Public Gets Peek at New Erie Harbor Landscape

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 3,000 neighbors and new friends arrived for a day celebrating all things South Wedge.

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 & Soul and Rockabilly
• 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!
Star of the Wedge – Melissa Marquez
By Nancy O’Donnell

The Wedge
August - September 2011
Community Calendar
All meetings are held at 224 Mt. Hope Avenue, except when noted.

The Wedge Planning Committee, Inc.
August - September 2011 Community Calendar
All meetings are held at 224 Mt. Hope Avenue, except when noted.

SWPC Board Meeting:
EqualRights@frontiernet.net
Thursday, August 11, 6 p.m.
Thursday, September 8, 6 p.m.

SWPC Executive Team:
EqualRights@frontiernet.net
Monday, August 22, 6 p.m.

COMMERCIAL & ECONOMIC DEVELOPMENT:
chrishistorichouseparts.com
Tuesday, August 9, 6:00 p.m.
Tuesday, Sept. 13, 6:00 p.m.

COMMUNITY ENGAGEMENT:
(Neighbors & Block Clubs)
chris.taylor@hotmail.com
Monday, Sept. 19, 6:30 p.m.

EQUAL-Grounds Coffee House
Finance Team:
ticatnut@bucknell.edu
Tuesday, August 9, 12:30 p.m.
Tuesday, Sept. 13, 12:30 p.m.

HOUSING & STRUCTURES:
tomkicior@gmail.com
Wednesday, August 3, 5:30 p.m.
Wednesday, Sept. 7, 5:30 p.m.

MARKETING & MEMBERSHIP:
ticatnut@bucknell.edu
Tuesday, August 9, 5 p.m.
Tuesday, September 13, 5 p.m.

SOUTH WEDGE FARMERS MARKET:
www.southwedgefarmersmarket.com
Tuesday, September 6, 5 p.m.

BASWA (Business Association of the South Wedge Area):
Visit baswa.org for locations:
Tuesday, August 16, 5 p.m.
Wednesday, August 17, 6 p.m.
Wednesday, September 14, 5 p.m.

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 eighteen-year-old boy from Yonkers, New York.

She became more involved with local people 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 Mar- shall 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 Cam- pus.” When those plans didn’t come to fruition she, 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 Reinvest- ment Coalition (GRCBC),” said Marquez.

She lobbied the city to re-invest in neighborhoods and housing rather devoting all their attention to Downtown Roches- ter. At the same time she net- worked with banks to expand their help to more underserved neighborhoods. She became even more engaged in com- munity banking after the fed- eral government created a law to prevent redlining. (Redlin- ing is the practice of denying or increasing cost for services such as banking and insurance in low-income and/or minority neighborhoods.)

“If it said banks are merg- ing, 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 be- come the general manager of the Progressive Neighborhood Federal Credit Union on Thur- ston Rd. Now she had the op- portunity to make a wide range of loans and offer credit coun- seling. 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 bar.”

“When I found most satis- fying was to help people with wrecked credit because of di- vorce 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 person to borrow what he or she had done to fix their credit or told them in no uncertain terms “here’s what you can af- ford 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 Moun- tains. That’s where all the fa- mous 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 south- ern Mexico. I lived with a fam- ily, and I never spoke English.”

The next year, Marquez de- cided she didn’t want to run a credit union, and she took a job as general loan officer at Gen- esee Federal Credit Union.

“I wanted to make the loans,” she says. “One woman came in and gave me a big hug and 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- pointed her to the staff.

 fotos by nancy o'donnell
by Nancy O'Donnell

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,” Jones said. Music also added to the evening. Bands included Burline, Nichols & Griffith Jazz Trio, sponsored by Historic Houseparties; Roger Kuhn, – Acoustic One-Man-Band, sponsored by John’s Tex-Mex; and Walzi, eclectic “love-rock.”

You can find Star Alley at 662 South Avenue.

Welcome Intern Photographer Lena Budd

Lena Budd offered her talents and time to SWFC this summer. The Rochester native will be at Syracuse University’s S.J. 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 neighbor-
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
“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.”

Gena Merliss and children

Gena Merliss

Why do you come to the South Wedge Farmers Market?

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.”

Jim Papapanu, South Wedge Victory Garden co-manager

Jim Papapanu

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.”

Jenny Gaul and Sue Morgan

Jenny Gaul & Sue Morgan

“Open: Tues., Th., Fri. 11–6
Wed. & Sat. 10–5 Sunday by appt.
(Parking in Back)

The Artful Gardener

727 Mt. Hope Avenue; Rochester 585-494-L874

Eat, Shop, Play
Local!

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.

Sophia 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
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.

Eat
Play
Work
The South Wedge

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.

Eat, Shop, Play
Local!

BIG J UNLIMITED WIRELESS
For all your cellular needs
Authorized dealer for CRICKET, BOOST MOBILE, PAGEPLUS, SIMPLE MOBILE (T-MOBILE) and H2O (AT&T) and CLEAR WIRELESS
990 SOUTH CLINTON AVE
585-328-3480

Eat, Shop, Play Local!
Senior Attorney’s Chamber of the South Wedge Planning Committee’s Community Engagement Committee.

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.

You had us at "be here!"

You had us at "be here!"

Call (585) 256-1740 ext. 105 for details

$50/hr

Book now! Tel: #(585) 709 6725

You had us at "be here!"

Call (585) 256-1740 ext. 105 for details

$50/hr

Book now! Tel: #(585) 709 6725

Elliwagen-Barry Nursery School

A Cooperative Preschool

for ages 3-5

open enrollment

585.461.4250

for more information:

www.ebnos.org

Near U of R & 4 E Henrietta Rd.
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 Neighborhood 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.”
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 designers 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.
## Schedule

10:00 a.m. - Pet Parade - Mayor Tom Richards as Grand Marshal  
11:00 a.m. - Special performances from McLaughlin-Goodwin-O’Shaney’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

## Food

- Beale Street Café
- New Taj Indian Restaurant
- PeppaPot Jamaican Café
- Nancy’s Fried Dough
- Little Venice Pizza
- Napa Wood Fired Pizzeria
- LéPetit 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

## Artists

- Louise’s Daughter  
- Interstellar Love Craft  
- The Quilted House  
- Seven Layer Designs  
- Sunshyne Silverwear  
- Rob Marvin  
- Paul Taylor Glass  
- Bonnie Yannie Stained Glass  
- Ikon-a-Pacs  
- Buena Helena  
- Our Secret Treehouse  
- Black Raven Jewelry  
- Wine Cork Jewelry & More  
- Peacock Printing  
- Lilsville  
- Phytognosis  
- Jewelry by Ellie Shulman  
- Alison Tyne Photography

## Over seven different craft beers will be available!
August 20   10 a.m. - 9 p.m.
South Avenue

Support Provided by the following South Avenue businesses:

Hedonist Artisan Chocolate  South Wedge Spirit and Wine  Mise en Place
Coffee Connection  Zak’s Avenue  Full Moon Vista Bike and Sport  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 hard-hearted 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.
New Business Uses Soft Pillow Marketing

Some new businesses have pens made or hold an open house to advertise their launch. Oscar Pedrano 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 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 Pedrano.

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 participants 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!!)”

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, 9 a.m. - 6 p.m. and Sunday 8 a.m. - 3 p.m. Look for a story in October/November Wedge.

275 S. Goodman Street, 244-6787, www.xroadscoffeeshouse.com.

Women’s Giving Circle Grants Aids South Wedge

St Joseph’s Neighborhood Center’s “Women on the Move Program” and the Coffee Corner/Aussengate 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.”

RWCG started in 2007 with five women pledging $1,000 a year 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 find what the needed. The new location includes an off-street parking lot “room for more chairs to treat, so we can treat more patients each day!”

RWGC 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 Genesee, 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.
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 improving 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, healthi kids.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.

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.”

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 50% 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.sw HDC 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.
The Big Lunch Brings 150 in Community
By Rev. Judy Hay

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 Linstch, 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 Communities came to celebrate living in the South Wedge.

The morning began with bagpiper Matt Weasner calling in the South Wedge. A rhododendron bush and students, Tom was known to students as they struggled to safely use complex machine tools. He was a terrific mentor to not thousands of students how 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 gardens 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 Catonese Fare
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 its 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 union.” 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 burgers 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 “Sparse Ribs with Jin-Sa (Pum 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 “obalillic.

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

White Swan Asia Caffe, 798 South Clinton Avenue, 270-4341 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.

Serve your guests, Rochester’s Best.

cheesecake • carrot cake • chocolate cake and so much more!
We use the finest ingredients, made from scratch... We bake the way you would.

A treasured gift for family, neighbors, friends, colleagues, teachers...
Share the taste of Rochester with someone who can’t be with you... we ship nationwide!

Cheesy Eddie’sSince 1976

620 south avenue • rochester 585-785-2104

www.cheesyeddie.com

Buying or Selling? Let us sniff out a deal for you!
Start your search at www.sn4dsells.com
Susan Sanford 585-785-2104

Carpet! New Carpet Sales and Service
By Cliff Kemp
VINYL HARDWOOD LAMINATE CARPET CLEANING
565-303-4141 585-271-0050
SHOP AT HOME AND SAVE!
www.carpetkemp.com

The Wedge
August - September 2011

13
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.

The scam has caught the attention of news media in the Buffalo area, who 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:

- Your Social Security number
- Your birthdate or place of birth
- Bank account information
- Drivers license information
- 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.

Need a Doctor?

We offer care for your entire family.

Highland Family Medicine
777 South Clinton Avenue, near Meigs St.

- Evening and Saturday hours
- Pregnancy care
- Timely appointments available
- On-site lab
- Mental health services
- On-site pharmacy

For an appointment please call 585.279.4889

Cornhill & South Wedge Tool Library

Now Open to Help With Your House & Gardening Needs

Hours:
Tuesday 4 p.m. – 6 p.m.
Saturday 9 a.m. – 1 p.m.
**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.

**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 Genevieve Thomas Poehner will be selling her pottery and handmade paper notebooks. 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 Café third floor ballroom, 389 Gregory St. Only $5, more information at http://groovejuiceswing.com or email info@groovejuiceswing.com.

**Get Wedg-ucated 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 balls and more.

**FORT HILL LIQUOR**
**10% OFF ANY PURCHASE**
Sale items not included

**BASWA’s Third Thursday (Photo by Lena Budd)**

**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.

**Get Wedg-ucated 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 balls and more.

**FORT HILL LIQUOR**
**10% OFF ANY PURCHASE**
Sale items not included

**BASWA’s Third Thursday (Photo by Lena Budd)**

**akp handmade**
Handmade gifts for baby and mother
www.akphandmade.etsy.com
Custom orders accepted

**I’m telling all my peeps to come to Wedgestock 2011**

**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.
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 student 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 trails 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 numerous weekends 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 Herkimer 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. southwest Rochester and north to Charlotte. We also have guides for portions of the Erie Canal Trail East from Genesee Valley Park into Pittsford and West to Herkimer 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.

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 student 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 trails 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 numerous weekends 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 Herkimer 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.

The Wedge 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 personal touch. The market has become well known in the area as the farmers market with a real personal touch.

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’ milk, 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 selected from 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.