 10 p.m.

Foodies Clamor for Morff at the Market

Nancy O'Donnell

Barbara Schlierf took a philosophy developed from years as a yoga therapist and healthy eating educator that "nourishing bodies come from the inside out," to create "Morff," gourmet dried fruits.

Her small booth at the weekly South Wedge Farmers Market is her first foray in selling her fabulous healthy snacks.

During a recent visit, Schlierf passed out samples to happy shoppers that included slathering an orange fig morff with goat cheese. "You can do anything you want with them," said Schlierf. "You can put them in a tossed salad."

The Morff website describes it as "a whole food product that can MORFFED in many ways: from a snack, serving it on a cheese tray, to making wraps."

Other flavors included a savory pineapple, peanut butter, chia almond, coconut cashew and spicy chipotle. Morff is both gluten free and vegan.

Schlierf grinds up fruits and spices and then dehydrates them at 115 degrees.

Find Morff on Facebook and www.morfffoods.com.





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Teas, Bees and Cheese

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"Three Village will be grilling some Halloumi, and we'll drizzle anything we can with Seaway Trail Honey. We love our friends and fellow business owners, Happy Earth Tea, Seaway Trail Honey and Three Village Cheese Company from Poland, NY," Duckett said.

First Friday Returns to Little Bleu

Owner Ann Duckett says that her Little Bleu Cheese Shop will be begin once again participate in Rochester's First Fridays in August. Featured artist for August is illustrator Jason Woz. You can sneak peeks of his artwork at: <https://dribbble.com/Woz716>.

In September LBC will feature local fiber artist, Amy Brand, owner of Sweet Pea Felts. You can preview her adorable hand-felted creatures on her Facebook page: Sweet Pea Felts.

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Grilled Corn on the Cob

Husks on or off? Both work great. We like the husks off to impart a more intense grilled flavor. Many of our seasonings are a great choice, but our favorites are Corn-on-the-Cob Seasoning, Chipotle-Lime Rub or Fire Salt.



- Remove husks & silk from ears of corn
- Baste corn with light olive oil, sprinkle with a Stuart's Spices seasoning listed above or your own favorite. Light olive oil allows the spice flavors to really pop!
- Grill ~5 minutes per side, on 350° grill, until tinges of brown appear on kernels. Turn until all sides are grilled.
- Removed from grill & baste with oil or butter & more Stuart's Spices seasoning. If using Chipotle-Lime, add a squirt of lime juice over the corn before serving to really brighten the flavors.

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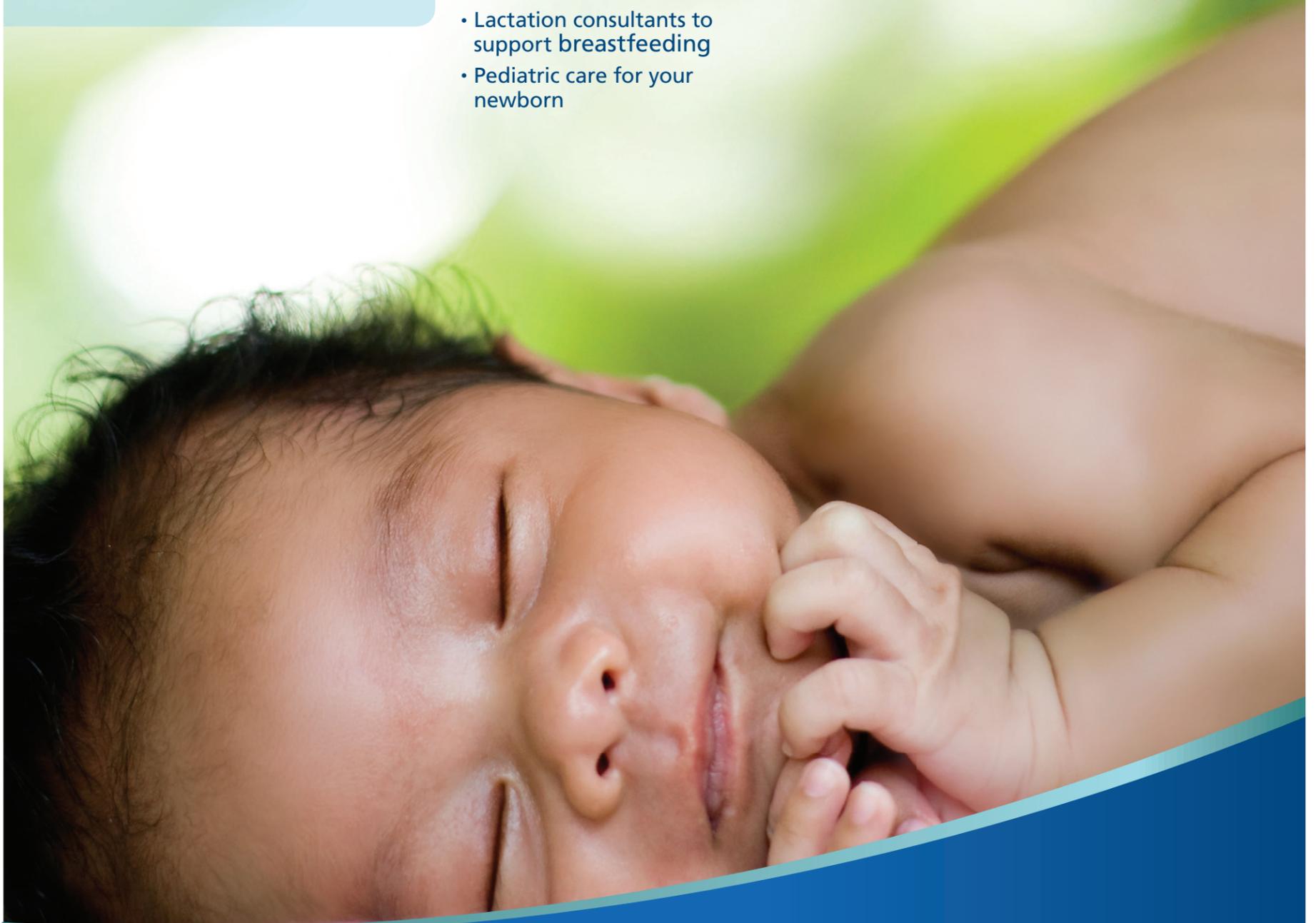
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Orb's Celebrates a Year of Big Balls

Nancy O'Donnell

Orbs owners Bob and Sue Carrando, celebrating their first anniversary in the South Wedge, want to send a big "thank you" to the community.

"The South Wedge has been super supportive," said Bob "They've made us feel part of their families as we try to make them a part of ours. Local businesses have welcomed us. Everyone's been amazing."

Carrando is especially grateful for BASWA's (Business Association of the South Wedge Area) support. "BASWA is by far one of the greatest assets around. All the events they plan to build recognition of the South Wedge has helped to build our business."

When Orbs opened last July 8, their menu was simple: meat and vegetarian balls, sides and one dessert. A year later Orbs' rotating menu from Executive Chef Steven Lara is packing the South Avenue restaurant.

"We've started theme nights," said Bob. "Monday is Balls After Dark, Tuesdays is Latin Night, Wine Wednesday has \$5 glasses of wine and homemade pasta, Thursday is Southern night (grits



Orbs TV dinners are nothing like Swanson's (Photo courtesy of Orbs)

and fried chicken). Friday is Best Damn Fish Fry night and Saturday is "Stay Classy" night where the menu gets a bit more upscale [serving] duck and strip steaks."

Monday's Balls After Dark is especially popular. Lights are dimmed. The TVs above the long wooden bar play only films from the 90s (*Who Killed Roger Rabbit* and *The Never Ending Story* appeared recently.) Cocktails include the "Monica Lewinsky" (Martinique Rum, Hibiscus Tea, Egg White, Pomegranate Stain and Chilled Grapes) among six others. Appetizers range from Polpo (octopus) to Poutine (Duck Confit, Gravy, Guinness Cheddar, Queso

Fresco and Egg). "The Large Plates are all 90s. A TV dinner comes on a silver lunch room tray, but its flavor is not Swanson," said Bob. The Lunchbox offers Braised Pork Belly, bacon, lettuce and tomato on focaccia, yucca chips, a House Hostess Cupcake and a can of Beer (not your grammar school standard). A couple desserts end the meal included a Snow Cone: Moscow Mule or Lavender Lemon Gin and a Berry Budino Parfait.

The Balls After Dark menu also adds friendly comment at the bottom entitled, "Kitchen Kool Aid \$4). It asks diners "happy with their menu...to help buy our kitchen staff a pitcher of beer for after their shift."

758 South Ave, 471-8569, Facebook, www.orbsrestaurant.com.



Orbs' craft cocktails are creating a buzz (in more ways than one)



Patty Bean

Top 10 Reasons to Use a Travel Agent

Patty Bean

There are many reasons to use a travel agent today, and here are my top ten:

1. They Offer You the Best Value When Compared With Buying Online

Travel agents save you time and money. Avoid the headaches, stress and confusion of surfing the Internet to try and get the best deal. They often meet and/or beat the price you saw online. Also, they do not charge a fee for their services (in most cases) – they are paid by their vendors!

2. They Offer You Convenient One-Stop Shopping

Travel agents can handle every aspect of your trip from airline tickets to lodging, ground transportation, activities, tours, travel insurance and more.

3. They Are Your Personal Consumer Advocate

If you should have a problem during your trip, travel agents can act on your behalf to see that proper restitutions are made. An online travel agency is not going to answer the phone when you call with any complications during your trip. A travel agent continues to give you that personal support even while you are away.

4. They Provide You With Expert Guidance

Travel agents are experts in helping travelers get where they need to go and in helping to create possibilities most people never would have

dreamed were possible.

5. They Offer You Personal Customer Service

Travel agents offer that "personal touch" to your travel planning experience- Offering help and advice that a website cannot provide.

6. They Offer You Their Travel Expertise

Many travel agents are considered experts in the area you are traveling to and have probably have been to your chosen destination. Even if they have not been there, they may have sent their clients to your destination, giving you their personal feedback.

7. They Offer Payment Plans on Trip Packages/Cruises Planned in Advance

For trips including airfare and accommodations, and/or cruises, if planned well in advance, these packages require only a deposit with final payment(s) often not due until 45-75 days from travel. Most online retailers require full payment at time of booking even if your trip is 10 months away!

8. They Are Great Organizers of Group Travel

They are great at putting together trips for groups - family reunions, destination weddings, girls' getaways, etc. taking yourself out of the organizer role and putting it in the hands of a trusted travel professional.

9. They are "Detail" Experts

Do I need a passport or Visa? What is the time difference between Rochester and Hong Kong? What's the value of my dollar in Australia? Should I drink the water? What should I pack? People have many questions relating to their travel experience before departure. Travel agents have that knowledge (or if they don't, they know how to easily find it!)

And my favorite reason of all!

10. They Help Support Other Local Businesses

If you book online travel, you're sending your hard-earned wages elsewhere in the country. Spend locally and those travel agents spend their money in your town, maybe even your business!

1335 Mt. Hope Avenue, 967-2628.

Patty Bean is native Rochesterian who spent many years living in both Las Vegas, Nevada and St. Petersburg, Florida. Patty graduated from Eckerd College and holds a Bachelor's Degree in Business. She opened Bean Cruises and Travel in January 2002 and attained her Elite Scholar Cruise Counselor from CLIA. She moved her office in downtown Rochester to College Town in January 2015. She has traversed much of the world and, needless to say, loves her career choice! (585) 967-2628.

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South Wedge Victory Garden News

SWPC's South Wedge Victory gardeners not only bring veggies home but also promote community and plan bigger and better projects.

Gardener Debbie Trout reports that garden managers Felton and Ann Culbreth gave international students from Nazareth College a tour of the Hamilton Street garden. "They were quite impressed, and will be taking some of our ideas about raised bed community gardening home with them.

In addition, Felton is working on developing Blue Oyster Mushroom spores to turn the Hamilton Street compost bin into a mushroom farm. To learn more about the Garden, visit them on Facebook.

It takes a Village

Ron Schutt

A few years ago, I was able to make my way into my American Dream. For me, it was the opportunity to take over the business I had worked in as a Production Manager for over 25 years, and in the process I saved the jobs of all of my dedicated co-workers. Attaining the leadership of Print Roc, a neighborhood offset press and digital print and copy shop at 620 South Avenue with many capabilities under one roof, meant the world to me. I jumped in excitedly with both feet first, but both eyes closed. After gaining the finances to purchase the business in 2013, I was overly confident about fixing all the wrongs that I had witnessed as an employee. It could even be called a bit drastic with all the changes that were made. I opened a retail copy shop in front. I changed employee work hours to give all employees a 4-day work week. Two shifts that overlapped eliminated much unnecessary overtime. I corrected many of the work flow problems I had been forced to deal with as second-in-command for many years. I even had to make gut wrenching decision of laying off a long-time friend, mentor and employee for the survival of the whole, hired some new staff, bought some new equipment, worked on new accounts and watched lots of new customers flow in.

Unfortunately, I had corrected all the problems I had seen from my point of view as a Production Manager. I had not fully addressed all the problems relating to business management. While PrintRoc had increased production capability, and even generated new business accounts; those accounts were smaller. It was not enough growth for the increased expenses that were incurred to purchase the business. I was working 12 to 18 hours per day without pay, just to make ends meet. PrintRoc lost money, hand over fist for two years straight. I needed to do something different and do it fast. I just could not continue increasing my debt, and borrowing from the life savings of my partner of 15 years.

Slowly, I realized that I needed to reach out beyond my own business, and had to connect more regularly and meaningfully with other businesses. Though I had given all my time and energy to the printing business, I needed to do more. To work smarter, not harder. I needed to ask for and accept help.

I began attending community meetings in the South Wedge and getting to know my neighbors. I learned that "shy cannot apply, when you own a business!" I began using social media (Facebook, Yelp, Twitter and other social media sites) more frequently with a business focus and proudly posted pictures of our work often. We joined several business networks (Rochester Referral Network, Out & Equal, GAGV, etc.) And finally, I reached out to self-help business assistance networks like TAB (The Alternative Board) and SCORE. We received much needed knowledge and help from these organizations, and I immersed myself in recommended self-help books like, *Built to Sell* and articles in the *RBJ* and the *Wedge*. In addition, our financial and personal advisors at The Christopher Group (Christopher Hennelly and Mike Lill) have been an amazing help.

TAB (The Alternative Board) is

a business group that has sparked much of my education over the past year. My TAB Board of Directors consists of 10 fellow small business owners. Though all of our businesses are different, there are many aspects that are the same. We as small business owners deal with identical situations. It is great to have this sounding board and this massive amount of peer support and knowledge available to tap into on a regular basis. I have learned that I was doing many things right, but I had failed to make some important transformations to take business to the next level. I needed to shift my own perspective, and view PrintRoc through a different lens. I need to be working more on the business than I do working in it.

Recently, I have been learning to delegate more responsibilities I cannot have everything filter through me. Controls need to be in place, but employees want and need to take greater ownership and responsibility. Owners need to streamline to oversee processes. I depend on my team more because of the processes put in place. Now,

I use "errors" as learning opportunities, and make lemonade from the lemons.

More importantly, I need to celebrate success often! I have begun to set PrintRoc's direction more clearly. I have made certain that employees know our brand, and know what I would do, in most any circumstance. I teach them why I do things the way I do, so the brand stays strong. The hardest part of delegation is learning that you're not needed for every little decision. I've shifted my focus from coordinating the day-to-day work to seeding good ideas and maintaining the health of my business. With regular planning and management meetings with my team, we're making wonderful changes and increasing our viability in the community.

This is NOT an easy journey. In fact, I am still transforming. I'm clearer about where I need to spend my time and energy. I realize that success is a shared responsibility, with shared rewards for all.

At PrintRoc I am working to shift the perspective from a top-down business model to one that

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Refugees Help Refugees

Louise Bennett

Sadiya Omar, Somali refugee leader and vice-president of Refugees Helping Refugees (RHR), explained what the South Wedge nonprofit does for immigrants to the U.S. in a Farash Foundation Social Entrepreneurship Prize 2015 finalist video.

"If you want to find out what people want, you have to listen, and listen with your heart," said Omar.

RHR had its beginnings in 2001 when a small group of Somali refugees met in their apartments for reading and English tutoring. Ismail Aynanshe, now RHR president, was a founding member. They named themselves the Somali Community in Western New York. In 2010, when Sadiya Omar joined the group, they reached out to the Monroe County Office for the Aging which facilitated a move to The Charles Settlement House (CSH) on 71 Parkway Avenue to join their senior program.

"One thing led to another," Omar said. "They wanted to learn English, too, and run a camp for their children to teach them respect for their Somali elders."

In January 2014 a burst frozen water pipe at CSH forced them to move to Mary's Place where they stayed for five months, thanks to former director Kathy LaBue. Next, they turned to Irene Georgantas at the Greek Orthodox Church of the Holy Spirit and relocated to the Church on South Avenue. In December 2014, the group incorporated as the nonprofit Refugees Helping Refugees to reflect their broadened mission and constituency. Today the organization is



Sadiya Omar, Sharon Silvio, Louise Bennett, Saynab Mohamed (with sambusas), Safi Osman, and Sahra Ibrahim showing off their cooking.

funded by grants and donations and run by volunteers.

Unlike other refugee groups, RHR is composed of refugees from more than 12 countries. Volunteers listen to the needs of newly arriving refugees and try to find solutions to their problems.

RHR began sharing space at the Greek Orthodox Church of the Holy Spirit on South Ave in June 2014. The group runs a range of programs which are certified by RochesterWorks and Monroe County. In the morning, more than 80 students are enrolled in ESOL classes taught by local volunteers, many of them certified ESOL teachers.

"It's like a big family," said Sharon Silvio, retired ESOL teacher from the RCSD and RHR Director of ESOL. Students from Nepal, Somalia, Burma, Congo, Burundi, Afghanistan, Syria, Iraq, Cuba, and many other countries come daily to learn functional English. Many are illiterate even in their mother languages and struggle with their ABC's and simple conversation. Others are highly educated but unable to find jobs because they can't speak English. All need help with

the English needed for daily living – taking a bus, grocery shopping, visiting their children's schools and more.

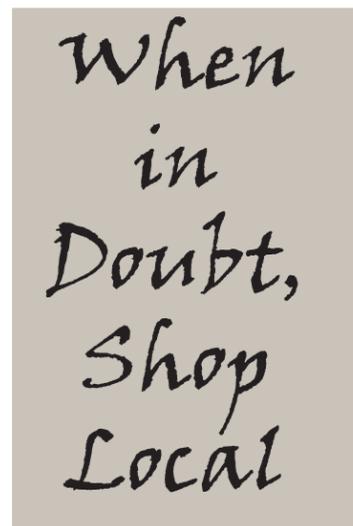
In the afternoon volunteers conduct small group and individual instruction in sewing, cooking, computer literacy, health care, and citizenship exam prep. The sewing class makes aprons and dresses for the Dress-A-Girl Project, a program which helps to protect little girls from traffickers in Asia and Africa. They also learn skills needed for sewing jobs at Hickey Freeman and Field Tex.

The cooking class, led by ardent cook Sharon Silvio, teaches kitchen safety and hygiene, and measuring ingredients, while they prepare Cuban soup, Somali sambusas, Egyptian basbousa or whatever else happens to be on the menu that day.

University of Rochester medical students and undergraduates lead a health care class that focuses on preventive medicine topics such as flu vaccine and women's health, but also helps participants to read prescriptions and respond to common medical problems like colds, high blood pressure or diabetes.

Blacklock was a young girl who was excluded from her 5th grade moving up ceremony because the stage was wheelchair inaccessible."

Instead the Houston, TX girl's name was never called and she remained in the audience during the event.



Disability rights activist and poet Jeiri Flores brought down the house at the Center for Disability Rights' Youth Own second annual poetry slam on July 17. The event was held at Brue Coffee Shop at 960 Genesee St. Her poem, "Dear GQ," asks the magazine dedicated to men's style why a man like her friend Jensen Caraballo won't make its cover.

"This year's slam was dedicated to Trinecia Blacklock," said Flores.

CDR's Poetry Slam



(l-r) Jensen Caraballo and Jeiri Flores performed at the CDR's annual Youth's Own Poetry Slam.

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papers or immigration legal papers. Many also come for job counseling.

This summer RHR is running its fourth intergenerational summer program for 50 children from around the globe. This program works to stop summer slide, maintain English language skills, encourage self-esteem and cultural understanding, and for the older youth, helps build leadership skills. This program runs July 8 through August 27 at School 3 and the adjoining Adams Street Recreational Center in Corn Hill. Classes include geography, animals and plants, history and local traditions. They also swim and play basketball and soccer. In addition, children learn traditional art, music, and dance.

This year a pilot after-school program for eight children was held. The program was run by local refugee college and high school youth and Lauren Sava, a Rochester Youth Year Fellow/Americorps Vista.

"Thanks to a small grant from Monroe County's Youth as Resources, they made field trips to the Central Library, the Strong Museum of Play, the University of Rochester, the Susan B Anthony House, and the Brighton Ambulance Volunteer Center," Sava said.

If you would like to learn more about RHR, volunteer, or donate, go their website, www.rochr.org or Facebook page or stop by their office any time. RHR is located at 835 South Avenue, Hours Mon.-Fri. 9 a.m. – 4:30 p.m.,

Louise Bennett is a retired physician currently living in Charlotte. While a Family Medicine resident at Highland Hospital, she lived on Alpine Street in the South Wedge. She now serves as acting program administrator at RHR.

Mount Hope Cemetery Saturday Theme Tours

Enjoy history with an assortment of cemetery tours: "The Revolutionary War" Aug. 8, 12 p.m. meets at the North Gatehouse/Robinson Drive. The American Revolution is told through the lives of veterans buried in the Cemetery. "The Ice Cream Tour" discusses the making and selling of one of Rochester's earliest businesses. (You'll be treated to a dish of special ice cream.) Aug. 15 at 1:00 p.m. "Lost Secret" examines symbols, inscriptions and funerary art that expressed views of life, death and immortality in the 19th century.

It meets at the Cemetery Office at South Entrance. with guide Professor Emil Homerin Sat. Aug. 22 at 12:30 p.m. "The Civil War Tour" looks at its effects on medicine, religion, warfare, family life and more. Meet at Cemetery Office at South Entrance. Guides: Barry Platt, Marilyn Nolte, Aug. 29 at 2 p.m.: Admission: \$7 per person. Free for members of the Friends of Mount Hope Cemetery and children under 16 accompanied by an adult. Call 621-3529 or E-mail – M91243@aol.com

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Sandra Wehner, center, samples regional flavors with friends at the 2014 Fine Tastings (Photo by John Schlia)

Al Sigi "Fine Tastings"

The Al Sigi Center invites the community to "Fine Tastings" at Locust Hill Country Club on Wednesday, September 16, 2015.

Explore the finest in regional flavors while celebrating the 100th anniversary of Diamond Sponsors, Sandra J. Wehner and Sage Rutty & Company. The evening will also feature live jazz, an incredible wine pull and silent auction includ-

ing original artwork and jewelry from well-known local artists.

Sandra Wehner, corporate vice president at Sage Rutty, has a very close connection to Fine Tastings. With the help of our generous sponsors, the event has grown from a small gathering of friends inviting friends to a premiere tasting event and fundraiser. Funds raised benefit Al Sigi Member Agencies serving tens of thousands of children and adults with special needs.

Sandra's connection to Al Sigi Community began with her father, who was a client of Rochester Rehabilitation's DriveOn program. Seeing how DriveOn helped her father was what prompted Sandra, who lives in Henrietta, to become involved.

To learn more about Fine Tastings for the Al Sigi Community, please visit alsigi.org.



An University of Rochester student working in the South Wedge in 2014

On Thursday, August 27, the University of Rochester will have more than over 1400 students engaged in community service at organizations throughout the community during its 27th annual Wilson Day. Several years ago students painted the windows of the South Wedge Planning Committee's office. The purpose of Wilson Day is to foster bonds among incoming freshmen, to introduce them to the Rochester community and to perform valuable service while encouraging future volunteerism.

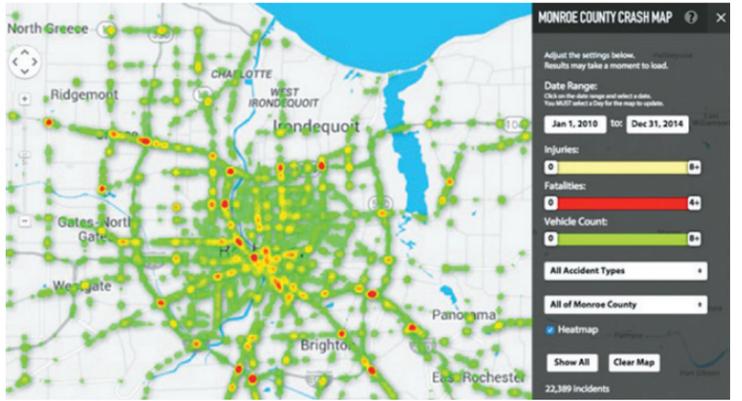
River Edge Neighborhood Programs for Seniors

Episcopal SeniorLife Communities (ESLC River Edge Neighborhood Program for area seniors offers a variety of health and wellness classes for seniors age 60+ who live in the community. All of the health and wellness programs are free of charge, and the monthly Nutritious Lunch & Health Education is offered at an affordable rate of \$3.00 to cover the cost of the meal.

All programs are offered at River Edge Manor, 535 Mount Hope Avenue. Some of the classes available include a Balance Class on Mon, 9:45 a.m. 8/24, 9/7; Colored Pencil Art Class, Mon. 8/17, 8/24, 8/31, 9/21 at 10:45 a.m. Cooking with David: Mon. 8/10, 9/14 at 12:30 p.m. brings ESLC's Executive Chef to demo healthier variations of food preparation and meals. ESLC transportation service is available to and from all neighborhood programs, as well as to medical appointments, the grocery store, errands, etc. Reservations are required one week prior to the requested transportation date to allow for coordination.

To request a ride or register for lunch, please call 585.546.8439 x3718 or email info@EpiscopalSeniorLife.org. Program details and menus available online at EpiscopalSeniorLife.org.

Reconnect Rochester's Creates Monroe County Crash Map



Nancy O'Donnell

Volunteers at Reconnect Rochester recently published the Monroe County Crash Map that compiles NYS Department of Transportation statistics about crashes in Monroe County that depict "an enormously high human toll on our local roadways."

The report, outlined on their Reconnect Rochester blog, helps readers to put their "daily traffic report in perspective." For example, the report shows that between 2010-2014 there were 22,389 car crashes in Monroe County which resulted in at least one injury or fatality."

The Crash Map allows "the general public to plot crash data on a Google map, filter the results using a variety of category settings including the type of crash, date range, vehicle count, and the town in which the incident took place."

Reconnect Rochester emphasizes that previous traffic crash maps and reports "typically included only traffic fatalities and ignored injuries. This is like trying to view Lake Ontario through a pinhole."

The blog also notes that "In 2014, for example, Monroe County saw 27 fatal crashes. By including the 4,077 incidents that resulted in people being hurt, this new tool

gives a more complete picture of just how dangerous our roadways can be."

And how does the South Wedge fare on the Crash Map? "Unfortunately the data isn't broken out into individual neighborhoods," said Reconnect Rochester President Mike Governale. "However, you can view it by town... from the dropdown menu that says 'All of Monroe County' click 'clear all' and then select 'Rochester.' You'll see that the City of Rochester had 1,494 incidents in 2014 (and 8,229 since 2010). Please note, these are only the crashes that resulted in injury or death. There were actually way more crashes than this."

"All in all I'd say the South Wedge isn't looking too bad," said Governale. "You guys didn't have any fatalities! That's really something to be proud of. As far as injuries go, some spots to look out for would be South Ave near Highland Hospital, South & Alexander, S. Clinton & Goodman, and that Goodman bridge over 490. Something should probably be done about those left turns onto the expressway."

The map is available at www.reconnectrochester.org/crashmap.



Local dignitaries, City staff and neighborhood advocates joined together at the Highland Hospital ground breaking.

Highland Hospital Launches New Construction Website

Wendy Halik

Highland Hospital has created a new web page for construction communication and area neighbors are applauding.

The link helps the community to get an up-to-date look at the new building addition including 3-D renderings, information about the schedule for various elements of the building project and updates about construction. Viewers can

read minutes from the neighborhood/hospital committee and find answers to frequently asked questions. It's also makes it easier to contact someone at Highland, to voice your questions and concerns and sign up for regular email updates and get the link to Highland Hospital's blog. Visit www.urmc.rochester.edu/highland/about--us/construction--project.

The Girls of Summer South Wedge 2015
Photos by Ramon Villegas



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For more details, visit www.southwedge.com.



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SW Farmers Market

continued from pg. 1



Workin' in the Dirt farmer Robert Hagelberg and son Ari at the South Wedge Farmers Market (Photo by Ramon Villegas)

In addition to this, we have a grant from the Rochester Area Community Foundation to fund our own matching program. If you spend \$10 or more in EBT/SNAP you receive a bonus \$5 once a market day.

Combined, these programs offer a great way to stretch your food budget. For instance, if you spend \$10 of EBT/SNAP, you will get a bonus of \$5 and two \$2 Fresh Connect coupons for a total of \$19 to spend at the market. You can visit the info table at the market for more details. Both programs will be offered through the season while supplies last.

Also available while supplies last are samples from our weekly cooking demos. We have had many great cooking demos this year from our local chefs and restaurants. Buta Pub, Orbs, McCann's Local Meats and our own volunteers have all enjoyed sharing recipes with our

shoppers. We look forward to them returning and demos from more local restaurants including the Cub Room, Stuarts Spices, Napa Wood Fired pizza and more.

There is more market fun to look forward to, too. This summer we have two wonderful interns, Kari Rolle and Nicole Howley, helping with the market thanks to a grant from the Greater Rochester Health Foundation. Part of the project is to have our shoppers share their pictures, recipes, stories and experiences with us and their friends.

To make sharing even better they came up with a photo contest. Share your photos and stories with the hashtag #FarmToForkROC on Facebook, Twitter or Instagram to be entered to win \$25 to spend at the Market and a copy of the *Public Market Cookbook*. A winner will be chosen every week until August 19th so there are many opportunities to win. Not on social media?

It Takes a Village

continued from pg. 13

empowers employees and customers alike to take pride in their work and our community. I'm working to shift the focus to the whole team.

I'm happier and more empowered now as a result of the many connections I've made. This small business needs to be a "shared" journey for everyone - from customers, community, vendors, employees and peers in order to be a successful enterprise. The saying, "It takes a village", seems to apply to small businesses as well.

We still want your pictures. Text or email your pictures and stories to 585-666-0073 or FarmToForkROC@gmail.com.

Of course the market would not happen if it were not for all of our volunteers and sponsors. Thank you to all those who have given their time to promote, set up, prepare cooking demos, take pictures and help in anyway, and thank you to all of our wonderful sponsors: Highland Hospital, Wedge23 LLC, Genesee Co-op Credit Union, South Clinton Merchants Association, Historic Houseparts, The Good Food Collective, and Print-Roc.

Come down to the market every week to get lots of great local produce, meats, breads, and more, talk to your neighbors and see what veggies are on my socks. And of course don't forget to share your photos and stories #SWFM15 #FarmToForkROC.

Abundance Move

continued from pg. 1



Abundance Co-op Board of Directors met at Swiftwater Brewery in July to discuss changes. (Photo by Chris Whitbell)

a dedicated community space. It will be available to the public for a variety of purposes, such as cooking classes, community meetings, talks, or other educational outreach activities.

A more sustainable, greener operation

Since the 1960s, food co-ops around the country have set the bar for greener, more sustainable business practices. We aim to follow suit by incorporating ecologically-minded design where possible. For example, the new store will feature an organic, living herb wall and use energy-efficient lighting and refrigeration units.

Job creation

We plan to add ten full-time jobs over the first year, plus several more over the next five years.

The South Wedge's grocery store, your grocery store

If you live in the South Wedge, you may want to consider becoming a shareholder. There are many

Yoga Practice

continued from pg. 5

7) Have fun and enjoy your "me" time: During this time nothing else matters but you, your breath and your practice. Turn off your phone, and don't get caught up on how you think you should look; just notice the movements of your body, and how they are in the process of sustaining.

8) Don't give up: Life happens and sometimes our yoga practice falls between the cracks. If you "fall off," remember that yoga is a sustainable practice, and it is already going on--s what joins you. Recognize what made you stop and bring that to your practice. Remember that every step you take towards your well-being is never wasted.

Nicole deViere is Owner/RYT/Holistic Wellness Coach of Yoga DrishTi, located in the South Wedge/Highland Park Neighborhood. www.YogaDrishTi.com or 585-270-5927

benefits to joining the over 2,200 people in Rochester who own Abundance. Take advantage of a 10% discount off most regularly priced items once a month. Get preferred pricing on special orders. Share in the store's profits relative to how much you spend. Best of all, becoming a shareholder helps to build a stronger local economy and community in the South Wedge. Visit the Customer Service Desk at our current location or e-mail marketing@abundance.coop for more information on how to join.



(l-r) Market intern Nicole Howley and new friend. Flour City pasta and a wide array of summer vegetables are always available at the South Wedge Farmers Market.



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