Glover's Barber Shop Celebrates 20 years

By Erskine Glover

On Saturday, August 21, over 5,000 residents and visitors descended on South Avenue to celebrate WedgeStock 2010. The street festival celebrated the South Wedge in all of its glory. The day started with over 50 pets—big dogs, small dogs, a cat, a guinea pig and chickens—parading with their owners through the neighborhood. Children romped in a bounce house, made hula hoops and engaged in fun activities just for them.

A variety of music entertained the crowd from morning to night. Live music was provided by JAVA, Serena Young, Gabe Condori of Blackberries, the Electro Kings, Steve Grills and the Road Masters, Lobster Quadrille, with Velveteen Fox closing out the night. DJ’s Rob Morley, Jon Herbert, Dynamic Tim Ellis and Danger provided music between stage changes.

People enjoyed a variety of food and beer while they listened to the music. Artists displayed some unique pieces of art; people shopped, ate and drank at our local businesses. Many community groups attended, providing information to help make people’s lives better.

The crowd was uniquely South Wedge—people didn’t race through, they visited with old and new friends. There was energy and excitement in the crowd. It was not your usual Rochester festival.

Everyone—businesses, residents and visitors—agreed it was a great success. Nancy Sawyer Molina (Coffee Connection): “WedgeStock was fun, fabulous, and we made a lot of money.” Resident Anne Burke: “While the large festivals are great, smaller neighborhood festivals can be a fun experience. WedgeStock closed off a few blocks along South Avenue, had interesting vendors as well as shops and great music venues ranging from gospel, blues, rock and swing. The crowds were great. Parking was free, close and easy. I live in the Wedge and was able to walk there and went multiple times. My college-age sons and their friends enjoyed it too.” Geri Ann Machado e-mailed her praise about WedgeStock: “WOW!!! That [was] super great...What a wonderful turn out...all of your planning and hard work paid off. Great job you can be proud!”

The event generated an estimated $100,000 in incremental revenue for the vendors and local business. The South Wedge Planning Committee raised about $20,000 in sponsorships, vendor fees and contributions. We also spent about $20,000 to bring the festival to the Rochester community. (Marketing, security, stage and sound and the bands made up the bulk of costs). So while we didn’t make a profit, the community profited through increased community awareness, stronger neighbor relationships and added revenue for local businesses. It all worked together in building the South Wedge, a diverse, historically significant, and commercially viable urban village.

Mark your calendar in caps! WEDGESTOCK 2011, SATURDAY, AUGUST 20

Attention First-Time Home-Buyers

SWPC is now marketing homes that have been rehabilitated through the HOME ROCHESTER program. These homes all have new roofs, windows, heating, plumbing and electrical systems, new bathrooms, kitchens, counters, cabinets, flooring and much more.

The Greater Rochester Housing Development Fund recently featured two SWPC-renovated homes in their “Home Sweet Home,” 2010 Annual Report. The cover photo featured first-time home buyers in front of their Nelson Street home. An article celebrating the 500th house renovated by the spring of 2010 depicts a Rosedale Street home SWPC renovated.

Homes currently available for first-time home-buyers are located on:
- 7 Pappert Place
- 104 Almeda Street
- 95 Clay Avenue
- 820 Genesee Park Blvd.
- 104 Almeda Street
- 95 Clay Avenue
- 820 Genesee Park Blvd.

If interested, please call Geri Ann Machado at SWPC, 1-7140, x 101 for further details.
Star of the Wedge - Frank Logan
by Nancy O’Donnell

As his “nest emptied,” with sons Bryan, majoring in international studies at Fredham, and Evan, majoring in economics at the University of Rochester, Logan decided he had more time for the community.

“My perception as a 30-year employee was that SWPC did great things and a lot of neighbors didn’t know about it. I wanted to strengthen the connection,” Logan said. He was elected to the SWPC board in 2008 and began serving on its Marketing Committee.

“I felt that WedgeStock could be bigger and more connected. When [planning began], it was suggested that we look to move it to the main business district. Initially, I knew I could help implement this and make it a reality.” Logan combined his skills in sales, marketing and media, and as a neighbor, to make WedgeStock 2010 SWPC’s most successful event to date.

“Over 3,000 people attended and had a great time. WedgeStock didn’t just happen. It took a lot of hard work by SWPC members and many neighbors who volunteered. Look at the result. The image of the South Wedge was elevated regionally,” said Logan, who imagines next year’s event to be even bigger. “I’m looking forward to WedgeStock 2011 and my role as co-chair.

Logan remains one of the South Wedge’s biggest promoters.

“We have so much going for us—a very active and engaged business association, BASWA. We have SWPC, many existing block clubs and new ones forming, 1 urge people to get involved. It’s fun, and you will make a difference in your community.

“I’m a fan. I’m always talking about the South Wedge,” said Logan. “I tell people if you want to move here, you better get involved, you’re a realtor who has an house. In many homes, you are the realtor on the market.”

“I love being able to sit in my backyard and see the downtown skyline. It’s a little neighbor- boree. You can hear crickets at night. I have these pine trees and a big grapevine. I love hearing the background sounds of the city’s kind of reassur- ing to me.”

The South Wedge Planning Committee, Inc.
October and November Community Calendar
All meetings are held at 224 Mt. Hope Avenue, except when noted.

SWPC Board Meeting: 
224 Mt. Hope Avenue 
Thursday, Oct. 14, 6 p.m. 
Thursday, Nov. 11, 6 p.m.

SWPC Executive Team: 
guest@frontiernet.net
Thursday, Oct. 7, 6 p.m.
Thursday, Nov. 4, 6 p.m.

Commercial & Economic Development:
director@historichousesparts.com
Tuesday, Oct. 12, 6:30 p.m.
Tuesday, Nov. 9, 6:30 p.m.

Community Engagement: 
(Neighbors & Block Clubs) 
a-clark@townley@hotmail.com
Monday, Oct. 18, 6:30 p.m.
Monday, Nov. 8, 6:30 p.m.
Monte, Meats at Beale Street Cafe 
Finance Team: 
tcraun@hotmail.com 
Tuesday, Oct. 12, 12:30 p.m.
Tuesday, Nov. 9, 12:30 p.m.

Housing & Structures: 
timothy@historichousesparts.com
Wednesday, Oct. 6, 5:30 p.m.
Wednesday, Nov. 3, 5:30 p.m.

Marketing and Membership Committee:
rogan@rochester.rr.com
rachael@historichousesparts.com
Tuesday, Oct. 12, 5 p.m.
Tuesday, Nov. 9, 5 p.m.

South Wedge Farmers Market 
European Advisory Committee: 
sarfarmersmarket@gmail.com
Tuesday, Oct. 5, 6 p.m.
Tuesday, Nov. 2, 6 p.m.

BASWA (Business Association of the South Wedge Area): 
christ@historichousesparts.com 
Monday, Oct. 11, 6 p.m.
Wednesday, Oct. 13, 6 p.m.
Wednesday, Nov. 10, 6 p.m.

The Wedge Newspaper, a not-for-profit newspaper in Rochester, is distributed by the South Wedge Planning Committee (SWPC), a grassroots organization serving the South Wedge Urban Area. Its mission is to provide accurate local news coverage of community events and issues, while focusing on the people that make the neighborhood what it is.

The Wedge was printed biweekly (February, April, June, August, October and December) with a circulation of 7000. This newsletter is mailed to homes in the South Wedge and distributed to local businesses and service providers for posting at or near the streets.

Articles in this paper do not necessarily reflect the views and/or options of SWPC.

please pass it on to a friend or co-worker.

The South Wedge Planning Committee, Inc., 224 Mt. Hope Avenue, Rochester, New York 14620 or nodonnell@swpc.org.

Nancy O’Donnell
Staff

The Wedge
Newspaper
October-November 2010

Tina Zuzenki, Chair
Monica McTavish, Vice-Chair
Donna Roselli Linnard, Co-Chair
Donna Huber, Business
Chris Harman, Neighbor
Chris Jones, Business
Tom Keir, Stakeholder
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Editor: Nancy O’Donnell

Ad Deadline for Next Issue Oct. 15

To reach The Wedge,
Call (585) 236-7168, ext. 185
or via email: nodonnell@swpc.org

www.southwedge.org

Community Partner
United Way

Our Mission:

SWPC is a grassroots organization serving the South Wedge area of Rochester, New York. It promotes diversity, economic opportunity, and community involvement in our village.

Publisher:

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Ad Deadline for Next Issue Oct. 15
Pastor Coker Carries the Word in the Wedge

C. Pastor Coker entered the doors of the Emmanuél Church of Jesus Apostolic in 1958 to bring a faith that grew out of a "born again" experience on August 10, 1957. Thirty-two years later, she heads the Body of "saints and friends" as the church's pastor in the small brick church that sits next to the German House on Gregory Street.

Coker was raised on her family's farm in Florida, near Jacksonville and Highway 10.

"We grew a variety of things: cotton, peanuts, water melon and some tobacco," said Pastor Coker. "My father didn't want the kids to smoke, and there was too much arguing and fussing [about the selling price], so he discontinued growing to- matoe.

She grew up in pre-Civil Rights Florida and went to both high school and college in Tampa.

"I had no prejudice in my heart and I didn't feel hated," said Pastor Coker. "I met every- one as a person, as another hu- man being.

Pastor Coker moved to Rochester in 1957 to live with an aunt and went to a Baptist Church. "I needed more," she said.

When she discovered Emmanuél Church, then located on Exchange Street, she found what she was looking for. "I was filled up with the Holy Spirit, and I had this zeal. I wanted this little church to bring the gifts from God that I'd received.

Within a few years, she was deeply involved in the church, helping Elder Randolph Smith to raise funds needed to buy a building.

"We'd walk up and down Flying Dutchman Avenue and sell din- ners—potato salad, string beans and fried chicken—for $3.00," she said. "Before long we had $5,000."

Pastor Coker rose in the church, then located on Gregory Street, and moved into the church's original building. In 1963, the church moved into a new building.

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By Allison Clark

Kristin Chajka Joins SWPC Board

South Wedge activist Kristin Chajka was recently named to the South Wedge Planning Committee (SWPC) board. She is now the co-chair of the Community Engagement Committee with board member Angela Clark-Taylor.

“My main focus will be to unify the South Wedge through block clubs and events that include both businesses and residents,” said Chajka.

Chajka is the founder of the South Wedge’s Dog Walkers Against Crime (DWAC). The group walks their canine companions several times each month as a presence against crime in the neighborhood.

For her efforts, she received an award from Rochester City Council member Adam McFadden during his State of the South District address in April 2009 for going “above and beyond to help the community.”

“The biggest deterrent to crime is to get to know your neighbor,” said Chajka, “and to turn your porch lights on at night.”

Chajka is also president of the Hamilton Street block club and attends Police and Citizens Informational Committee (PICC) meetings on behalf of SWPC.

Her first event planning effort will be to encourage South Wedge residents to take part in a Holiday Decorating Contest SWPC.Woden’s first half-moon as a presence against crime.

Inaugurated WedgeStock’s first Holiday Decorating Contest SWPC.

The SWPC Welcomes New Intern Connor Phoenix

SUNY Geneseo Senior Connor Phoenix has joined the SWPC staff as an intern, helping his former Finance professor Executive Director Bob Boyd, with a variety of marketing tasks, strategic projections and demographic compiling.

“I look forward to helping,” said Phoenix who is currently “working up all the prices for materials” needed for a second and bigger SWPC Victory Garden.

Phoenix, who is studying Business Administration, is a native of Clifton Park, New York, “all minutes from Lake George.”

Right now, his plans after graduation are still in flux. “Find a job. I have a big question about grad school,” said Phoenix.

Outside of studies, Phoenix plays guitar and piano with two high school friends in Lady Grey, a rock cover band.

“I was going to go to school for music, but I knew if I made it my primary thing, I’d get burned out.”

What he’s seen of the South Wedge impresses him.

“It definitely like it. I’m not from Rochester, and I didn’t know what retail and restaurants it had,” said Phoenix. “He’d like to take one business back with him to school.”

“I had a big cheese burrito from John’s Tex-Mex. He should open up one in Genseo. It would do well,” Phoenix said.

Linden-South Historic District Gets Plaques

Chapter Jones, BASWA (Business Association of the South Wedge Area) president, reported residents are hanging up their Linden-South Historic District plaques identifying the year their homes were built. The bronze plaques were purchased through a grant from the Rochester Area Community Foundation.

The area was placed on the State and National Register of Historic Places in 2009. Concrete and cultured stone piers marking the entrance to the District will be installed at Linden Street and South Avenue, Linden Street and Mt. Hope, and Cypress Street and South Avenue. Pocket gardens are also planned. The neighborhood also held a History Potluck, hosted by Rich Lemmon of Linden Street, with speakers from Bero Architects, the Landmark Society and the Preservation Board. Another History Potluck is scheduled for February 2011.

Casey Snider, Troop 208 Scout, made the SWPC tool library shine (Photo by Bob Boyd)

Boys Scouts Spruce Up Tool Library

Casey Snider, Troop 208 Scout, made the SWPC Tool Library his Eagle project. Joined by friends and family, Snider organized tools, tossed out old & damaged ones, and made the lending library an easier place to navigate. Many thanks go to Casey and Mike Wideman, Ed Wacienga, Frank Raponi, Jon Shier and Dave Wideman.

Linden-South Historic District plaque (Photo courtesy of Christine Jones)

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Linden-South Historic District plaque (Photo courtesy of Christine Jones)
strength of our South Wedge community? I have not picked sides in this proposed development. There are some very good ments in what has been a pro- posed and some not so univer-

sally palpable decisions with which I disagree. Unquestionably, the Erie Har- bor project directly affects the value of homes in the neighbor- hood and will influence the fu- ture of the City of Roches- ter. It will strongly contribute to the occurring neighborhood ren- es by South Wedge neigh-

dors. The feeling is not the same, however, is the apparent lack of leadership and effectiveness on the part of the South Wedge Planning Committee (SWPC).

As rumors of Erie Harbor bubbled through the neighbor- hood in summer 2008, I had confidence in the leadership of the perceived neighborhood organ- ization. People raised a flag and inform neighbors as the offi- cial discussions began. They took the lead in setting up a SWPC and devolv- ing the environmental impact statement. SWPC contacted me to produce a video for online distribu- tion and inform neighbors, giving me confidence they would maintain their commitment. I was wrong.

To my knowledge, SWPC is entrenched in the responsi- bility of representing the South Wedge community and keep- ing residents informed. As the Erie Harbor project progressed, SWPC was recognized as the community group to relay ques- tions and concerns to Conifer and the City. In exchanges with the City and Conifer presented in a recent time line by the City, SWPC, “speaking for the South Wedge” made decisions and some members claim he voted for the project without input from the community it represents. The current uproar of anger sets up an inappropriate response to this misrepresen- tation. It would be important to me to inform you all that the City and Conifer may not have been fully acknowledged in their comments, creating more confusion.

As mentioned at the Sept. 8 Board Chair’s meeting, the City and Conifer stated they did not hear anything and took this lack of input, as an indication that the community was happy. It’s understandable to believe that no opposition meant there were no problems. In this situa-

tion, the silence merely meant no community awareness and no communication, allowing the process to move forward without genuine community input.

At the Sept. 8 meeting, when answering the question if the communication and the spirit of the project, the SWPC representa- tive’s tone came across as conde- scending and defensive, leaving many cold. This is not a mature or appropriate response for a community organization or part- nership. SWPC should have ac- tively engaged the South Wedge residents in creating a task-force committee specific to this project, engaged in planning more informational meetings, and presented their vision to other groups along with flyers, created discussions online at Southwedge.org or other SWPC board meetings are always open to the public and the organization relies on volunteers to do much of our work, I hope that a positive out- come of this process will be better communication by the organiza- tion and more representation from the neighborhood at our meetings. WedgeStock 2010 Wows I wanted to contact the South Wedge Office and let them know how much I enjoyed attending WedgeStock 2010. I had heard about Wedge- stock 2009 last year but did not attend. This year when I picked up a copy of the August- September Wedge dedicated to the 2010 event is when I made up my mind I had to go. Your publication, with accompanying schedule, sponsors, kids’ events and vendors was definitely the draw; it said everything and lacked nothing.

I’d like to share some thoughts with you hoping you will pass them on to the people responsible.

I think it was a smart idea moving the festival from High- land Park to South Avenue/Gregory and Avellini. First, it brought people to the business- es. This promoted the neighbor- hood better than Highland Park. I felt it was much easier and bet- ter for the small businesses to be able promote themselves in front of their businesses. I love Highland Park, but it is already the site of many other festivals. To me your new venue seemed unique and quaint.

Corn Hill and Park Avenue, and Lilac festivals are so big. WedgeStock just seemed differ- ent and good and contained. Was there any reason why the area of containment didn’t go far enough to include John’s Tex Mex and others?

I do wish you success in the future and look forward to read- ing the Wedge and next year’s event.

FYI: I picked up my copy of the Wedge at Dicky’s.

—Tom Rotolo Swillburg
Neighborhood Business Buzz
By Nancy O’Donnell

Big Plans for Historic South Avenue Building
Ron Maier, owner of Ken-ron Industrial Air Conditioning Inc. and local landlord, is busy renovating the inside of the former movie theater on South Avenue.

Glover’s Barber Shop has moved into one of two new spaces in the front of the building’s first floor. The second floor, which is also being renovated, includes arched windows, a skylight and exposed beams, said Maier.

The company was founded in the 1856 said Peter Stummer, treasurer. “We've very happy to stay in the neighborhood, and he came in and told me about the business,” said Stummer.

“We’ve very happy to stay in the neighborhood,” he said. “We discussed other locations, but we were happy to stay in the South Wedge. There are good people working hard here.”

C.H. Morse moves to South Clinton Avenue
The Family Stumper, owners of C.H. Morse Stamp Company, has moved from its long-time space on South Avenue to new digs on South Clinton Avenue.

The company was founded in the 1856 said Peter Stummer, who runs the business with sisters Amy, Mary and Ellen. The company manufactures rubber stamps, signs, and recognition plaques in Rochester. Their corporate, New York Marking Devices, is based in Albany. The company moved into the South Avenue location in 1986.

“The great grandson of Charles Morse lives in the neighborhood, and he came in and told me about the business,” said Stummer.

“We're very happy to stay in the neighborhood,” he said. “We discussed other locations, but we were happy to stay in the South Wedge. There are good people working hard here.”

C.H. Morse Stamp Company, 700 South Clinton Ave., 454-5188.

The Wedge Replies:
An answer to your last question first. Yes, the South Wedge welcomes entrepreneurs with an itch or even without an itch! Here’s where you can start.

The South Wedge Planning Committee (SWPC) has arranged with the Small Business Development Center (SBDC) in Geneseo to provide advisory services in the South Wedge. Norm Karsten, Certifed Business Advisor, has office hours at SWPC every Tuesday. SBDC’s are supported by the US Small Business Administration and NY State to provide free, confidential advice on startup matters to new small businesses and problem resolution to existing ones. SBDC services include helping the entrepreneur with business plan development, cash flow projections, buying or selling a business, problem analysis, market research and planning. The SBDC is a good place to start! To make an appointment with Norm Karsten, call Eileen at 256-1740 x 103.

You might also want to go to a BASWA (Business Association of the South Wedge Area) meeting to say, hello, and network with other entrepreneurs. BASWA meets Wednesday evenings once a month at various locations. Visit baswa.org for dates and times.

And let us be the first to interview you for an article in Business Buzz when you open your office in the South Wedge!

Each month, the combined intellect of the Wedge Newspaper staff and SWPC will find the answers to your burning (or otherwise) questions. E-mail your queries to nodonnell@swpc.org, and we will find the answer.

The remainder of the building is being transformed into five two-story apartments (1 and 2 bedroom). “Tenants will have super low utilities because of the inclusion of super efficient insulation, heating and air conditioning,” said Maier. The apartments will open onto a small community courtyard. “I want to take advantage of the height to give it an urban look, including adding skylights to some,” said Maier.

Maier is currently thinking of a name for the complex, which once held The Rexy (circa 1928), The Princess and the Fine Arts Theaters. Maier expects the apartments will be available for occupancy sometime after January 2011.

Period Bath Supply Opens on South Avenue
Chris Jones and Jim Woff, owners of Historic Houseparts, are expanding their vintage empire to the old C.H. Morse company next door at 528 South Avenue. The Period Bath Supply Company will open with a grand Tent Sale on October 30. It will offer vintage salvaged bathroom fixtures (sinks, tubs, accessories) as well as a variety of reproduction (new) bath sinks, tubs, toilets and fixtures in a range of price lines, from economy to high end.

BASWA Business Holiday Decorating Contest
The Business Association of the South Wedge Area offers three cash prizes for the best dressed business storefronts in the South Wedge on South and Gregory Street during its Annual Holiday Decorating Contest. Winners will be announced at BASWA’s “It’s a Wonderful Life in the South Wedge” holiday event scheduled for Saturday, December 4.

BASWA Holds Elections
Christine Jones, co-owner of Historic Houseparts, was re-elected as BASWA president. Karrie Laughton (Lux Lounge) was elected vice-president, Rose O’Keefe, secretary and Jennifer Posey (Hedonist Chocolates), treasurer.

To learn more, visit baswa.org.
South Wedge Arts & Leisure

By Nancy O’Donnell

Unleash Your Inner Ghoul at Night of the Living Wedge

Howl and shuffle your way through the South Wedge on BASWA’s (Business Owners of the South Wedge Area) second annual “Night of the Living Wedge” Pub Crawl. The thrills are scheduled for Thursday, October 28. Raffle prizes and a best costume contest award included. For more information, visit www.baswa.org.

BASWA’S Third Thursday Day Art & Music

Come to the South Wedge for good music and a weenie roast on October 21. Music by 40 Rod Lightning, sponsored by He-donist Artisan Chocolates. Live in Star Alley (next to Lux) on South Avenue, 8 – 11 p.m. For more information, visit baswa.org.

Highland Park Conservancy Fall Foliage Tour

Join BASWA for an evening of Harpoon Brewery beer tasting and light appetizers, live music, raffle prizes of great merchandise and gift cards from local businesses on Wednesday, November 17, 6-8 p.m. Tickets are $10 at the door. Proceeds go to beautification and promotion of the South Wedge area. German House, 315 Gregory Street. For more information, visit www.baswa.org.
Nancy Donals, an Azalea Neighborhood resident, was so happy to be the owner of a big new red kayak that she leapt into it in the SWPC parking lot. After purchasing only five raffle tickets at the WedgeStock, she took home the Budweiser Light-donated kayak. (All proceeds of the raffle go to support SWPC programs and projects.) Donals said she plans to launch her kayak, as yet unnamed, into Irondequoit Creek as soon as possible.

Smallest Pet: Guinea Pig, Rip Tide, accompanied by Rowan Dal

Largest Pet: Quigley, an Irish Wolfhound

Pet Parade Raffle Winner Chow Chow

DJ Jon Heibert

Lobster Quadrille

Serena Young

Hula hoop making is fun

Vern Lindberg, JAVA

Taco Kitchen sold out mid day

DJ Jon Heibert (Photo by Amber Bissinger)

El Camino gets fluffed by Kristi Peterson (Photo by Nancy O’Donnell)

Pet Parade Raffle Winner Chow Chow (Photo by Kristi Peterson)

Budweiser Light-donated kayak (Photo by Nancy O’Donnell)

Elizabeth Dibble at Boulder Coffee and Beer Tent (Photo by Nancy O’Donnell)

Vern Lindberg, JAVA (Photo by Doug Root)

Dancing at the Slippery Rock (Photo by Nancy O’Donnell)

Largest Pet: Quigley, an Irish Wolfhound (Photo by Nancy O’Donnell)

Baby/Pet Encounter (Photo by Amber Bissinger)

Budweiser Light-donated kayak (Photo by Nancy O’Donnell)

Elizabeth Dibble at Boulder Coffee and Beer Tent

Taco Kitchen sold out mid day (Photo by Amber Bissinger)

Budweiser Light-donated kayak (Photo by Nancy O’Donnell)

WedgeStock spirit starts early (Photo by Nancy O’Donnell)

Nancy Donals Kayak Winner (Photo by Nancy O’Donnell)

Largest Pet: Quigley, an Irish Wolfhound (Photo by Nancy O’Donnell)

Nancy Donals Kayak Winner (Photo by Nancy O’Donnell)

Hula hoop making is fun (Photo by Amber Bissinger)

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Pet Parade Raffle Winner Chow Chow (Photo by Kristi Peterson)

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Baby/Pet Encounter (Photo by Amber Bissinger)

Dancing at the Slippery Rock (Photo by Nancy O’Donnell)

Largest Pet: Quigley, an Irish Wolfhound (Photo by Nancy O’Donnell)

Baby/Pet Encounter (Photo by Amber Bissinger)

Dancing at the Slippery Rock (Photo by Nancy O’Donnell)

Largest Pet: Quigley, an Irish Wolfhound (Photo by Nancy O’Donnell)

Baby/Pet Encounter (Photo by Amber Bissinger)
Nancy Donals, an Azalea Neighborhood resident, was so happy to be the owner of a big new red kayak that she leapt into it in the SWPC parking lot. After purchasing only five raffle tickets at the WedgeStock, she took home the Budweiser Light-donated kayak. (All proceeds of the raffle go to support SWPC programs and projects.)

Donals said she plans to launch her kayak, as yet unnamed, into Irondequoit Creek as soon as possible.

Smallest Pet: Guinea Pig, Rip Tide, accompanied by Rowan Dall.

Pet/Human Look-a-Like: Julie Ferge and her smooth Fox Terrier, Kingston.

Best Costume: “Buffalo Bills and Buffalo Jills”

Check out YouTube for a “Wedgestock Pet Parade” video by Howard Samuel.
Kids Enjoy Market’s Wedge Veg Passport

By Sue Gardner Smith

There’s a lot of youthful energy at the South Wedge Farmers Market, thanks to the many lively young customers who regularly visit the market with their families. Those young customers are vitally important to the success of the market, and their enthusiasm for the market offers real hope for the future of a more sustainable food system.

To encourage that enthusiasm, the South Wedge Farmers Market this year offers a fun program that gives kids a chance to more fully participate in the market. Each week the Wedge Veg Passport program highlights a fruit or vegetable that is available at the market that week. Each child receives a colorful Wedge Veg Passport at his or her first visit to the Wedge Veg table. Children visit the tent of a farmer who is offering that food and receives a stamp; so, for example, on Peach Day, each child receives a free peach to try. The child then returns to the Wedge Veg table to have his or her passport page stamped, making the participation in Peach Day “official.”

The South Wedge Farmers Market hopes that the program encourages children to try more fruits and vegetables, thereby promoting healthy eating. It also hopes that by encouraging children to talk to the farmers at the market, they will have a better understanding of and appreciation for the source of their food.

So bring the kids by for a tasty trip to the wonderful world of fresh vegetables and fruits!

Meet Our Market Vendors

By Sue Gardner Smith

Leonard Oakes Estate Winery

Leonard Oakes began farming in northwest Orleans County over 90 years ago. Now the fourth generation of the family is producing wines from grapes grown on that same land. In 2003, Leonard’s grandson Darrel planted 14 varieties of grapes on six acres; his son Jonathan is now the winemaker. Coasting premium wines from fertile soils created from glacial deposits near the shores of Lake Ontario, which creates an ideal climate for growing wine grapes. Several family members participate in the business. Jerod Thurbur brings the family’s wines to the South Wedge Farmers Market each Thursday.

The winery produces a variety of wines, including whites such as Riesling and Vignoles; reds including Pinot Noir, Cabernet Franc, and Cabernet Sauvignon; roses; dessert wines; and more unusual choices such as Kuhlman English Sparkling Cider and Cerise, a sparkling cherry wine. The winery also operates a tasting room on Route 104 in Medina.

Honeyhill Farm

Fred and Sue Forsburg purchased their 32-acre farm in Livonia near Cooness Lake in 1978. After raising their family there, the Forsburgs began farming in 2002. They grow garlic, tomatoes, leeks, potatoes and other vegetables, and people come from all over to get their delicious, pasture-raised chicken—moist and full-flavored, the way chicken used to taste before the advent of industrial chicken production. Honeyhill Farm has been certified organic since 2004.

“Honeyhill Farm grows food by what are considered best management practices in the sustainable discipline,” said Fred. “We employ appropriate pest management strategies that discourage insects and disease rather than fight them as a result of imprudent practices. Growing organically is an expression of a quality process that includes a holistic approach toward improved soil care and selection of varieties that are appropriate to our climate and our soil. Soil is our most valuable resource; rather than deplore our soil continually improved.”

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Farmers Market Q&A
By Sue Gardner Smith

Q: I live frugally and shop for bargains when purchasing household items, including food. Sustainable food advocates suggest that there’s a problem with cheap, food. What’s wrong with spending as little as possible on the food I eat? A: Many businesses have learned that it’s possible to produce food very cheaply by borrowing methods from the industry. Petroleum made large-scale agriculture possible. Petroleum-based fertilizers, pesticides, herbicides and fungicides allowed enormous growing operations to be built and food to be transported thousands of miles, substantially reducing the cost of food at the cash register. The cost: contaminated food; depletion of soil fertility; polluted air, water, and soil; a huge carbon footprint and the elimination of smaller, more sustainable farms. Crops that are highly subsidized, such as corn and soybeans, are turned into cheap raw materials, such as high fructose corn syrup, which allow large producers to make cheap, heavily-processed foods that contribute to disease and obesity. Routine and indiscriminate addition of hormones and antibiotics to animal feed yields quicker, higher profits to feedlots but has threatened human health by creating dangerous antibiotic-resistant bacteria. Factory farms allow meat, chicken, and egg production on a vast scale, but lead to inhumane treatment, diseased animals and contaminated food. Although we may not pay a lot at the grocery store cash register for this type of food, the cost to all of us is beyond calculation.

Local, small-scale sustainable farmers grow food using labor-intensive ways, without the synthetic, chemical props that make low-cost, high-profit industrial farming possible. The resulting food is more nutritious, more flavorful and far less likely to be contaminated with chemical residue or bacteria. Dollar-for-dollar, these farmers can’t compete with the giant, government-subsidized agribusinesses, and most of them struggle financially to keep their farms and families afloat. But most of them share a commitment to creating a healthy food supply and doing it right.

As consumers, we are active participants in the food system, and we can support our local farmers by making the choice to purchase the food they offer at a fair price that accurately reflects the work that was required to produce that food. If we vote with our pocketbook, we can really make a difference, and eat better, too.

Still Ahead at the SW Farmers Market
By Sue Gardner Smith

October 7
“Slow and Steady – Exploring Local Food Production in the Greater Rochester Region.” Photography exhibit by Christin Boggs. Photos are from her thesis exhibition for her Master’s Degree in Fine Arts from RIT. In this exhibit, Christin examines the contemporary movement away from mass-produced foods in a return to traditional modes of food production. Scenes from South Wedge Farmers Market will be included.

October 14
Jane Milliman, Rochester Civic Garden Center, will offer a display of programs, classes and workshops offered by the local organization.

October 21
1st Annual Rochester Chicken Beauty Pageant, with feathered contestants from the Rochester City Chicken Club. Vote for the cutest chick. Also, Heather Penrose and Jim Papapanou, South Wedge Victory Garden Managers, will discuss community gardening in the South Wedge, with sign-ups for people interested in participating.

October 28
Closing Day and Halloween Party. A free apple for everyone who comes in costume!

Long Season Winter Market Opens Nov. 7
The South Wedge and Brighton Farmers Markets will once again team up to bring you the Long Season Winter Farmers’ Market, opening Sunday, November 7, from 1 to 4 p.m. The market will be held this year in Brighton, at the Brookside Community Center, 220 Idlewood Road (with an entrance off S. Winton, just south of Westfall Road). This urban/suburban collaboration will feature a number of your favorite farmers and vendors, and some new ones, who are working hard to offer year-round local, sustainable food. More information will be available at the beginning of October at www.swfarmersmarket.org. To receive e-mail updates about the Long Season Winter Farmers’ Market and the regular season South Wedge Farmers Market, please visit www.swfarmersmarket.org and subscribe. A new email system has been installed, so if you were previously subscribed, please sign up again.

Beet, Wild Mushroom and Potato Casserole Brings Autumnal Tastebud Splendor
By Lee Bender

This is one of my favorite fall recipes, adapted from the book Vegetarian, edited by Nicola Cramer. This entire dish can be prepared in advance and baked when needed. You’ll find most of the products at the South Wedge Farmers Market, held each Thursday afternoon behind Boulder Café on Alexander Street and South Clinton Avenue.

Ingredients
2 T vegetable oil
1 large onion, chopped
12 t caraway seeds
1/2 c milk
1/3 cup dry white wine
1/3 cup water
3 T light cream
2 T creamed horseradish (I prefer more, for the zing factor)
1 T hot mustard
1 T wine vinegar
2 T butter
1 shallot, chopped
8 oz. assorted mushrooms (baby portabellas and oysters work very nicely)
3 T fresh parsley, chopped
Salt and pepper, to taste

Ingredients for the potato border:
2 lbs. potatoes, preferably Yukon Gold or red potatoes, chopped into large bite-sized chunks
1/2 c milk
1/4 c butter
1 T fresh dill, chopped
Salt and freshly ground pepper, to taste

Preheat oven to 375 degrees.
1. Lightly oil a 9” round baking dish, or similarly-sized casserole dish. Heat the oil in a large saucepan: add the onion and cook until soft. Add caraway seeds and sauté a few more minutes, until fragrant. Stir in the flour, remove from heat, and gradually add the water and wine, stirring until well-blended. Season to taste with salt and pepper.
2. Add cream and butter. Add the dill and season with salt and pepper.
3. Spoon the potatoes into the prepared dish and make a well in the center. Spoon the beet mixture into the well and set aside.
4. Melt butter in a large nonstick frying pan and cook the shallot until soft, without browning.
5. Add mushrooms and cook over medium heat until their juices begin to run. Increase heat and boil off the moisture. When quite dry, season with herbs, salt and pepper to taste.
6. Spread mushrooms over beet mixture, cover the dish with a lid or a piece of aluminum foil and bake for about 30 minutes. Serve immediately, garnished with parsley if you desire. Allow more baking time (approx. 15-20 minutes more) when baking from room temperature.

A free apple for everyone who comes in costume!

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The Wedge
October - November 2010

Thank You For Making WedgeStock A Success

By Donna Roethel Lenhard

I was one of a handful of SWPC members who, just under one year ago, began meeting to explore the viability of a new improved and expanded festival. Historically, WedgeStock had gone through several incarnations as SWPC’s annual meeting. But our goal last fall was clear: we hoped to make it possible for more “Wedgies” and friends to join our celebration. We committed to locate WedgeStock on South Ave which, by its very nature, demands an exponential increase in time, energy and resources.

So, after reflecting on an inarguably phenomenal success demands some thank-you’s of the highest order:

Bob Boyd – Our Executive Director and general miracle worker, despite illness and being required to work with many strong personalities, guided us tirelessly and cheerfully to the goal line.

John vanKerkhove – Long time Board member and WedgeStock committee chair probably wanted to punt us all to the moon, but instead kept his cool, got a few words in edgewise and chaired the logistics sub-committee.

Frank Logan – Board member laid out the blueprint, assured us we could really do it and gave us the resources with which to do it. He was our “Little Engine That Could.”

Cheryl Stevens and Doug Root – SWPC’s very own married energizer bunnies. The entire musical success of WedgeStock was on them and as they have done for years, they became the music committee backbone and rocked it out.

Angela Clark-Taylor – A young, talented Board member brought considerable organizational skills to bear on the challenge of craft and food vendors when no one else would or could handle the job.

Jayne Morgan – Hickory St neighbor solicited volunteers, gave us our marching orders and made sure every task received timely attention, especially at crunch time, all while filling volunteer spots herself. Her structure, instructions and organization were invaluable.

Kristin Chajka and Linda Coleman – Hamilton Street neighbor “Kristin the Crazy” single-handedly gave us our pet parade. “Linda the Nice” from Linden St arranged our children’s activities and created a kids haven in Star Alley.

Sue Gardner Smith – Our South Wedge Farmers’ Market Director and promoter of all things organic. We suspect she could be part draft horse because she loaded and hauled stuff all day.

Tim Ellis – His energetic presence and musical expertise gave us a professional kick in the butt.

Jayne Morgan – Hickory St neighbor solicited volunteers, gave us our marching orders and made sure every task received timely attention, especially at crunch time, all while filling volunteer spots herself. Her structure, instructions and organization were invaluable.

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And finally, but certainly not least--

Our Sponsors, South Wedge Business Owners and Volunteers who joined in our efforts. You could have been naysayers, but instead you gave us the gift of financial support and positive energy; you participation was the key element in bringing WedgeStock to the heart of our neighborhood.
**PARTICIPATING BUSINESSES**

Amanda Preske  
Aremel Soap-n-Such  
Art Rains  
Artful Gardener  
B&C Outdoor Creations  
Boulder Coffee House  
Capoeira Mandinga  
Casey Wright  
Cheesy Eddie’s  
Cinnamon Nut Company  
Coffee Connection  
Crocus Clay  
CTW Metal LLC  
Glover’s Barber Shop  
Godiva’s  
Headz-up-Hats  
Hendonist Artisan Chocolate  
Henna Rising  
Icon-a-Pacs  
Inter-Stellar Love Craft  
John’s Tex Mex  
Jolene Beckman  
Kaci Smith  
Karen Blagrove  
Kettle Korn Corner  
Little Venice Pizza  
Louise’s Daughter  
LUX  
Maria Walker  
Mise en Place  
Napa Wood-fired Pizza  
Needy Ego Designs  
New Moon  
Obatala Shango  
Open Face Sandwiches  
Pam Perkins  
Paul Taylor Glass  
Pinnacle Printers  
Poestler & Jaecle  
Robert Marvin  
Rochester Community  
Acupuncture  
Rubino’s  
Sarah Beales  
Solera  
Slim Goodie  
Taco Kitchen  
Tango Café  
Tap & Mallet  
Thread  
Wonder Windows  
Zak’s Avenue

**VOLUNTEERS**

Adam Kranitz  
Alex Mincola  
Allison Clark  
Amy Boyd  
Andrea Curtis  
Angela Clark-Taylor  
Anne Weisbeck  
Bob Boyd  
Barb vanKerkhove  
Bo Clark  
Cheryl Stevens  
Chip Brown  
Christian Zwahlen  
Dave Halter  
Dianna Wilk  
Donna Roethel Lenhard  
Donna Smith  
Doug Root  
Eileen Thomas  
Frank Logan  
Gale Lynch  
Gary Loitsch  
Heather Fluett  
Heather Penrose  
Jason Curtis  
Jayne Morgan  
Jim Papapanu  
JoAnn O’Neill  
Johannes Bockwoldt  
John Chajka  
John Dennis  
John vanKerkhove  
Josh Reed  
Kate Trono  
Kris Boyd  
Kristin Chajka  
Linda Coleman  
Lorraine Whitehouse  
Michelle Dormiter  
Mike Trojan  
Mitch Gruber  
Monica McCullough  
Nancy O’Donnell  
Nick Crowley  
Paul Sohn  
Paul Taylor  
Paul Whitehouse  
Rachel Chaffee  
Rachel Root  
Renee Heininger  
Phinis Horton  
Rob Boyd  
Rose O’Keefe  
Sarah Johnstone  
Susan Gardner Smith  
Tammie Malarich  
Tanya Zwahlen  
Tim Ellis  
Tim Morgan  
Tom Kicior  
Tom Locke  
Virginia Cassetta
Kateri and Jah Alms, partners in Vitality Wellness Juice Bar, are committed to bringing “fresh, live, organic, raw juices and healthy foods to an ‘unhealthy city.’”

Kateri, a Rochester native, returned to her hometown after many years in California bringing with her partner Jah Alms. (Both owners use their first names only.)

“Studies show Rochester is one of the most unhealthy cities in the U.S.,” said Kateri, who is committed to keep their business neat and dairy free.

“People come in every day from the neighborhood,” said Kateri, who said the first week in business in August they were “slammed” with customers.

“We’re not McDonald’s. We’re serving fresh, live, organic, raw juice” unlike other juice bars that “bottle everything and then sit there. We don’t add corn syrup,” said Greg Zweiben. “It’s all I need,” said Greg Zweiben, who lives in the South Wedge since 1947.

“People come in every day and healthy vegan life, humanity and a sense in our one human family.”

As a couple, they began living “an ancient lifestyle” as devout Rastafarians. Part of that life meant a vegan, raw food diet that propelled them to start Vitality Wellness Juice Bar in the Highland Park Neighborhood.

Currently, the menu includes fruit juices, shakes and smoothies like “Rejuvenation” (protein powder, almond milk and almond butter, bananas, Aztec maca, and spices) and “Kateri Cup” (mangoes, kale and other fresh fruits and spices).

Vitality also offers a long list of herbal “wellness shots” including ginger, E-3 (blue green algae), alfalfa sprouts and wheatgrass. The couple plan to add breads, hot soups and hot teas to the menu.

On “Roots Reggae Sun-Days,” Vitality Juice invites DJ Rasta Spock to spin from “4 p.m. till...” Proceeds help “support children in Ethiopia.”

“People come in every day and say they have diabetes or liver damage or arthritis,” said Kateri. “One woman couldn’t get herself up in the morning. After the drink with maca root, which gives you tons of energy, a natural energy you don’t get from coffee, she told me she felt like a whole new person.”

“I love the neighborhood. It’s very down to earth. There is a lot of love here through word of mouth,” said Kateri.

In promoting musicians and “A-list club,” she worked with Mos Def, Jay Z and Talib Kweli. She found herself “working seven days a week.”

“Because of my spiritual identity, I didn’t get caught up in the whole thing,” said Kateri, who began searching for another kind of “levity” or lifestyle. By 2005, she began to think her life was “vain,” and she was bored of the Hollywood scene.

“I wanted to stop working hip hop,” said Kateri. “It wasn’t adding up for me spiritually.”

Gradually, her hair in “locks,” she embraced Rastafarianism. She began helping people to a healthier diet. She traveled to Africa for a few weeks and stayed six months.

Back in the U.S. she met Jah Alms and his young daughter, Robin, at a Sabbath Service. “We talked for awhile, but didn’t exchange numbers,” said Kateri. They met again at church and “we’ve been inseparable ever since,” sharing a commitment to healthy vegan life, humanitarian efforts in Africa and their faith.

Jah Alms grew up in Gates, attended Aquinas High School and studied social work at SUNY Plattsburg. After college, she worked during the day for DePaul and at night moonlighted as a local radio personality and DJ for 88.5. Eventually, she decided to move out West and got a job in the music industry.

“The couple decided to move to Rochester to be closer to Kateri’s family,” said Jah Alms, who spends many days studying about healthy foods. “It’s a blessing. There’s lots of work to be done.”

As a couple, they began living “an ancient lifestyle” as devout Rastafarians. Part of that life meant a vegan, raw food diet that propelled them to start Vitality Wellness Juice Bar in the Highland Park Neighborhood. Currently, the menu includes fruit juices, shakes and smoothies like “Rejuvenation” (protein powder, almond milk and almond butter, bananas, Aztec maca, and spices), and “Kateri Cup” (mangoes, kale and other fresh fruits and spices).

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Jah Alms grew up in the Compton neighborhood in Los Angeles and turned to boxing from amateur to professional. Middleweight Champion. He only stopped boxing when he was 20.

Kateri. “It was hard for him to fight his brothers in our one human family.”

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Vitality Wellness Juice Bar, 1035 South Clinton Avenue. Winter hours: M-F., 9:30 a.m. – 8 p.m., Sat-Sun, 3 p.m. – 10 p.m.
We’re Not That Busy!

The South Wedge Planning Committee’s office phone system has been under the weather for several weeks, and we’re working to get it fixed! In the meantime, if you can’t reach us by phone, please contact us via e-mail or pay us a visit at 224 Mt. Hope Avenue. Our e-mail addresses are: Executive Director Robert Boyd, rboyd@swpc.org; Allison Clark, aclark@swpc.org; Eileen Thomas, ethomas@swpc.org; George Lonon, glonon@swpc.org; and Wedge Editor Nancy O’Donnell, nodonnell@swpc.org.

Wedding Announcement

Bonacci and Roth

Jeana Bonacci and John Roth were married on May 29, 2010 in an “awesome” ceremony held at the Tap & Mallet on Gregory Street reports Roth, owner of John’s Tex Mex Restaurant and co-owner of Nathaniel Square Corner Store. His new wife, Jeana, works at the Tap & Mallet.

“It was more an open house,” said Roth. Desserts included a tower of cupcakes and pastries made by Cheesy Edie’s.

The bride wore a blue and white checked dress and bright red shoes. The groom wore a dark suit with a tie that matched his bride’s dress.

Dr. Tony Leuzzi, poet, MCC English professor and minister, married Roth and Bonacci. Best man was brother Adam Roth and maid of honor was Courtney Ter-Velde.

The couple plans a winter time honeymoon to “someplace warm south of Carolina between Savannah and Belize,” perhaps a “tour to the forests of Georgia.”

SWPC to Hold First Annual Holiday Decorating Contest

By Angela Clark-Taylor & Kristin Chajka

The South Wedge Planning Committee is happy to announce the first annual holiday decorating contest. All homes and blocks in the South Wedge are eligible, and you get to vote for the winning block! Decorate for any holiday of the season: Christmas, Hanukkah, Kwanza or the New Year.

Best Block will receive $250 for block club projects for the next year. All decorations must be up by November 30th and voting will take place on www.southwedge.org from December 1 through 3. As an additional incentive South Wedge Block Clubs will award the “Best House on the Block.” Winners receive a BASWA (Business Association of the South Wedge Area) Gift Bag. You don’t even need to enter, just get out there and decorate for the holidays! If you win, we will contact you. Remember though fancy lights are nice you don’t need them to win; we will be looking at all kinds of decorations such as wreaths, flower boxes, windows—the whole holiday package. Homes and streets will be judged on their overall presentation. Renters don’t be shy; you can win too!

Winners will be announced at the BASWA Holiday Event “It’s a Wonderful Life in the South Wedge” on December 4 in Star Alley on South Avenue (next to Lux Lounge). Enjoy kids’ activities, tree lighting and a winter market while you wait for the big announcement. Winning houses and street will be featured in the December/January issue of The Wedge Newspaper. For more information, please contact Angela Clark-Taylor, Community Engagement Committee Co-Chair at a.clark-taylor@hotmail.com.

Eco Bella Bakery

Your South Wedge Neighbors

732 South Ave.
(585) 503-2488
Tues 12-6, Wed 10-6, Thurs-Sat 8-4, Sun 10-2

Atias Plumbing

MASTER PLUMBERS L.C. 263
271-3460

Jeff Atias

1023 South Clinton Ave.
Rochester, New York 14620

SWPC phone gets the heave ho

Jeff Atias
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Highland Park Neighborhood Unveils a Pear Tree

By Nancy O’Donnell

The Highland Park Neighborhood (HPNA) used its Annual Taste of the Neighborhood on September 19 to unveil, “Pear Tree,” a sculpture by artist and exhibit designer Craig Wilson. The sculpture pays tribute to the “legacy of Ellwanger and Patrick Barry and their contribution to Rochester’s history.”

The event held at the Ellwanger and Barry Park at the corner of Linden and Melga Street attracted residents, visitors, City Councilmember Elaine Spaul and Commissioner Luis Burgos of the Department of Recreation and Youth Services.

Wilson’s work has been exhibited around the world. On the staff of the Strong National Museum of Play, Wilson’s work includes the gates for the Children’s Discovery Garden and the 36” wooden troll who lurks near a troll booth inside.

HPNA members Michael Tomb and Marcia Zach, the Arts and Cultural team, were instrumental in launching the project just one year ago, working with Commissioner Burgos to make the project possible. It was funded through a grant from the Arts & Cultural Council for Greater Rochester and support from the City of Rochester, HPNA and the South-East Area Coalition.

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