

White Plains Beautification Foundation, Inc.

Beautification News

Spring Flowers 2006
Volume 28, Number 1



You Help us Bloom

Please contribute (you'll find a handy envelope inside) so that the Beautification Foundation may continue to water our more than 50 gardens scattered throughout White Plains. Would you believe that last year's watering program cost the Foundation over \$30,000!

*Hope Gardens: Adopt-a-Park
Major Sponsors Charlotte H. Szabo
& Roland Barnes and Neiman
Marcus contribute to the upkeep of
this garden.*

Beautiful Blooms Despite Drought

In early August 2005 Hope Gardens in Tibbits Park (between the Fountain and the Gazebo, shown above) boast vibrant and lush flowers even though the grass is rainwater-starved from the drought. Thanks to the City of White Plains Department of Public Works for providing access to city water for two Nabel's Nurseries watering trucks.

The gardens were watered seven days a week, as needed, to maintain their beauty throughout the spring, summer and fall seasons. The result of the capriciousness of Mother Nature was a doubling in cost of the WPBF's watering program to \$34,873 in 2005 from \$17,143 in 2004.

-by Roland Barnes

Adopt a park and help it blossom!
For more information see inside.



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Editors: Julie Trelstad, Renate Daly
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Photos: Roland N. Barnes, Nabel's
Nurseries

* Former President



Watch for the
1000 red tulips
students in the White Plains
Youth Bureau planted at
various sites around the
city last fall to mark Red
Ribbon Campaign Week.
This campaign encourages
healthy, drug-free and
violence-free lifestyles.

White Plains Beautification Foundation, Inc.

P.O. Box 1614
White Plains, NY 10602

www.wpbf.org (coming soon)

A Non-Profit Organization of Volunteers
Inquiries to the President:
Dorothy Schere
phone (914) 682-8188
e-mail scheredoro@aol.com
Fax (914) 448-3054

A copy of our last financial report filed with the State may
be obtained by writing to:

NYS Attorney General's Office
Charities Bureau
120 Broadway
New York, NY 10271



President's Letter

Dear Supporters,

While everything was sleeping this winter, we were busy planning for a beautiful spring and summer. The bulbs that Nabel's Nurseries donates to us each year, and plants in the fall, are starting their show. The Bradford pear and Japanese cherry trees are bursting into bloom and before long the gardens will be wearing their summer dresses. We're keeping a special eye on the new garden at Maple Avenue and Post Road as this will be its first season.

Financial Report

WPBF Funds for 2006

The foundation board takes pride in the fact that it has been successful in holding administrative costs to under 3% of total expenditures by being an organization of volunteers.

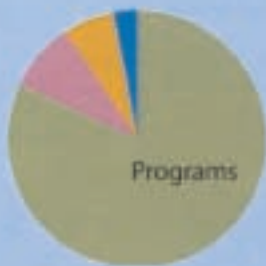
Income 2006: \$161,263

Adopt-a-Park:	\$103,293
Donations:	\$24,566
Gala:	\$31,213
Interest	\$2,191



Expenses 2006: \$183,978

Programs (trees, gardens, and summer watering):	\$150,762
Fundraising:	\$16,004
Communication:	\$11,832
Administration:	\$5,380



Once again our gardens are up for adoption (but you can't take them home with you). Our loyal supporters are continuing their support, and we would love to have you join our Adopt-a-Park Program. Look at the list of all your neighbors and local businesses that are participating. There's nothing we like better than to see that list "grow."

We work hard to provide the colorful atmosphere in the parks, at the entrances to the city and small areas around town, but the businesses and restaurants and homeowners all contribute to our "garden city." Last year we sent over one hundred letters of appreciation to homeowners who had wonderful front yard gardens and gave awards to fourteen of our local businesses. We love doing that and we hope to compliment even more gardeners this year with your help. If you see gardens, baskets or containers that dress up our city, please let us know.

This spring we are once again offering all the schools in the city a gift of \$100 to be used for gardening projects that involve children. We will also continue our annual planting of a tree to celebrate Arbor Day at one of our local schools. Lastly, WPBF encourages the neighborhood associations to create and maintain gardens by offering supporting funds.

You can see from our pie chart that we spend your contribution money wisely. We are a 100% volunteer organization. The only payments we personally accept are your kudos and appreciation, and we thrive on that.

Enjoy the gazebo, fountains, clocks and gardens and this year, the sculptures in the park, and think of us. We're thinking of you.

Thinking Spring,

Dorothy Schere
President



Arbor Day 2005 at White Plains High School: Dedicating a new Kwansan cherry tree.

Arbor Day

Each year for the last 22 years, White Plains Beautification Foundation has picked up the phone and made a bargain with a school principal. The bargain is this: we will provide a tree in exchange for a program that celebrates Arbor Day. Surprise us!

Sometimes we have helped the students pick a suitable tree and location. Often the school district personnel have expertly planted it for us, and then...we have arrived on the last Friday in April with the Mayor and the Superintendent of Schools, the State Forester and other interested people to hear poems recited, bands play, songs sung, sometimes complete with hand motions. The City is given a Tree City Flag for its tree efforts; and sometimes the students are given seedlings to plant at their homes. We have been treated to essays about Arbor Day, poems about trees and the history of the variety of tree that was chosen. Sometimes the tree has been dedicated to a retiree or to memorialize an event, but most times it has been a celebration of the glory of spring and our love of trees. We have never been disappointed in the creativity of those happy celebrations.

So, when we see the beautiful flowering crabapple in bloom at the Post Road School on the corner of Post Road and Sterling Avenue, or the Kwansan cherry trees at White Plains High School and Ridgeway, George Washington, Rochambeau and Church Street schools, we smile not only about the trees, but also at the memory of our wonderful mornings with the students celebrating Arbor Day. This year we will celebrate Arbor Day with White Plains Middle School at Eastview. We can't wait to see what they have planned.

-by Dorothy Schere

Gala Thanks...

...to the following for contributions to the Raffle and Silent Auction for our 2005 Ruby Gala Fundraiser that raised \$4,900

Fred Astaire Studio
 Carlson's Greenhouse
 The Castle
 Commerce Bank
 Davis Jewelers
 Fredericks of Gedney Way
 Gedney Farms Nursery
 Georgeou Furs
 Elaine Hardie
 HBO
 Jane Hecht
 The Judicial Title Insurance Agency
 Mughal Palace Restaurant
 Neiman Marcus
 Outback Restaurant
 Premier Atelier Salon at Neiman Marcus
 Rosedale Nursery
 Royal Palace Restaurant
 Salon Diva
 Julia Scatena
 Southbound Restaurant
 Stressless Seating
 Susie's Hair Salon
 Barbara & Bill Vrooman
 Brian Wallach
 White Plains Beautification Foundation
 White Plains Performing Arts Center
 Jeanne Wilcox

Gifts in Honor Of

Roland Barnes
 Doris Breit for Cable TV
 Ethel Heitz
 Meryl Lewis - Birthday
 Richard Sanchez - Birthday
 Julie Scatena
 Brian & Beth Wallach

Standing with Mother Playing, 1961 by sculptor Chaim Gross is the White Plains Outdoor Sculpture Exhibition Committee: Left to Right: Kathy Masterson, Mack Carter, Ann Edwards, Olga Topping, Elaine Hardie, Elaine London, Sally Coe, Dorothy Schere, Sandra Miranda, Eli Schonberger, Ron Topping, Arne Abramowitz, Sia Tofano. Missing: Isabel Villar and Barbara Wenglin.



Have you seen this man around town?

Sometimes he totes a videocamera and a tripod, plus a big smile. Or maybe he'll only be carrying a camera. But watch out, for his search might include you and your flower garden. (Remember Alan Funt and his Candid Camera?) Roland Barnes is not only WPBF treasurer but also our official cameraman. He videotapes cutaways for our cable TV show, *This Blooming City*, which airs Tuesday and Saturday evenings at 9pm. (We hope you watch.)



Westchester Arts Council Community Award

The White Plains Beautification Foundation has partnered with the City of White Plains and the Sculpture Guild to bring sculptures to White Plains Library Plaza. The program was introduced in 2004. The committee pictured above is currently working on selecting and siting sculptures to be placed throughout Tibbits Park!

Each year the Westchester Arts Council presents annual awards in different categories: Arts Patrons, Artists, Arts Organization, Community and Education. This year, Ms. Jeanne Harris, a resident of White Plains, nominated the White Plains Outdoor Sculpture Exhibition Committee for the Community Award. The criteria for winning the Community award are the following: "An artist, individual, group, organization, or agency that has demonstrated extraordinary vision and leadership in using the arts to enhance community life, to increase access to cultural experiences, or to enrich the county's cultural heritage." We are pleased to report that the above committee has been awarded the 2006 Community Award. Many of our Board members, including President Dorothy Schere, Ann Edwards, Sally Coe and Kathy Masterson serve on this committee and we are very proud of the work they do. Bravo!

The committee is now in the process of continuing its educational component. New docents are being trained to teach our White Plains Public School Fifth Graders about the sculptures this spring. If you haven't seen the sculptures yet, feel free to walk around outside the White Plains Public Library. They are on view 24 hours a day 7 days a week. Enjoy!



Preserving our vision: Ginsburg Development, LLC commissioned a high-resolution photograph of our Main Street mural so we'll have a virtual copy, even when the building comes down later this year. At the photo shoot were: Barbara Vrooman, Nanette Bourne, Ginsburg Development's Andy Maniglia, Cheryl Bartholomew Miller, Mary Farrell, Betty Graessle, and Lynn Burrell. In 1993 the mural took two weeks to paint and was finished on the opening day of the White Plains Outdoor Arts Festival when the public was invited to paint flowers in the "flower boxes."

How Did We Get Started?

The Adopt-a-Park Program began 20 years ago at a breakfast hosted by Pace University to help White Plains Beautification Foundation (WPBF) to raise funds to build a gazebo in Tibbits Park. At the completion of this project, we realized the need to design a mechanism for raising funds necessary for creating, planting and maintaining present and future gardens and parklets. Since that date in 1986, two and one half million dollars have been raised through contributions from corporations, small businesses, private foundations and residents of the city for the establishment and care of, what we now enjoy, 50 adopted gardens through our Adopt-a-Park Program! We thank those who have made this so successful.

Adopt-A-Park Program

Gifts In Memory Of

Shin Aizeki
 Thomas Altamuro
 Katie Benjamin
 John & Consiglia Bova
 Jill Bellantoni
 Nancy Bookman
 Helena Real Brady
 Josephine Cabrol
 James W. Delano
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 Sophie Fast
 Mollie Feldman
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Planter Garden: Renaissance Park at Main Street and Mamaroneck Avenue. Platinum Sponsor: Cappelli Enterprises, Inc.



"A Taste of Mexico in the Heart of Westchester"

The menu is a selection of Greg Cortelyou's luscious creations, incorporating homemade masa and tortillas with the best and freshest produce, meats and seafood, and other distinctive ingredients that will surprise and delight.

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For reservations, please call (914)227-9353.

This Blooming City

Our cable television show

Tuesdays and Saturdays at 9pm

Channel 76

Hosts: Deborah Speed and
Beth Wallach

Early in May, our classic "Spring Montage" will air. Watch for your own garden, or maybe your dog, cat, or even yourself. If you recognize something familiar, call Beth at 761-2234. First caller wins a flowering prize!

Also in May, we will visit the "Garden of Remembrance," also known as the Holocaust Garden with survivor Stefan Weinberg and Donna Cohen.

Also in May, meet world-renowned tree expert Frank Buddingh who will give us the lowdown on the one most important item in our gardens.

Benches

In Memory of

Jack G. Conley

by the estate of Jack G. Conley

Max and Lucie Nathan

by H. Louis Nathan

Albert J. Phiebig

by Marianne Phiebig

Patricia Terhune by friends of

Patricia Terhune

McNally Gardens

by Syd & Joan Silverman

Trees

In Memory of

Patricia Terhune by The Care
of Trees, Inc.



Helen Mogridge of the YMCA and Container Store Manager Gail Grannum were among the recipients of White Plains Beautification Business Awards.

Business Awards

During the summer you couldn't help but notice the gorgeous gardens that businesses in town maintain. We appreciated their efforts and when the New Year started we celebrated 14 of those gardens with flowery certificates and lots of thanks. Whole Foods and Cheesecake Factory brightened the front of the Fortunoff building. Across Bloomingdale Road, New York-Presbyterian Hospital and The Container Store have gardens that complement WPBF's gardens, making this a flowerful part of town.

On Mamaroneck Avenue, Burke Rehabilitation Hospital, J&S Auto Service, the YMCA, and the Westchester County Republican Committee all had gardens to welcome people as they came to town. Among office buildings, the Gateway Building at One North Lexington Avenue and 81 Main Street, managed by Newmark and Company, make that corner gorgeous. Pepe's Westchester One at 44 South Broadway has a beautiful four season garden. Royal View Apartments at 42 Barker Ave has a pretty front. Tucked away at 2 Lyon Place is a very special garden which, we were told, was designed and maintained by Danfole Landscaping as a donation to the American Cancer Society. Doubly nice.

Tell us where to look this year for more blooming gardens; we love giving out certificates.

-by Dorothy Schere

Help Mother Nature

Since WPBF can no longer rely on Mother Nature to water our gardens on schedule, we have taken on the additional cost of having the gardens watered professionally by our landscaper. Depending upon the amount of rainfall, the cost ranges from \$20,000 - \$30,000 per year. This cost is covered by the Foundation and is not passed along to our Adopt-a-Park contributors. This expenditure has proven its weight in gold. Our gardens have never looked better.



How To Help

Would you like to join this generous, civic minded group who provide funds for the beautiful gardens and parklets you see decorating the City of White Plains? If so, or if you wish further information, please call either: **Barbara T. Vrooman**, (914) 949-5790 (btvrooman@yahoo.com), or **Nanette H. Bourne**, (914) 922-2353 (Nanette_Bourne@akrf.com), co-chairs.

Is there Music in the Air?

It must be the bells ringing from the 111-bell Schulmerich Carillon atop the County Courthouse. The carillon, a gift from WPBF, plays the Westminster Chimes on the hour and half hour until 8pm and concert selections Monday to Saturday at 12:15, 3, 5, and 6pm and Sundays at 4 and 7pm.



Whole Foods Market Partners with the White Plains Beautification Foundation

In a wonderful surprise, Whole Foods Market made WPBF the recipient of their 5% day in April. As a new project, we are using some of this money to support the White Plains Youth Bureau in their Earth Day garden project at Baldwin Farm. They will be growing vegetables, herbs and flowers. Blaine Levenson, a Master Gardener, and an associate board member is advising the students about planting and caring for a vegetable garden. Cornell Extension will provide gardening information resources while Whole Foods is providing all sorts of support with their compost, seeds and staff time through the courtesy of Sara Westbrook, Marketing Team leader for Whole Foods. Patty Staffiero is coordinating the Youth Bureau program. WPBF is shopping for tools and will fund a nutritional/cooking program suitable for teens.

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Save The Dates

Sculpture in the Park Opening

Wednesday, May 31, 2006
5-7pm
Tibbits Park
Refreshments will be Served

Annual Fundraiser Gala

Sunday, November 5, 2006
4-7pm
Women's Club

Co-Chairs: Renate Daly & Ruth Melnikoff

Looking Back Ten Years To 1996

How time flies! Ten years ago White Plains Beautification celebrated its 30th Anniversary. Looking back, it astonishes us that so much was accomplished in one year. Some of these projects were on the drawing board for well over a year, but patience and perseverance paid off handsomely.

We dedicated these gifts to the City of White Plains:

The Basket. What more can we say – it is 18 feet long by 9 feet wide by 9 feet tall. It took 15 men to maneuver it on and off a flatbed trailer at 6am on September 12, 1996. Once on site it was filled with 2.5 tons of special potting soil mix, Nabel's "house blend," and then planted profusely with colorful flowers. It was, and is, a work of art. Barbara & Richard Dannenberg "adopted" it on the spot, and have continued to adopt it to this day as part of our Adopt-a Park Program.

Mike Bellantoni of Michael Bellantoni Landscape planted a garden in memory of his father on the Mamaroneck Avenue median opposite Gedney Field as an in-kind gift and continues to plant and maintain it as part of our Adopt-a-Park Program.

Gedney Farms Nursery's Carla Nolletti created a beautiful garden at the corner of Mamaroneck Avenue and Ridgeway. She has continued to "adopt" this garden for us and changes the attractive display each season as part of our Adopt-a-Park Program.

Nabel's Nurseries replaced a weed-strewn, forlorn looking entrance to the city with a lovely landscaped and brilliantly colored garden at the corner of North Street and Rosedale Avenue paid for by the Adopt-a-Park Program. Since then the North Street Area Civic Association agreed to "adopt" it, for which we are most grateful. In addition, Nabel's "adopted" the entrance garden on Mamaroneck Avenue at the Hutchinson River Parkway Entrance/Exit.

Amodio's Garden Center and Flower Shop spruced up the garden at the intersection of Mamaroneck Avenue and Bloomingdale Road. In the succeeding ten years the blue Spruce tree planted by the late **Jim Amodio**, in memory of his father, has grown so much that the garden area is shrinking. We will be looking into this area for improvement.

The Circle Garden at City Hall (backyard) was designed and planted by one of our own Master Gardener board member **Sharon Slocum**. The cost was



Triantafyllu Fountain Gardens, Main Street at North Broadway is sponsored by Platinum Adopt-a-Park Sponsor Ginsburg Development, LLC.

(Ten Years Continued)

covered by WPBF, and gifted to the City. It is now a part of our Adopt-a-Park Program.

And lastly, the handsome "Welcome to White Plains" sign was installed on the Main Street railroad trestle – a major gateway entrance to the city, and another of our 30th anniversary gifts to the city. This gift was two years in the planning.

-by Barbara Vrooman



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Thank You!

White Plains Beautification Foundation
for more than 40 years of

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Street Clocks ❖ Carillon
Murals ❖ The Basket ❖ Gazebo
Summer house ❖ Fountains

The list goes on and on,
You make White Plains the place
we love to come home to.
We want you to know how much all of us
at Nelson-Vrooman Associates Realtors
appreciate your volunteer efforts.

❖
William H. Vrooman, Founder & CEO
Michael J. Graessle, President



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MEMBER





Glorious Gardens

Summer means White Plains is abloom: our sponsors make it happen! **Above:** Jan Silverman Memorial Garden on N. Broadway in Tibbits Park, Platinum Sponsor: Syd and Joan Silverman.

Top right: F. Richard Wolff Garden, at the corner of Maple Ave. and Mamaroneck Ave. Major Sponsor: Century-21 Wolff.

Below right: Planter Garden at the traffic island at the intersection of Mamaroneck Ave. and Main Street: Major Sponsors: Nelson-Vrooman Associates, Realtors and North Fork Bank.

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