



## Dazzling with Daffodils

Four years have passed since WPBF launched the Daffodil Project to beautify unused and sometimes, unsightly, land within the city; involve non-profits and schools in beautifying their property, while developing student interest in gardening and an awareness of WPBF; and one day see North Broadway as a daffodil-carpeted entryway to our blooming city.

In 2014 we partnered with the city's Department of Public Works to plant our first daffodils. The DPW was willing to give us manpower and equipment, under our supervision, since the city had no experience with bulbs. We planted 7,550 bulbs in 14 public sites throughout the city and gave 17 public and private schools and other organizations 100 bulbs each. In the spring of 2015 WPBF's 50th anniversary was announced with a gorgeous golden display that would

multiply naturally in the years to come.

Since then, we've planted eight varieties of daffodils at 49 public sites, a total of over 64,350 bulbs. We also continue to maintain and expand our contact with the

schools, which have planted 7,700 bulbs. And the city's Department of Planning is encouraging new business developments to plant their own.

We are indebted to DPW Commissioner Rick Hope, Deputy Commissioner Stefania Mignone and Brian Daniels for the use of DPW resources and for planting 23,000 bulbs in eight days this October.

Dazzling with daf-

fodils is certainly amazing, not to mention beautifying!

Mary Ann DeRosa, Vice President, WPBF  
Co-Chair, Daffodil Project



Diane Coppola

Solomon Schechter/Lower School. Both the front & rear gardens have been planted with a variety of daffodils. WPBF has donated 100 daffodils a year to the school for the past 5 years.



Joanna D'Addario conceived the Daffodil Project as a WPBF endeavor after she was inspired by the flowers she saw along the roadways in Bucks County, PA, where she grew up. She researched how that county accomplished its program and brought that knowledge to bear in White Plains.

On Oct. 31, Timothy Lewis, artistic and managing director of Downtown Music at Grace, cited her leadership with the daffodil program as he dedicated the noontime concert to Joanna, who also teaches piano, "for her sustained volunteer work in the field of music education with the young people of White Plains and Westchester."

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## In-Memoriam

It is said a life that touches others goes on forever. Listed here are the friends and family we said goodbye to this year, and we forever will hold them dear.

**Tom Oliva** on April 20

**Mary B. Gates** on July 15

**Richard Dannenberg** on July 20

**Roland Barnes** on October 31

We would be remiss not to mention that Arthur, Brian Wallach's service dog, passed away this summer. Arthur faithfully attended all meetings (with Brian) and dutifully served with obedience. All will miss Arthur.

## White Plains Beautification Foundation, Inc.

P.O. Box 1614  
White Plains NY 10602  
[www.wpbf.org](http://www.wpbf.org)

**A Non-Profit Organization of Volunteers**

**Inquiries to the President:**

**Deb Donahoe 914-646-4858**  
or

**e-mail: [debdonahoe@gmail.com](mailto:debdonahoe@gmail.com)**

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

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## President's Letter

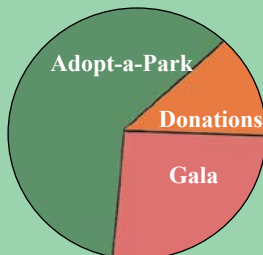


### Financial Report WPBF Funds for 2017

The Foundation Board takes pride in the fact that it has been successful in holding administrative costs to less than 8% of total expenditures by being an organization of all volunteers:

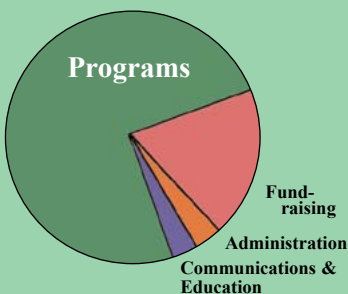
#### **2017 Income: \$212,036**

Adopt-a-Park Program (63%)	\$132,619
Annual Gala (27%)	\$57,480
General Donations: (10%)	\$21,937



#### **2017 Expenses: \$201,2247**

Programs: Garden Planting, Care and Watering, School Garden Funding: (79%)	\$156,208
Fundraising, including Gala: (14%)	\$32,339
Communications & Education and Administration: (7%)	\$12,880



The hot, humid and wet days of summer have slipped away and the cool crisp days of autumn will soon give way to winter.

Our goal this year was to "Paint the Town." I believe we succeeded. Our 63 gardens were truly magnificent. A special thank-you to our nurseries, Amodio's Garden Center, Gedney Farms Nursery, Ridgeway Nursery, along with our Adopt-a-Park sponsors, the White Plains Department of Public Works and, of course, Mother Nature.

Our annual "Paint the Town" fall gala was held October 25th at the beautiful Westchester Hills Golf Club. This year's honorees were Barbara Ramsdell, and the law firm of Cuddy and Feder, represented by Lucia Chiochio, Esq. We had another full house and everyone enjoyed themselves. We saw many of our friends and Adopt-a-Park sponsors at our gala and we thank you for continued support of the White Plains Beautification Foundation.

As many of you know, it takes time, energy and money to continue to keep White Plains blooming! WPBF is over 50 years old! Times are changing and the next 50 years are going to be challenging, which is why we need your help. Please think of joining our organization and bringing your ideas for the future to us. You can also sponsor a garden, or just make a monetary donation. Please visit our website, WPBF.org.

With your help, we will continue to make White Plains "a city with-in a park."

Regards,

Deborah L. Donahoe  
President

# Arbor Day 2018

A downpour on April 27 forced the WPBF's Arbor Day ceremony to be held inside the Post Road School this year, where Assistant Principal Suzanne Lasser arranged for a whiteboard to project a photo of our beautiful blue spruce, planted in honor of John Iodice, a lifelong resident of WP and owner of Riemann Auto Body in the city. The tree was donated by his wife, Colleen.

WPBF Arbor Day Chair Kathleen Masterson welcomed the crowd, President Karen Quinn presented this year's tree, Mayor Thomas Roach proclaimed the day as Arbor Day in the city and Department of Public Works Commissioner Richard Hope presented the school with a USA Tree flag, which was accepted by schools Superintendent Joe Ricca.

Led by their teacher, Lori Molly, the first graders delighted the audience by reciting a poem they wrote, "Why A Tree is Nice". Third-grade teacher Anthony Russo assisted his students' recitation of "Why A Tree is Important." The students created artwork displaying their admiration of trees and Pat Laidman of The Care of Trees, a tree-care company, provided seedlings for the students to take home to plant.

## Richard Dannenberg

WPBF lost its dear friend and long-time supporter, Richard Dannenberg. Richard, along with his wife, Barbara, were 20-year Platinum sponsors of "The Basket." Both Richard and Barbara were honored at the 2017 Gala for their loyalty and dedication to WPBF's mission. Richard will be missed and his kindness and generosity will not be forgotten.



The blue spruce planted at Post Road School.



WPBF past president Karen Quinn presents the blue spruce to Post Road School, as students display their artwork. Arthur, the service dog of Brain Wallach, WPBF Founder, is in foreground left.

# Cultivate Your Garden



One of WPBF's most visible gardens is in need of a sponsor. Located on Westchester Avenue near Kensico Avenue, the Cultivator Garden, planted by Ridgeway Garden Center, is so named due to the installation of the giant sculpture created by White Plains artist Peter Wilcox. This high-profile site needs to reach its full potential with the help of a generous Adopt-a-Park Sponsor. Thousands of motorists entering the city each day have a clear view of this gateway to our city. For information on how to display your name at this highly visible site contact Jean Bello at [jeanbello@gmail.com](mailto:jeanbello@gmail.com), or 914-761-1391.

## North Street Trees Project

WPBF is now accepting donations to fund Phase 3 of the North Street Trees Project. Phase 1, fully funded by the North Street Area Civic Association, was completed in July 2016 with the purchase and planting of 11 American dogwood and eastern red bud trees along the median from Haviland Lane to Little Lane. Phase 2 will be made possible by the donation and installation of nine trees by the City of White Plains up to Robinhood Road. Another nine trees are needed to further realize the dream of a tree-lined North Street corridor from Robinhood Road to White Plains High School. All donations are tax deductible and can be made payable to WPBF or online at [wpbf.org](http://wpbf.org). Please note North Street Trees Project on your check or online. This project was originally proposed and spearheaded by Sheila O'Brien of the NSACA board.



Roland Barnes with his wife, Charlotte Hope Szabo

## Roland Barnes

It is with much sadness that WPBF received news of the passing of Roland Barnes. Roland personally and passionately embraced the mission of WPBF and was an active member of the board right up to the end. It was Roland's talent as a photographer that inspired the centerpieces for the fall gala. This past spring and summer, he made it his mission to photograph every one of our gardens - a daunting task for anyone, but he managed to complete his mission - at 90 years old. He will be greatly missed. We keep our friend, his dear wife Charlotte, in our hearts and thoughts.

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# "Painting the Town" 2018 Gala



Steven Briante  
Honoree Barbara Ramsdell addresses Gala dinner guests at Westchester Hills Golf Club



Steven Briante  
Maryann Martin (center), President of The Woman's Club of White Plains Foundation, flanked by state Assembly members David Buchwald (left) and Amy Paulin



Steven Briante  
Honorable John M. Martin, White Plains Common Council President presents proclamation to Gala honorees

The WPBF held its 2018 annual fall gala on Oct. 25, on a beautiful fall evening in a gorgeous venue, the Westchester Hills Golf Club. Over 150 guests attended. This year's honorees are very familiar to WPBF: Barbara Ramsdell, past president and long-time member of WPBF; and corporate counsel Cuddy & Feder, represented by Lucia Chiocchio, Esq.

It was a fun evening, with plenty of raffles and silent-auction items. A New York Yankees jersey, signed by former pitcher Mariano Rivera, was just one of the items that were available.

Thank you to all who attended, took out journal ads and donated prizes to our annual fundraiser. The proceeds will help water the gardens throughout the coming year.

Without your continued support, WPBF could not keep "White Plains Blooming." Thank you again for helping us, this year, achieve our goal, the "city within a park."



Steven Briante  
Guests admire silent auction contributions

## FRIENDS OF THE PARK \$250-\$499

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Barbara & Barry Wenglin, M.D.  
Garry & Kim Wessel  
John & Marylu Williams  
Names current as of 9/22/18  
\*Denotes In-Kind

# Show Places - 2018 Business Awards

This year's recipients of WPBF's Business Awards were presented for landscape or flower displays in three categories: corporate/institutional business landscapes, small retail businesses (Local Shining Stars) and condo/co-op & business complexes (Playing to the Crowd). Our goal is to recognize and show appreciation for the efforts of establishments that help make White Plains beautiful for their tenants, patrons and neighbors. The Grand Prize winners are featured here, but please visit our website, [wpcf.org](http://wpcf.org), for finalists in each category and photos of their attractive gardens.

## GRAND PRIZE WINNERS:

Gateway One at 1 N. Lexington - Corporate/Institutional World. Chosen for its beautiful use of color and green space in landscape design.

Tre Angelina at 478 Mamaroneck Ave. - Local Shining Stars. Chosen for the attractive use of colorful planters in front of the restaurant.

Bryant Gardens on Bryant Avenue - Playing to the Crowd. Chosen for its inviting colorful plantings at the entrance to the co-op complex.



Gateway One at 1 N. Lexington



Bryant Gardens on Bryant Avenue



Tre Angelina at 478 Mamaroneck Ave.

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*A heartfelt thank you to  
WPBF and Adopt-A-Park  
for your continued efforts to make  
White Plains a beautiful city!*



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## Blooming Through Time

Did you know that "This Blooming City," WPBF's cable-access television show, just celebrated 28 years of service to White Plains on White Plains Community Media? TBC was the creation of former President Beth Wallach and is now the longest-running, continuously hosted local show on the cable TV community-access channel.

Current host and former WPBF Co-president Marie Silverman Marich has helmed TBC for four years and has amassed an archive of over 40 shows. Topics run the gamut from local history and events to interviews with our own WPBF directors about current projects and programs; from "ever-green" topics such as "Taking the Stress out of Summer Gardening " and "Preparing Your Garden for Winter" to the activities of local non-profits whose mission parallels ours.

We are grateful for the support of the terrific

guests who have appeared on TBC, and for the encouragement of our loyal viewers. We couldn't do our show without the hardworking, skillful team at WP Community Media - James Kenny, Keith Baker and Rita Santos.



Barbara Ramsdell, former WPBF President and 2108 Gala Honoree and Deborah Donahoe, current WPBF President appear on "This Blooming City".

So as 2018 draws to a close, we invite you to keep up with White Plains and TBC, and join us for more shows to entertain and inform our friends and neighbors. Our website is easier than ever to navigate, so visit [wpcf.org](http://wpcf.org) to watch This Blooming City any time, or tune in on Saturdays at 6:30 p.m. and Sundays at 10:30 a.m. on FIOS Channel 45 and Cablevision Channel 76.

Have a blooming day every day in every way!

### SAVE THE DATE:

Arbor Day - April 26, 2019  
WPBF Gala - Nov. 7, 2019