Zak’s Avenue Opens as “Go To” Place for Gifts

By Nancy O’Donnell

With her future customers in mind, Zak’s Avenue stocks everything from reading glasses and greeting cards to wild gift items such as “Vinnie’s Tampon Case.” “It’s currently one of my best sellers,” said Zakrzewski. Along with whimsical “fun things” for $50 and under, like a Miss Piggy Cup or a mini cat ring holder for $2.95, Zak’s Avenue also stocks one of a kind vintage jewelry priced at $300. Other higher end collectibles come from her antique dealer mother’s collection. Most notable are a rhinestone cigarette holder, circa 1920, for $125 and a signed Japanese Netsuke ornament for $295.

As she prepared for her grand opening in November, Zakrzewski offered a tour around her shop that begins with a cabinet that contains a collection of Boleslawiec Polish pottery. Another portion of the store is devoted to housewares and decor and offers traditional Giclee prints on Vermont recycled wood and vintage mix and match cutlery. In addition, she’s stocked kitchen towels with an attitude that read “Eat Local,” and “Baking is Gay” or ones that depict crying onions that confess they’re “Emotionally Unstable.” In the window facing South Avenue, “bottlecbra wine stoppers” transform wine bottles into candle holders. Zakrzewski is especially proud of her selection of Karlsson wall clocks and digital art.

In the pet corner, gifts for pets include “pet charms” for animal companions. Alongside animal companions, Zakrzewski offers a range of kitchenware options also participated.

The South Wedge Farmers Market Earns USDA Grant

By Robert Boyd

The South Wedge Farmers Market (SWFM) recently earned a $9,000 grant from the U.S. Department of Agriculture’s Farmers Market Promotion Program. The grant is in recognition of the SWFM’s success in bringing together small local producers with local consumers. The funds will be used for the 2011 market to provide transportation to the market, marketing materials and a matching program to increase the use of EBT (electronic benefits) at the market.

The SWFM just completed its fourth season and set new records. Attendance averaged between 500 and 600 people a week in 2010, and total sales were estimated at $200,000.

The market did more than just provide fresh fruits and vegetables to local residents; it became a community gathering place. Live music, children’s activities, and area community group outreach events were scheduled every week. The market has now become part of the fabric of the neighborhood and a “Thursday” night place to be. The market is re-energized.

We have also reached out to encourage families from Schools #12 and #45 to attend the market. Residents from the Hamilton, Pinacle Place and Southview Towers were also regular visitors. Block clubs and other neighborhood associations also participated.

A key objective of the Market was to provide access to fresh fruits and vegetables to those that may not have easy access and to offer an alternative to processed and fast food. The Market worked to introduce visitors to new vegetables, often through free samples, and provided recipes to help people understand how to prepare them.

A major issue facing our community is obesity which leads to diabetes and other health issues. The number of children and seniors who are obese has increased significantly in the past few years. Eating more fruits and vegetables and less processed and prepared foods would help.

continued on page 7

South Wedge Named Best Neighborhood

The South Wedge was named “Best Neighborhood” in City Newspaper’s Best of Rochester 2010 contest. The newspaper reported that thousands responded to the annual poll that nominates local favorites in 100 categories.

South Wedge people and places also won, placed and showed their stuff at City’s award ceremony at Village Gate. Here is a list of more reasons why the South Wedge, and its close neighbors, Swillburg and Highland Park, make it a great place to live, work and play. See photos on page 2.

BEST OPEN MIC
Boulder Coffee Company
100 Alexander Street

BEST CLOTHING STORE
Thread
654 South Avenue
City’s “Best Of Rochester” Award Winners
City Newspaper’s Best of Rochester winners and always great contenders at the awards ceremony on Nov. 9, Village Gate. (Photos by Nancy O'Donnell)

Best Bar for Beer: Tap & Mallet, Gregory St. Joe and Bethany McBane

Best Clothing Store: Thread, South Ave. Martin Budinski and Sandy Brazis,

Best Gardener: Philip Rawleigh from Lex Lounge

Bakery Runners up - Cheesy Eddie’s Colleen and John Baker

Coffee Shop Runners-Up Equal=Ground: John White and David Zona

Insider Newspaper 2010 Year-End Awards include two South Wedge nominees: “Trendsetters of the Year,” Sandy Brazis and Mike Ford of Thread on South Avenue and DJ Jon Herbert, “Party Starter of the Year.” Vote for them at insider.democratandchronicle.com.

The newspaper’s holiday gift guide describes the South Wedge as ‘hipster heaven,’ thanks to an intense concentration of skinny jean-clad, record-album-wielding youngsters who like to eat at Open Face and shop at Thread.” It recommends Thread’s “ Mt. Rushmore Wallet” and Hedonist Artisan Chocolates’ “chocolate bark.”

Hmmm, I can’t think of anything that’s better than The Wedge Newspaper!
Nancy Johns-Price

Nancy Johns-Price, named City’s Southeast Quadrant Administrator

“T’m a community person,” said Nancy Johns-Price, who was born making childhood appearances at community and neighborhood association meetings since she was named the Youth Services Center (NSC) Administrator in October. She replaces Pete Saw, who became Administrator in the Northwest NSC. “I love direct service,” said Johns-Price, and she already has her cell phone number to prove it.

Nancy’s City price comes to the NSC office after 25 years of devoting her life to youth in both city and school, using talents she developed as a theater major.

She graduated with a B.A. in Children’s Theater from the University of Northern Colorado in the late 70s. The couple moved to Rochester when her husband, Jim Price, took a job with RIT (Today he works as the Technical Director for the Cultural Life Center at Robert Wesleyan College). Over time, Nancy earned a M.A. in interdisciplinary Arts for Children. The couple had two children. Today, daughter Caitlin is 25, and son, 21.

In the early 1980s, Johns-Price took her first City of Rochester job working at the Edgerton Recreation Center.

“We put on major shows in both children and adult theater,” said Johns-Price. “We even had a theater troupe called Flower City Players.”

Next, she worked with the Rochester-Monroe County Youth Bureau where she coordinated the Youth Participation Project and Youth as Resources, which included the City/County Youth Council. In 2000, the couple returned to the City of Rochester for a newly created position of Program Development Specialist with the City’s Bureau of Recreation. She brought the City/City Youth Council with her, now renamed “Youth One Voice, One Vision.”

For several weeks, she worked at both the Recreation Dept. and the NSC office, but now she’s settling in, if such an energetic woman can settle.

“I’m a tree shaker. I will work to get things done, and I’m looking at what the neighborhood needs,” said Johns-Price.

Veterans For Peace Publicize the Cost of War

Area Veterans for Peace joined with the organizers from the M. K. Gandhi Institute for Nonviolence and Rochester Against War (RAW) at St. Joseph’s House of Hospitality on South Avenue to unveil “The Cost of War,” a digital sign that is both an indictment and a call to action.

The sign was originally used by Mayor Matt Ryan of Binghamton, N.Y. to remind residents about the cost of the U.S.’s two wars, “$9,000,000,000,000. They all need your support.”

The coalition will have use of the sign for two months before it will be moved to yet another city. Tentative locations in the area for display include 12 Corners, Mt. Hope Cemetery, and Manhattan Square Park. To learn more, visit www.gandhinstitute.org or www.rochestergainstwar.org.

Admission is free, but donations are welcome.

South Wedge’s Savory Thyme Catering Closes

After 25 years of serving delicious and healthy vegetarian fare, Savory Thyme Catering, owner Peg Gefell is closing her doors. One of the first women to graduate from the Culinary Institute of America, Gefell is turning her talents to helping those in need.

“I am now deeply involved in food preparation for the St. Joseph’s Catholic Worker Community here in Rochester,” said Gefell. “I prepare full meals two days a week for the 100 and more guests who come to St. Joe’s for a lunchtime meal. My goal is to prepare a meal that I would serve my family. And the feedback from these first months has been more than encouraging.

Along with cooking, Gefell is also coordinating the St. Joe’s self-help training project, “Bread for All,” a bakery training program for those in the St. Joe’s community looking for employment assistance.

“We produce wholesome, organic loaves and distribute them through a Community-Supported Bakery (CSB) model. Members of the community contribute on a subscription basis for their loaves. This gives us opportunity to produce bread for those who cannot afford a loaf. Everyone is fed; no one goes hungry,” said Gefell.

St. Joe’s will be using the Savory Thyme space at 220 Mt. Hope Avenue for Bread for All project that will include offering organic holiday pastries for sale.

For more information about the project or to order holiday treats, call Kate at 232-3252 or Peg at 313-6674.

Shawn Dunwoody Wins U of R’s Lillian Fairchild Award

Artist Shawn Dunwoody was named the recipient of the 2010 Lillias Fairchild Award by the University of Rochester, Department of English. (Dunwoody is best known in the Wedge for his design of the South Wedge Farmers Market poster).

The Award is given to a Rochester-area resident who has created “extraordinary artistic work in any medium” in the past year.

This year’s selection committee chose Dunwoody for his “multifaceted involvement in the Rochester artistic community and efforts to bring the arts and underserved communities together outside of traditional venues.” Dunwoody’s “tireless advocacy for creative expression, especially his longstanding commitment to various youth programs,” impressed the committee, said John Michael, chair of the English department.

Dunwoody is executive director of Four Walls Art Gallery and sits on the boards of a wide variety of Rochester-area arts ventures, including ArtWalk, MuCCC (Multi-Use Community Cultural Center), Rochester Fashion Week, Cornell Cooperative Extension, CreativeLive, and others. He also has shown his own work in galleries at ArtWalk, ROCO, St. John Fisher College, and the University’s Hartnett Gallery. He takes particular interest in youth-based arts ventures, such as the Reel 2 Reel Youth Film Festival, WER ART youth employment program, and Roc the Boat.

Dunwoody works to combat “gallery arrest,” or the buttoned-up conventions of art-viewing. Instead, he says, “if you can’t bring people to art, bring art to the people,” and cites the painted traffic boxes around the city as examples of a dynamic art initiative that reaches a range of Rochester populations.

University Department of Geology Professor Herman L. Fairchild established the award in 1924 in memory of his daughter, an accomplished designer, who died of tuberculosis at the age of 32.

Lieut. Wayne Harris Joins NSC Office

Rochester Police Department Lieutenant Wayne Harris was named to head the six-person administrative office of the Southeast Neighborhood Service Center (NSC). A 25-year RPD veteran, Lieut. Harris served as Second Platoon Commander, East Division, based on North Clinton Avenue.

“T’m a huge proponent of community policing, and I believe we need to all cooperate on problem solving. We can when we all come to the table.”

Harris is happy to get back to the South Wedge. “I love Beale Street, Little Venice and Cheesy Eddie’s. I’m looking forward to getting to know all of the community,” said Lieutenant Harris.

Establishing partnerships between the police and community agencies,” said Lieutenant Harris. “It’s important that we all cooperate on problem solving. We can when we all come to the table.”

Shawn Dunwoody (Photo by Nancy O’Donnell)
CHEESEY EDDIE’S
Cheesy Eddie’s “Over-the-Top” line of cheesecakes is ex- actly that in every way! These cakes take our cheesecake to the next level of decadence. The OTT Sampler has 16 slices of Eddie’s six most popular fla- vors. 602 South Ave. 473-1300, www.cheeseyeddies.com.

GREEN ZEBRA CATERERS
Give the gift of a good meal, appetizer or dessert this holiday season. 474-0958, greenzebracatering.com.

THE GERMAN HOUSE
Rent the historic house for a wedding, banquet or concert. Treat a friend to some grub downtown at The Hop. Stephanie @ 315.473-5070 www.thegermanhouse.com.

HEADD UP HATS
Top off your gift with caps and accessories, hair products and more. 674 South Avenue, 442-7680.

EDISON ARTISAN CHOCOLATES
The Chocolate Truffle Collection is inspired by our Holiday memories and fam- ily traditions. Flavors include Champagne Pomegranate, Egg Nog, Fig, Ginger Molasses and Orange. 741 South Ave., www. hedisonchocolates.com.

OPEN FACE SANDWICH EATERY
The sandwiches! Cook your mouth and order a lot. Try a “Cookie Splits” or two. 651 South Ave., 232-3000.

PERIOD BATH SUPPLY CO.

PRECIOUS NAILS
Specializing in sculpted tips and nails. A great gift for women of all ages. 627 Meigs St. 461-1125.

PREMIER PASTRIES

RENEWING MASSAGE
Holiday gift certificates for a Renewing-Massage are a great way to take the stress out of the holidays — for you and for the person you give to! Simple, easy, and greatly appreciated at only $50 for an hour or $30 for 30 minutes. 709-6725, www. renewing-massage.com.

ROCHESTER COMMUNITY ACUPUNCTURE
Give the gift of wellness this holiday. Choose affordable gift certificates to enhance your loved one’s health. 728 South Ave. 287-5183. www.rochester- communityacupuncture.com.

SLIM GOODIE BOUTIQUE
Trendy shoes and accessories for men and women at target prices, including a knee boot for the winter sea- son, only $69.50 South Ave., 743-3555. www.facebook.com/SlimGoodie.

SOUTH WEDGE COLONY BAR & GRILL
Treat a friend to beer and wings. 503 South Avenue.

ST. JOSEPH HOUSE OF HOPE
Donate in a friend’s name and buy a meal for the hun- ger. 402 South Ave. 323-5620.

BON FIDE COFFEE

BEALE STREET CAFE
Give a gift of the best barbecue and Cajun cuisine around. blues played through- out the week. 689 South Ave. 271-4600, bealestreetcafe.com.

BOULDER COFFEE COMPANY
Spread the happiness into 2010 with a gift card for spiked coffee cocktails, wine and beer. Trendy and yummy sandwiches, ground coffee beans. Or buy some gear that says Boulder! 100 Alexander St. 454-7140 and 955 Genesee St., 287-3289. Also at Rochester Public Mar- 955 Genesee St., 287-JAVA.

DEPAUL’S T-SHIRT SHOP

FOOD DELIVERY
Stop killing yourself over the dishes. Treat a friend to beer and yummy sandwiches. Or buy some gear that says Boulder! 100 Alexander St. 454-7140 and 955 Genesee St., 287-3289. Also at Rochester Public Mar- 955 Genesee St., 287-JAVA.

LENN’S GARDEN
Delight a friend with a few eve- ning takeout Chinese, South- ern and Thai cuisine. Gift cards and catering available. 420 Mt. Hope Ave. 932-9230.

LITTLE VENICE
Pizza pies and chicken wings all make great dinners when you’re too busy wrap- ping. 742 South Ave. 473-6710.

LUXE LOUNGE
Bring the whole neighbor- hood bar with a funky flair. Gift a friend with a visit or buy long sleeve shirts and children’s t-shirts. December 19h is one of the most fun, feel warm and look so cool. 666 South Ave. 232-9030. Luxe66.com.

MARIANNE’S
Recycled high fashion gen- tleman’s shirts and suits. 290 South Ave. 473-3070.

RISING TONE MUSIC

HEDONIST ARTISAN
Give the gift of wellness this holiday. Choose affordable gift certificates to enhance your loved one’s health. 728 South Ave. 287-5183. www.rochester- communityacupuncture.com.

THE CHRISTOPHER GROUP
Stop killing yourself over taxes and bookkeeping. Let the Christopher Group suffer for you. 473 South Ave. 325-7351.

THE TIP TOP SHOPPE
The Episcopal Church Home Tip Top Shoppe offers- handmade knit sweaters, ladies’ and men’s knit hats, wheelchair bags, and grocery bag holders. 535 Mt. Hope Ave. 322-3310.

ZAK’S AVENUE
The “go” to gift store offers jewelry, home decor, soaps, candles, art and much more. 661 South Avenue.


By Allison Clark

South Wedge Victory Gardens 2011 Plan

South Wedge Victory Garden Managers Jim Papapanu and Heather Penrose are making garden plans for the 2011 growing season. Details about applications for garden plots will be published in the February/March issue of the Wedge. Stay tuned.

BASWA’s Best of the Wedge Contest

The Business Association of the South Wedge Area inaugurated the Best of the Wedge awards. Categories include: business who keeps sidewalks the cleanest, the best looking tree pit gardens or public bathrooms, has the friendliest staff, the best storefront/window displays, best advertisements, is the best new business (opened since 2006), the best outdoor seating/outdoor spaces, is the best destination in the Wedge that you tell visitors about, the best community participation history, the best signs and best media coverage and more.

Winners will be selected from BASWA member businesses which currently number 62 members. Winners will receive an artist-designed award created by the Wedge artist John K. Archer – he created the Big Cheese wedge that was lost [and found] this summer. Winners will also receive a certificate designed by Archer.

Take the survey at http://www.surveymonkey.com/s/FC6JZHD. The survey link will be valid until February 10.

Janis Concert Benefits Mercy Prayer Center

Well-known classical composer Tim Janis and his Ensemble will return to Rochester to perform a Christmas concert to benefit Mercy Prayer Center on Tuesday, December 7, at St. John of Rochester Church, 8 Wickford Way, Fairport, New York.

Janis has worked with Paul McCartney, Billy Joel and Ray Charles and has produced ten Billboard charting CDs and five national PBS television specials. His pieces have been dubbed “music with a mission” as he has dedicated much of his professional career to helping charities and causes around the world.

General Admission tickets are $20. Benefactor tickets are $100 and include: two reserved seats, benefactors reception following the concert and a Tim Janis CD.

For more information, call Mercy House of Prayer at 475-6895 or info@mercyprayercenter.org.

Janis Concert Benefits
Mercy Prayer Center.

Highland Park Winter Farmers Market Opens

The Highland Park Winter Farmers Market is open every Wednesday, 4 p.m. – 7 p.m. at the Monroe County Cooperative Extension (MCCE) Auditorium at 249 Highland Ave. Locally grown vegetables, dairy, meats, bakery, jams and jellies and prepared foods are available. The market is open November through May.

Our Stories/Our Voices

Henry I. Padrón, School #12 teacher, invites all to an interactive improvisational theatre production by children talking about issues related to school, family and community on Wednesday, December 8, 2010 at 7 p.m. The event will be held at New Life Presbyterian Church, 243 Rosedale Street.

Heartbeats for Life 2010 Annual Holiday Dinner:

Heart-healthy, low-fat, vegetarian dinner. Mon., December 13, 6:00 p.m. Mamasan’s Restaurant, 2800 Monroe Avenue. Reservations and payment required by Dec. 9. Tickets are $25 per person which includes dinner, gratuity and donation to Heartbeats for Life. Send check to: Heartbeats for Life, c/o Maureen Parker, 111 Garden Drive, Fairport, NY 14450. More information: 24 hour voice mail 585-234-7076 or www.heartbeats4life.org

Justin Hubbell describes himself as a “satirist, political instigator and lover of the absurd.” The South Wedge resident attended James P. Barry School #12 and School of the Arts for High School. He chose college in New Paltz “out of curiosity.”

“I wanted to see what the sun looked like in November,” said Hubbell.

He is currently working on a graphic novel when he’s not dipping chocolates at Hedonist Artisan Chocolates. His first Wedge comic appears above.

For weekly doses of his comics, check out his website: http://www.justinhubbell.com/.
“Light up the Wedge”
For Free
by Kirstin Chajka

Winter fast approaches, and our daylight hours are few. Now, when we leave work, it is often dark as we make our way home. This is why it is very important that we all switch on our porch lights. Porch lights can be a very effective crime deterrent. A well-lit residence offers no refuge for the would-be criminal. Neighborhood Service Center Officer Brian Bannerman recommends that residents use not only porch lights but motion lights on dark driveways or other areas. Residential lights can even aid in lighting the street itself, helping out those poor, dim street lights.

South Wedge Planning Committee Community Engagement (Neighbors and Block Clubs) would like to kick off this safety measure by offering free CFL bulbs to Wedge residents, available in January 2011. To get more information or request your free CFL bulb, contact Kirstin Chajka at kristinchajka@gmail.com or contact your street’s Block Leader (Block Leader information on swpc.org).

Remember: Turning on porch lights = A bright idea.

Steve Jordan’s Winter Home Care Tips

1. Clean gutters and make sure downspouts drain away from the house.
2. If you use heat cables, inspect them for wear and age.
3. Turn off exterior faucets from the basement (unless you have a freeze-proof hose bib) and leave open.
4. Drain water hoses, power washers, etc.
5. Move latex paints and other water soluble products to warm area.
6. Rake leaves or mulch them with a lawn mower. Leaves make great compost.
7. Mulch the plants that need the protection.
8. Run lawn mower out of gas or add Sta-Bil to the gas.
9. Inspect or change furnace filters.
10. Get a furnace inspection, especially on older models.
11. Check carbon monoxide and smoke detectors.
12. Have wood stove flues or chimneys inspected.
13. Use "snakes" at door thresholds.
14. For a quick window fix, seal windows with Seal ‘N Peel or shrink film.
15. Pick and fry any green tomatoes you still have on the vine.

Steve Jordan is an Old House Consultant who repairs and upgrades historic windows. His books include Rehab Rochester – A Sensible Guide for Old-House Maintenance, Repair, and Rehabilitation (co-authored with Judy Ostrow). He has also been contributing editor to Old-House Journal for 10 years. Contact Jordan at paininthe-glass@frontiernet.net.
Period Bath Supply Company Opens on South Avenue

By Nancy O'Donnell

Chris Jones and Jim Wolff opened the doors to Period Bath Supply Company in the old C.H. Morse building, next door to their store Historic Houseparts, extending South Avenue's hot shopping corridor.

“They carry major manufacturers from American Standard to Kohler,” said Chris.

Their new shop carries vintage and modern bathroom products, antique and new bathroom fixtures and accessories, in addition to organic bath and body products.

Chris was especially elated at a recent evening Open House about the addition of the hanging sign outside their store.

“We had to get a variance from the Board of Appeals,” said Chris.


Neighbors Meet for Erie Harbor Update

By Nancy O’Donnell

Conifer Development invited the public for an update on Mt. Hope Avenue’s Erie Harbor construction and future landscaping. The meeting was held at The Hamilton on November 3.

Allen Handelman of Conifer Development answered questions from the audience about a variety of neighborhood concerns including the building’s interior and exterior materials and the changed color palette of the proposed Erie Harbor.

Site landscaping will be funded by $480K funding from the state, and $500K from the City, for a total of $900K. Of this, $100K will be spent on a landscape architectural firm’s consulting and design services. The remaining $800K, or so, is sub-proportioned toward lighting, plantings, pavements, etc.

The City remains the owner of the “park” spaces directly north and south of the Hamilton and Erie Harbor development. The City will be putting a RFP for landscape/park/architectural use designs in the spring.

The site is ready for approval to break ground on the foundation digging in mid-December.

The Erie Harbor website has been updated and the following documents are now available: Powerpoint Presentation from the Community Meeting on November 3, 2010. This includes the latest renderings of the project, including 3D, color renderings of the midrise and townhome buildings, plans submitted for building permits, and plans for the Townhomes, Mid-rise and Clubhouse. The documents can be found at: http://www.cityofrochester.gov/article.aspx?id=8589944103.

The Wedge Farmers Market 2011, would like to see at South Avenue.

“Lee” Bender, Phinis “Butch” Horton, Anne Semel, Sharon Hall, volunteer Bernie Jackson, all of the vendors, our customers, musicians, community groups and those who provided kids activities. Special thanks to Lysha Wilton for the gracious use of the market space at Shoulder Coffee Company.

If there is something you would like to see at South Wedge Farmers Market 2011, please let us know. For more information, contact me at 256-1740, ext. 102.

USDA Grant

continued from page 1

Food contributes to a healthier lifestyle and improves the overall health of the community.

By shopping at the SWFM, you deal directly with the producer and contribute to the creation and retention of jobs in our Rochester community.

Spending local contributes significantly to the economic development of the community.

I would especially like to thank Sue Gardner Smith, Alicia “Lee” Bender, Phinis “Butch” Horton, Anne Semel, Sharon Hall, volunteer Bernie Jackson, all of the vendors, our customers, musicians, community groups and those who provided kids activities. Special thanks to Lysha Wilton for the gracious use of the market space at Should-er Coffee Company.

If there is something you would like to see at South Wedge Farmers Market 2011, please let us know. For more information, contact me at 256-1740, ext. 102.
Long Season Winter Farmers Market Now Open Sundays

By Sue Gardener Smith

Summer may seem impossibly distant, but you can still find a taste of summer at the Long Season Winter Farmers Market. Farmers from the South Wedge Farmers Market and the Brighton Farmers’ Market, responding to the growing demand in our area for local products, have expanded their ability to bring fruits and vegetables to market long past the traditional end of the growing season.

On Sundays, farmers offer apples, lettuce and other salad greens, fresh herbs, potatoes, carrots, beets, cauliflower, cabbage, Brussels sprouts, leeks, potatoes, onions, kale, chard, winter squash and much more. You’ll also find a wide variety of other foods, such as humanely-raised meats, eggs, dairy, and honey, plus baked goods, fresh pasta, herbal products, dried flowers and wreaths, jams and jellies, and many other treats for the holiday table or for tasty gifts, including sweets from the South Wedge’s own Hedonist Artisan Chocolates.

This year’s Long Season Winter Farmers Market, once again a collaboration between the South Wedge Farmers Market and the Brighton Farmers’ Market, is held Sunday afternoons from 1 to 4 p.m. through December 19. It’s held indoors at Brighton’s Brookside Community Center, 220 Idlewood Road (with a second entrance just off S. Winton south of the intersection with Westfall Road).

To receive news about the winter market or the 2011 summer South Wedge Farmers Market, please visit www.swfarmersmarket.org and sign up to receive email updates.

Nathaniel General Contractors Builds Communities

By Nancy O’Donnell

When Frank Andolino, founder of Nathaniel General Construction (NGC), finished a business meeting on the 20th floor of the Marine Midland Bank in downtown Rochester, he took the stairs down. That combination of impatience (“why wait for the elevator?”) and a determination for improvement (“it’s good exercise”) is reflected in the way he runs his company. NGC’s is committed to making city communities successful through mindful rehabilitation of both modern and historic properties.

“When you give someone an opportunity to rent or buy something pretty,” said Andolino, “neighborhoods change. If there’s crime it quiets down.”

Recently, South Wedge Planning Committee chair Tanya Zwahlen and board member Frank Logan presented a plaque to Andolino, thanking him for his support of Wedgestock 2010.

Already Andolino has suggestions for improving Wedgestock 2011. “Why not have a Wedgestock poster next year?” he asked. (The great idea is now in the planning for next year.)

Some of NCD’s major projects include the Albion Academy in Albion, N.Y., where they transformed a former elementary school into 30 apartments for seniors on the upper floor, with the bottom floor used for Orleans County for the Aging. Closer to home, NCD constructed the South Wedge kiosk on the corner of Gregory Street and South Avenue.

“It takes time to develop,” he said. “Fifteen years ago people were talking about knocking down all the warehouses on Plymouth Avenue and adding high and low end rentals. It’s just starting to come to that.”

Andolino began his career as a project manager for a civil engineering company. At one point he managed the entire site development of Xerox’s Webster manufacturing complex. Next, he turned to single-family home developments. From there he moved into real estate, and he opened Century 21 Red Coach Realty in Pittsford.

Andolino founded NGC in 1982. The company focuses on new construction and exterior and interior renovations. Today, it manages numerous, multi-million projects.

“We had a vision, putting houses on fill lots, not just box- es. We want to design nicely in the style of surrounding architecture,” Andolino said. “Architects are artists.”

An NCD brochure, entitled “How to bring back abandoned schools back to life in your community,” notes that “newer is not always better.”

“All too often, we tear down deteriorating old buildings and replace them with new build- ings without the charm of the old. Surprisingly, many older buildings are ‘well-suited for rehabilitation as ‘green’ builds- ing.’

“People want quality,” said Andolino. “The products we put in exceed the New York State building standards.”

NGC’s most current con- struction projects are in Henri- etta and Jamestown, NY. “They’re going like a Swiss clock,” said Andolino. Many are hoping NGC will return to the Wedge and help to develop the empty lot on Greg- ory Street (next to the Genesee Co-op).”

“You’ve got jewels in your area—University of Rochester, Strong and Highland Hospital and Highland Park,” said An- dolino. “There’s great housing stock.”

Andolino can add his Wedge plaque to a growing col- lection. He was also awarded the Pathstone Corporation’s “Visionary Award” for commu- nity development.

“I love my work,” said An- dolino. “People ask me when I’m going to retire. It’s not about the money. I just love it. It’s for a good cause. It’s for the people. I thank God for putting me into this career.”

To learn more, visit www. nathanielsgc.com
Local holiday buying builds local economic development

By Chris Hartman

What sometimes baffles me is how we can simultaneously be concerned about community jobs and economic well-being while spending our money in ways that let our collective wealth bypass our community, flow out of our area, and miss the significant opportunity to circulate within our own local economy.

What is often overlooked is how we choose to spend our money that could have positive outcomes in our community’s economy.

Supporting locally-owned businesses, local tradespeople, farmers, artists and crafters, manufacturers, entertainment and other wonderful local assets is far more powerful than we may think. Certainly there is the direct benefit for the local business person making the sale, but the rippling benefits of money spent locally continue to unfold from there. Local businesses are three to four times more likely to spend locally within their business expenditures and the profits made and exchanged are often still nested within our community.

A single dollar bill, as it is cyclically earned and spent, is potential income for seven to nine local people when it is mindfully spent with the intention to support the local economy. The not uncommon alternative is a dollar that quickly flows out of our community into the bank accounts of distant, large corporations of distant, large corporations whose profits quickly flow out of our community into the bank accounts of distant, large corporations. The not uncommon alternative is a dollar that quickly flows out of our community into the bank accounts of distant, large corporations.

This, of course, is just the economics of it. Community-based commerce has many other layers of benefit. Commerce has always been a significant framework in which a community’s social fabric is woven. This commerce creates a “space” where businesses and consumers are brought together and where neighbors engage on many levels. This type of “place-making” is a powerful tool that brings communities together, fosters a sense of place and feeling of belonging, builds relationships and networks, and develops the social capital necessary for sustained community revitalization.

There is solid argument for the environmental benefits of a system of commerce that is decentralized and minimizes transportation, distribution, packaging and other energy intensive inputs necessary to other more “efficient” systems. The list goes on. Ultimately, one of the greatest components to community-based commerce is the level of empowerment we each have towards such efforts.

Each purchase is a vote. We have a handful of choices. We can continue to support and rely on an economic system with destructive habits and a tenuous sense of stability. Or, we can recognize the hyper-capitalistic and misguided nature of our current situation and work to develop alternatives. These alternatives should be guided by values of social and environmental justice; determined to create intelligent, creative, inclusive, and sustainable economies; and committed to success. The beauty of it is, this could likely be a whole lot of fun!

This holiday season, give a gift to the whole community...shop local!

In Memoriam - Peter Livadas 1927-2010

Peter’s Sweet Shop Owner Peter G. Livadas died in his sleep on Sunday, October 17, having spent Friday and Saturday before doing what he loved most - making candy. He wasaww planning to open his South Clinton shop for the holiday season on Monday, Oct. 18, family said. Sophia Lamont volunteered for a time in the candy making. “I liked Peter because he was a down-to-earth man, very sweet, a kind, kind soul,” said Lamont. “I remember every Easter people would come in and say their parents had bought their chocolate baskets there. I heard about a lot of family traditions.”

The Greek native immigrated to Rochester in the early 1950s and worked in his family grocery store on Monroe Avenue. He later was employed by Kodak. In 1979, he built a new restaurant and candy shop on South Clinton Avenue at the corner of Karges Place. He continued selling candies there after selling the restaurant in the 1980s (the current South Wedge Diner)

In an interview in April 2007, Livadas said he started making candies “on the side” in 1958 and sold them out of his home using “secret recipes he’d been perfecting for almost half a century.”

Livadas is survived by his wife of 38 years, Anthoula; two sons, Jerry and Greg; two grandchildren, two sisters and several nieces and nephews.
By Nancy O'Donnell

Mindful Body Pilates & Yoga Opens
Chicago native Melody Adkins and Rochesterian Rhonda Flint are on a mission to make Pilates training and Flow Yoga accessible to everyone.

The Pilates physical fitness system was developed in the early 20th century in Germany. This “thoughtful” approach to exercise works to increase strength and flexibility in the body through its core. It uses a variety of apparatus.

The partners met in a teacher training program, in 2007. Adkins went on to study further, “all five levels of Matwork, Reformer, Cadillac chair and small equipment.”

“We had the same goals during our training,” said Adkins. “We knew we wanted to create a space and we didn’t want to feel exclusive. We want to be part of the community. We want to reach as many people as we can.”

“We didn’t want a juice bar,” laughed Flint. “Everyone should try it for $10.”

Adkins originally taught in her 200-square foot private studio before looking for a larger space. She transformed a 2200-square foot space in the Cornell Co-operative Extension Building on Highland Avenue into a serene, light-filled studio whose walls are filled with her art work. The pair offers unlimited mat classes for $100/month, “Pay-As-You-Go” 55-minute classes for $10 each and Pilates Private Apparatus Special - $100 for three sessions.

For more information, call 242-9642 (YOGA) or visit www.mindfulbodypilatesyoga.com.

Caverley’s Adds Pub Grub
Dan Caverley is ready to include great Irish sandwiches to his line of stout and beer. Current rent plans will add grilled ham and cheese and cornded beef sandwiches.

Announced for a bite, 741 South Avenue, 704-8346.

Eco Bella Expands its Menu and Space
Eco Bella Bakery is enjoying a space on South Avenue twice the size of its original location and making plans to create a larger menu in the new year. The new menu will include soups and sandwiches to its gluten-free vegan menu of baked goods.

“We’re going to add coffee, tea and hot cocoa immediately,” said Lyn Ottman, co-owner with his wife Jeanine. “We’re already selling oat milk, so we’ll see how that goes, and have some vegan ice cream to try.”

They bought $75 worth of pasta in the van. They were all vegans. “We had a band passing through from out of town,” said Ottman. “Everyone loved it. We sold at least $200 of food. We didn’t want a juice bar,” laughed Flint. “Everyone should try it for $10.”

Adkins originally taught in her 200-square foot private studio before looking for a larger space. She transformed a 2200-square foot space in the Cornell Co-operative Extension Building on Highland Avenue into a serene, light-filled studio whose walls are filled with her art work. The pair offers unlimited mat classes for $100/month, “Pay-As-You-Go” 55-minute classes for $10 each and Pilates Private Apparatus Special - $100 for three sessions.

For more information, call 242-9642 (YOGA) or visit www.mindfulbodypilatesyoga.com.

Solera Wine Hosts 3rd Anniversary
Solera Wine Bar owner John Fanning popped open a few bottles of bubbly Virginia’s Kluge Rose Brut (36 bottles approximately) to celebrate his third year at South Avenue and Hickory Street.

Some 20 packed the wine bar in October.

Tango Café Hosts HUGS Fundraiser on Dec. 18
On Dec. 18, Tango Café opens its dance studio celebrating its 125-year-old dancing legacy in the historic Weider Hall for a Monroe Community College (MCC) fundraiser to support the locally-based Help Us Give Smiles Foundation (HUGS). The Foundation, created by U of R Professor Vito C. Quatela, M.D., provides aid to children in South America born with microtia, a congenital ear deformity.

MCC student Karson LaForce organized the “Day of Dance” that will include Salsa, Balchata, Merengue, Swing and waltz lessons at noon and a professional dance performance at 7 p.m. at 389 Gregory Street. For more information, contact Kerrie Vaughn at 271-4930.
South Wedge Arts & Leisure

By Nancy O’Donnell

South Wedge Colony Bar Welcomes Fundraiser

The Flower City Habitat for Humanity Young Professionals hosted their second fundraising event in October at the South Wedge Colony Bar. The event, “Frame the Future” Guest Bartending Night, raised more than $4,000 for funding a new Habitat for Humanity home. Guest bartenders included Leah Stacy, Lauren Zinter, Steve Sullivan, Steve Drechsler, Laura Myers, Eleni Papademetriou, Michelle Nichols, Robyn Fazio, Nick Sweeney.

You’re Invited to Highland Park Conservancy’s Holiday Party

The Highland Park Conservancy Holiday Party is set for Wed., December 8, 5:30-7:30 p.m. at Lamberton Conservatory, 180 Reservoir Avenue. Refreshments and the opportunity to see the Conservancy in all its holiday color is free and open to the public. To learn more about the party and upcoming events in 2011, visit their web site at www.highlandparkconservancy.org.

It’s a Wonderful Life in the South Wedge

“It’s A Wonderful Life in the South Wedge,” a multi-cultural holiday celebration on South Avenue, attracted many on December 4. The day included children’s ornament holiday decorating awards, a great coffee race and caroling by the Rochester Oratorio Society. A horse-drawn carriage provided rides, and at dusk a procession by world music group, The Buddhahood, traveled from Star Alley to the South Avenue kiosk. Christmas Tree sales, holiday movie screenings in Lux Lounge’s backyard, the Best Dressed Block award, and much, much more followed. In the spirit of the Wedge, participants were encouraged to bring donations of non-perishables and new or gently used children’s clothing to benefit Calvary St. Andrew’s Food Pantry and a School #12 Clothing Drive. Activities began at 1:00 p.m. and ended with a Christmas Karaoke at Lux Lounge at 10 p.m. For more information about future events, visit baswa.org.

Letter to Editor continued from page 12

we promise not to pull anyone into our neighborhood and give you a wedge as that might be considered unrefined. But, make no mistake; we are all the South Wedge. And I do mean all of us from Meigs Street and Cayuga to Caroline and Rockingham. Join us, join them—who cares, just join! Start a block club on your street. It doesn’t matter what neighborhood association sponsors it. Whether you are a Swillburg, Highland Park or South Avenue neighbor, you are a South Wedge resident. “trendy, and respectable; hip and quaint,” young, old, rich, poor, educated and not, rock and classical.

Try not to define us because you can’t. That is what defines the South Wedge.

And by the way, it seems we should put our energy and passion for our neighborhood to a more collaborative use. The South Wedge needs us all.

--Donna Roethel Lenhard

South Wedge

Think Global Shop Local

Eco Bella Bakery

Your South Wedge Neighbors

697 South Ave.
(585) 503-2488

Tues 12-6, Wed 10-6, Thurs-Sat 8-4, Sun 10-2
Stars of the Wedge - Gina and Jennifer Belardino
by Nancy O'Donnell

Jennifer Belardino, co-owner of The Wedge Barber Shop, isn’t completely sure she wants to be considered a Star of the Wedge. She’s all for her mother, Gina, being recognized. Gina has been a presence on South Avenue long before the Wedge revitalized and won awards as “Best City Neighbor- hood.” In 1986, when she opened her first shop in the tiny space recently held by Eco Bella, the neighborhood was stung with boarded up homes and businesses. For a while, she was the only barbershop on South Avenue.

“I loved the little building,” said Gina. “I never had a problem with the street people or how rough the streets looked. I renovated and opened shop on April 1.”

Gina was so excited about being in the Wedge; she painted part of the building’s facade purple in honor of the Lilac Festival. Her landlord, unimpressed by her creativity, “doubled her rent.”

Fortunately for many customers they have, since they don’t have a database.

But, no matter the number, customers stay loyal for 25 years. One owns drives in from Naples, N.Y., for a haircut.

“We’ve become friends with some customers,” said Jennifer. “We’ve gone to their weddings and housewarming parties.”

The mother-daughter shop has widened to include a family of customers and, on some days, even their pets trot along.

“We have five dogs in here on the other day,” said Gina. “They all got along. They were all ex- cited about the cookies.”

She’s made close friends in the Wedge including her best boy pal John White, co-owner of Equal-Grounds. They recently returned from celebrating their birthdays in Las Vegas, but Jennifer wasn’t talk about what they did there, but it involves “Zu- manity” aka “the sensual side of humanity” aka “the sensual side of business.”

Standing together, the Belardinos are thinking about celebrating their shop’s 25th anniversary next April, but they’re just not sure what will look like. Whatever the plans, the party can’t be any- thing but fun.

— Patricia McDonald Uttaro
Director, Rochester Public Library & Monroe County Library System

The South Wedge by any other name will be as sweet?

This fall while recruiting SWPC (South Wedge Planning Committee) block club mem- bers at the South Wedge Farm- ers Market, two folks who own Meigs and Jennifer who wanted to sign up but didn’t want to be turned away. They were disappointed to learn there were no SWPC blocks for them and, worse that they lived in another neighborhood. But, we live in another neighborhood,” they said. “Well, yes and no,” we said.

Following almost immedi- ately, a recent Highland Park Neighborhood’s Buzz Newsletter (Sept 10) ran an article by Joe Allard entitled, “Highland Park vs. the South Wedge.”

The article was written to paint out what type of person might either live in the High- land Park neighborhood vs. the neighborhood using the words “Trendy vs. respectable” to de- scribe one difference.

Historically, the South Wedge was loosely identified as the wedge-shaped area from Byron St. to Elmwood Avenue and included the neighbor- hoods: South Avenue, Swill- burg and Ellwanger-Barry (Mt. Hope). Over time, these neighbor- hoods have both thrived and fallen prey to the same urban issues. They have also sought individual identities and geo- graphic boundaries for the pur- poses of grant applications (ser- vice areas). This has reinforced those identities for some neigh- borshors possibly to an unhealthy degree.

Economically we rise and fall together evidenced by a re- cent “Upper Wedge” real estate ad identifying a home in the Highland Park area.

Just because Tap & Mal- let randomly falls on Highland Park Neighborhood’s geo- graphic side of the Wedge South does not make them less Wedge. Try telling the German House, Equal-Grounds and Solera were not. How-ever were no SWPC block clubs for them.

Continued on page 11
To build a healthy community, we
• Expanded the South Wedge Victory Garden to serve 34 families. This provided an opportunity for individuals to grow their own fresh vegetables saving each family at least $150. This equaled a total benefit of $5,100 garden wide.
• Re-energized the South Wedge Farmers Market which provided access to locally produced fruits and vegetables for residents.
  • The market served between 500 and 600 people a week.
  • The local producers saw sales increase by 20%, contributing to the sustainability of their business. The market became a community gathering place. Each week brought unique entertainment for adults and children alike.
  • Over 15 different community groups provided information on services to residents.
• Brought the South Wedge Farmers Market to School #12 and gave an introduction to healthy eating and the products of the market to over 400 children in fall 2009.

To promote active engagement in the neighborhood, we
• Expanded The Wedge newspaper to 16 pages and published six editions. Produced over 6,000 copies of each edition. The content provides neighborhood news of residents and businesses. We introduced the column “Stars of the Wedge” to honor those who have made a difference in the South Wedge.
• Hosted an Open House for the community with over 100 people in attendance.
• Wedgestock 2010 drew 5,000 people to the South Wedge. Over 75 people worked on it, and estimated incremental revenue to vendors and merchants was over $100,000. We made a number of major changes from prior years – the location, the number of artists, food vendors, the music and community groups. The crowd was uniquely South Wedge – people didn’t race through, instead they visited with old and new friends. There was energy and excitement in the crowd. It was not your average Rochester festival.
• Engaged over 200 volunteers in volunteer efforts to beautify the neighborhood.
• Reinvigorated the block club program. There are now 10 block clubs with dedicated leaders and a new, improved recruitment process.

To achieve a full range of housing opportunities, we
• Provided emergency home repairs to 44 income qualified homeowners with an investment of $380,000.
• Partnered with the Greater Rochester Housing Partnership to rehabilitate and sell four homes to first-time homeowners. In addition, there are eight more under development.
• Provided tools to over 100 families through The South Wedge Tool Library.
• Referred 20 families to Foreclosure Prevention Programs.
• Provided homeowner education to 60 homeowners.
• Partnered with South West Area Neighborhood association (SWAN) to make home repairs in the Jefferson Avenue Focused Investment Area.

To promote sustainability for the South Wedge Planning Committee, we
• Managed our resources to build for the future.
• Reduced our reliance on operating grants by increasing the amount of earned income.
• Increased the investment in community based programs.
• For a full financial report, visit www.swpc.org.

To promote economic development, we
• Completed two New York State Main Street Grants assisting seven property owners making an investment of $1,780,794.
• Completed a market survey to identify the needs of the community.
• Provided business advising to 35 existing and new businesses in conjunction with the Small Business Development Center at SUNY Geneseo.
• Assisted St. Joseph’s House of Hospitality make improvements to their South Ave facility.
• Assisted Konar Properties in the development of South and Hickory Place.
SWPC Joins Southview Towers For Thanksgiving
by Nancy O’Donnell

Thanksgiving came a day early for Southview Towers’ residents as they joined with the South Wedge Planning Committee (SWPC) and the Center for Disability Rights (CDR) to hold a festive dinner for 125 in the South Avenue community room.

SW Farmers Market volunteer and resident Bernie Jackson started planning the event in September. Working with CDR’s Independent Living Specialist Mildred Brown and SWPC’s Executive Director Robert Boyd, Jackson created a committee of over 20 residents who planned and prepared the menu.

“I just thought that we could do something,” said Jackson, who has advocated for many years through the Self-Advocacy Association of New York State/AMERICORP. “You see all the love in this room? It took a long time to get the love here, but we decided to make it happen.”

The night before, SWPC board member Donna Roethel Lenhard opened her home for a baking marathon. Her apple pie team included Kristin Chajka, Angela Clark-Taylor, Monica McCullough, Tanya Zwahlen, Cheryl Stevens and Doug Root. Meanwhile SWPC staff members and friends, Allison Clark, Eileen Thomas, and Johannes Bockwoldt, were roasting turkeys to add to the ones Michael Dixon was deep frying behind the Tower. On the day, SUNY Geneseo students Joe Morelle, Jr., and Evan Owens helped to serve blind and physically challenged residents. SWPC staff Bobby Blocker was the official gofer for the day as extra cups and plates and silverware was needed as the number of attendees increased. Volunteers from the Regional Center for Independent Living included Christol Wright and Erin Phillips, a specialist for the deaf, also worked the serving line.

Executive Robert Boyd reported that “over 100 pounds of turkey, 30 pounds of ham, 60 pounds of potatoes, 20 pounds of collard greens, 15 pounds of sweet potatoes and almost a bushel of squash were used. I’m very grateful for the funding provided by SWPC supporter Susan Cheshire and Wegmans.” “Susan is a caring benefactor who likes to see contributions used to make a difference and see an impact on people’s lives,” said Boyd. “She makes a grass roots contribution more personal. She has helped many of our clients.”

Singer Jose Jimenez gave an impromptu performance of Jacki Velazquez’s “Speak for Me,” that brought the house down. Channel 8 stopped by to film the festivities. (Catch a replay at http://rochesterhomepage.net/fulltext/?nxd_id=220208).

“The great thing was we didn’t just cook a dinner,” said Boyd. “We enabled people to become engaged and work as a team! We also made new friends in our neighborhood.”

Bernie Jackson is thinking about a Christmas event, but “We’re still going to be full from Thanksgiving!”
Headz Up 3rd Annual Hats Off To You
by Nancy O’Donnell

Headz Up Hats Boutique owner Tonja McNair held her third “Hats Off to You” event at the Historic German House on November 22. The event combined a festive fall preview and half-price sale of her stock of men’s and women’s hats and a big thank you celebration for local heroes.

Honored at the event were Lenzy Blake, Kirsten Lyons, Lorraine Julien and Ray Scott. Before the awards ceremony, guests noshed on hors d’oeuvres and listened to the music of Paradigm Shift and shopped, shopped and shopped.

Hat mad attendees included Catherine Josh, who bought four new hats.

“I wore a deliciously girly hat today to work this morning, and I got so many compliments, I decided to buy a few more,” said Josh.

“There are no other hat stores in the city, said Michael Kozakiewicz, who carried a stack to the closest mirror. “I’m a hat man.”

Pittsford resident Dedra McCaghren, who arrived adorned in a bright red chapeau, wears them for practical reasons. “If you’re having a bad hair day, you put one on, and it’s good to go.”

Photographer Charles Giunta arrived topped by a black fedora with a wild black pearl cross on its side.

“Years ago everyone wore a hat to show how they felt,” said Giunta. “You wore a fedora every day. You had a pleasure hat, a business hat. People used fashion to show what they felt.”

Lorraine Julien, a sister of St. Joseph, came across the street from St. Boniface, wearing a black pill box hat with a demure veil. “I love Tonja’s hat shop, and I love Tonja,” said Sister Lorraine.

(Photos by Nancy O’Donnell)
Holiday Decorating Contest Winners Announced

Bright lights and evergreens set the tone for the SWPC’s first annual Holiday Best Block Decorating Contest. Kristin Chajka and Angela Clark-Taylor, SWPC board members and co-chairs of the Community Engagement Committee, announced the winners at BASWA’s “It’s a Wonderful Life in the South Wedge” on Dec. 4.

Ninety people voting online named Gregory Street as best block in the South Wedge earning it a $250 prize for their block club. Individual houses won “best house on the block” BASWA gift bags. These included houses on Gregory, Linden, Cypress, Hamilton/Van, Poplar, Bond/Whalen, Van and Menlo Place.

Thanks to all our neighbors and block club members for making our community a beautiful place to live, work and play!