

White Plains Beautification Foundation, Inc.

Beautification News

Fall/Winter 2019

Volume 42, Number 1

Pollinators of White Plains Spreads Its Wings

You've seen the reports: loss of bird population, declines in bees and bee species, a noticeable reduction in the numbers of insects.

Is there something we can do to reverse this alarming trend?

We can start with our own backyards.

WPBF is promoting the Pollinator Pathway concept. The idea is to create so-called pathways, not only on public lands, but in residential gardens, corporate parks and even individual planters, so pollinators can find safe havens to reproduce and thrive. We aim to create adjacent stretches of healthy habitats. Our collective efforts can help establish pollinator-friendly environments for bees, butterflies and other pollinating insects and wildlife. The cumulative effect of healthy, contiguous properties will support a larger and healthier ecosystem.

WPBF is well placed to

use our sponsored gardens and educational resources to encourage our neighbors and businesses to engage in gardening habits that will cause a reversal of the dire situation.



Nancy Giges

The pollinator garden of White Plains resident Karen Mendillo includes these lovely coneflowers (*Echinacea purpurea*), which attract bees, butterflies and birds.

We are calling the initiative Pollinators of White Plains. This is part of a larger effort in surrounding Westchester and Connecticut towns to bring programs and share bee friendly activities. But it doesn't start or end with us. The effort is now global and many U.S. and European communities are joining. It's up to us to be better stewards of our planet. Join the buzz!

What can you do?

- Avoid using pesticides, herbicides and chemical fertilizers
- Include native plants in your garden
- Eliminate invasive plants
- Let some plant and leaf debris remain as shelter for overwintering eggs and pupae of pollinating insects.
- Educate yourself and spread the word

What's been done?

- The WP Public Library's new plaza includes native plants in planters and flower beds that surround the library.
- A new display case in the Library highlights the benefits of native plants and provides resources.
- Natives are now used in some of WPBF's sponsored gardens.

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In-Memoriam

Our hearts are with the loved ones of the dear friends we lost this year.

Former Mayor Alfred delVecchio
on Dec 5, 2018

Shirley Cohen on July 6

Ted K. Morse on July 24

Rich Liebson on July 28

Peter J. Devine on Aug 20

Peter Gisondi, Sr. on Sept 2

Mary Ann Keenan on Sept 29

Peter Gisondi, Sr.
1929 - 2019

Honored at White Plains Beautification Foundation's 2013 Fall Gala as our most loyal supporter, Peter Gisondi, Sr. has been a generous donor since at least 1981. His charitable donations to the Adopt-a-Park Program, since the inception of the program, led to the creation of two Gisondi family gardens in White Plains, dedicated in 1992 in remembrance of his parents.

In recognition of his generosity, WPBF created a garden in 2013 in honor of Peter and his family on Aqueduct Road, close to the painting business he began over 60 years ago - Peter Gisondi & Co., Inc.

A self-made man who built his business from the ground up, Peter has earned the respect and gratitude of many individuals, organizations and communities who have been the recipients of his kindness.

White Plains Beautification Foundation mourns the loss of a true friend and extends our heartfelt sympathies to all his family.

White Plains Beautification Foundation, Inc.

P.O. Box 1614
White Plains NY 10602
www.wpbf.org

A Non-Profit Organization of Volunteers

Inquiries to the President:

Mary Ann DeRosa (917) 696-2738
or
e-mail: Info@wpbf.org

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 Friends,

We celebrated our 50th Anniversary only four years ago, blanketing White Plains in golden yellow flower gardens, followed in the spring by thousands of daffodils. This year there's a shift in focus, but not in mission, to pollinators, as our Gala theme was All A-Buzz with Beautification.

We honored our own "Queen Bees," former WPBF Presidents Ann Edwards, Mary Merenda, and Dorothy Schere, who richly deserve our gratitude for their service.

Our Grand Prize Business Award winners were recognized for their beautiful gardens. Thank you for your excellence. We hope other businesses, condominiums, and cooperative apartments will create noteworthy gardens. Homeowners are similarly encouraged to maintain and develop their own plantings when our private residence awards return next year.

We now support the growing interest in the Pollinator Pathways concept, intended to encourage native plantings that feed bees, butterflies, birds, and bats. Indeed, the first Pollinator Pathway Decal was presented to the City's spectacular Discovery Garden at the Library. These decals will be available to resident and other gardens as they become known to us.

Our nurseries, Amodio's, Gedney Way, and Ridgeway Garden Center, kept our 71 gardens beautiful and lush. Native plants are being incorporated, capitalizing on the interest our residents have shown. By the way, we have opportunities for garden sponsorship. Please see the back page and visit the Adopt-a-Park program on our website, www.wpbf.org.

We are deeply indebted to Rick Hope, DPW Commissioner, and Stefania Mignone, Deputy Commissioner, for their partnership in the Daffodil Project. We received 31,400 daffodil bulbs that bloom at different times, so we all can increase our enjoyment of the blossoms. DPW provides the manpower to make this happen.

Thank you to all our partners, sponsors, donors, and supporters who generously contribute money, labor and/or time to realize the kind of environment in which we all take pride in living and working. White Plains is so beautiful because of you! Visit our website to experience the eye-popping impact of our programs and the comfort and peace our plantings convey; then, please consider how you might continue or begin to help. Remember, we are an all volunteer fund-raising organization!

Mary Ann DeRosa

Mary Ann DeRosa

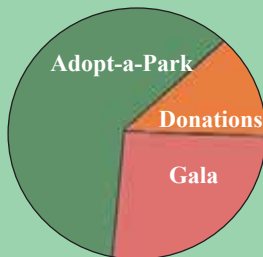
Financial Report

WPBF Funds for 2018

The Foundation Board takes pride in the fact that it has been successful in holding administrative costs to less than 4% of total expenditures by being an organization of all volunteers:

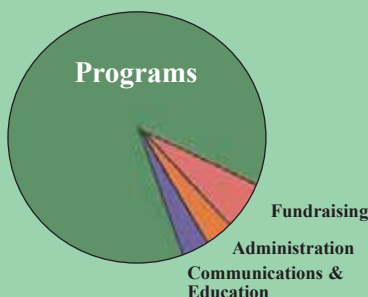
2018 Income: \$171,882

Adopt-a-Park Program (63%)	\$126,345
Annual Gala (27%)	\$28,858
General Donations: (10%)	\$16,679



2018 Expenses: \$188,904

Programs: Garden Planting, Care and Watering, School Garden Funding: (85%)	\$159,493
Fundraising, including Gala: (8%)	\$15,592
Communications & Education and Administration: (7%)	\$13,819



2019 Arbor Day Tree Honors School Shooting Victim

The 2019 Arbor Day tree planted at the Church Street School memorializes a victim of the Parkland, Florida, school shooting.

Gina Rose Montalto, 14, the niece of Church Street School art teacher Amanda Stanford, was among those killed in the 2018 mass shooting. WPBF arranged for the planting of a kousa dogwood in her memory outside the White Plains school on April 26.

"She will be remembered as a gentle, caring and beautiful soul that was taken far too soon," her cousin, Ty Stanford, said at the planting ceremony. "We can honor Gina's memory by showing a little more kindness and compassion to one another."

The dogwood was donated by Church Street's PTA and is surrounded by rocks painted with inspirational messages by the fifth graders.

Mayor Thomas Roach recognized Arbor Day at the ceremony, and the school's second- and fifth-grade choruses performed. Pat Laidman of the The Care of Trees presented seedlings to the students. WPBF President Deborah Donahoe and Kathleen Masterson, WPBF Arbor Day chair, also participated.

City Public Works Commissioner Richard Hope presented Principal Myra Castillo with the Tree City USA flag, which has been awarded to White Plains annually for more than 30 years and flies at the school where WPBF plants trees each Arbor Day.

Arbor Day has been a signature program of WPBF since 1984. Each year an individual may honor a loved one by donating a tree for approximately \$300. The 2020 Arbor Day ceremony is scheduled April 24 at the Highlands School.



Joe Masterson

Rocks painted by students at Church Street school surround the dogwood planted there.



Joe Masterson

Attendees at the 2019 Arbor Day tree planting.

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AAP Bloomingdale's Breakfast

Held on a lovely Thursday morning, May 9, at Bloomingdale's La Provence Restaurant, the 2019 Adopt-a-Park Appreciation Breakfast celebrated the 135 sponsors who commit each year to support 65 WPBF public gardens.

Guest speaker Loreen Babcock delivered a delightful, touching tribute to her grandmother's love of gardening. Babcock, vice president and chief marketing officer for Montefiore Health System, a Platinum Sponsor in the AAP program, said gardens were a source of comfort and calm for her grandmother, and the act of gardening was a way to de-stress and reduce anxiety.

Words of welcome and appreciation were offered by Breakfast Committee Co-Chair Mary Merenda, Bloomingdale's General Manager William Ruhrkraut, then-WPBF President Deborah Donahoe, Westchester County Executive George Latimer, AAP Chair Jean Bello and White Plains Mayor Thomas Roach.

This was the 22nd year the event was hosted by Bloomingdale's and restaurant manager Adrian Reyna

and his staff expertly displayed and served a sweet and savory breakfast. The event was made possible by committee Co-chairs Sue Brennan and Mary Merenda along with financial support from AKRF, DeRosa Builders and Alloy Printing.

For more information on the Adopt-a-Park Program, email jeanmbello@gmail.com or call 914-761-1391.



AAP Chair Jean Bello welcomes guests.

On The March on St. Patrick's Day



Joanna D'Addario and Brian Wallach get ready to join St. Patrick's Day parade

Bright sun and crisp air invigorated WPBF members who joined the White Plains St. Patrick's Day Parade on Saturday, March 9, 2019. Their striking yellow straw hats topped with cheerful fabric daffodils were creatively designed and provided by board member and Daffodil Chairperson Joanna D'Addario. The marchers proudly represented the Foundation with style and flair. At the forefront of the group DPW Deputy Commissioner Rick Hope drove a city vehicle whose open truck bed beautifully displayed a basket of flowers and foliage mimicking the Foundation's sponsored gardens. As the marchers made their way along Mamaroneck Avenue waving to the parade watchers they were often greeted with encouragement and compliments by those who recognized WPBF's impact on beautifying our City. Close behind, Nick Wolff

was at the wheel of his top-down convertible with passenger Brian Wallach, one of WPBF's founders. All the participants enjoyed the fellowship of a city that appreciates its community and its neighbors.

*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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2019 Gala - The Buzz of the Town



Terry Hanson

Gala honorees: Mary Merenda, Ann Edwards and Dorothy Schere.



Terry Hanson

WPBF President Mary Ann DeRosa and Westchester County Executive George Latimer.



Terry Hanson

Gala Honoree Ann Edwards receives proclamation from Mayor Thomas Roach

Rain didn't dampen the spirits of the guests at the 2019 All A Buzz Beautification Gala held at Westchester Hills Golf Club on November 7. The lively and full-house event honored three past presidents; Ann Edwards, Mary Merenda and Dorothy Schere. We heard of their dedicated service to the city of White Plains over the years and how each has tirelessly contributed not only to Beautification but to multiple organizations. Dubbed our Queen Bees, their flurry of activity has certainly created a buzz! A delicious dinner was enjoyed and dessert delighted all with beehive cupcakes. The gala is the year's major fundraiser for WPBF. Raffle items and silent auction donations were generously provided by our businesses and residents.



Terry Hanson

Guest admire silent auction contributions

FRIENDS OF THE PARK \$250-\$499

Richard Bernstein & Janice Abbott
 Hon. Benjamin & Carsandra Boykin
 Mary Briante
 Rebecca W. & Harry O. Bright
 Dorothy W. Chervinsky
 Club Pointe Condo Association
 John & Maria Davis
 Ruth Perin Davis
 Deborah & John Donahoe
 German International School New York
 Kalmon Dolgin Affiliates

Deidre K. & Matthew S. Kimble
 Hon. Dennis & Eleanor Krolian
 Jim & Leslie Levy
 Shari "Candy" & Dennis Light, Esq.
 Mary Marano
 Kathleen & Joseph Masterson
 McCarthy Associates
 Mary Merenda
 NorthEast Community Bank
 North Street Area Civic Assoc.
 Orange Bank & Trust Company
 Andrea Paladino

Bonnie Peritz & Perry Liberty
 Barbara & John A. Ramsdell, M.D.
 Ridgeway at White Plains HOA
 Johanna Safar
 Gregory J. & Hon. Beth N. Smayda
 Elizabeth Stanton
 Barbara & Bill Vrooman
 Alison & Rob Walsh
 Barbara & Barry Wenglin, M.D.
 Garry & Kim Wessel
 Names current as of 10/10/19
 *Denotes In-Kind

2019 Business Award Grand Prize Winners.



We are proud of our business community. Winners of the Grand Prize are eligible for our Business Awards Hall of Fame when they beautify their property for three consecutive years. See our website for other Business Award Finalists. www.WPBF.org.

GRAND PRIZE WINNERS:

MAJOR PLAYERS: 1 NORTH BROADWAY REALTY.
(*< to the left*) Owner: Ivy Realty

Ivy Realty created the "Living Wall" to make a large bare wall attractive and attention-getting. It may be the largest vertical garden in the U.S.

LOCAL SHINING STARS: VINTAGE,
171 Main St. Owner: Declan Farrell (*to the right >*)
A business along a strip of hard surfaces can make a big floral impact when it adorns its "public" face with an abundance of blooms and foliage.



(*< to the left*) **PLAYING TO THE CROWD:**
10 BANK STREET @MARTINE.
Owner: Empire State Realty Trust

A commercial center building can create an oasis in a concrete jungle with art and green spaces.

WPBF Needs You!

For more than 50 years WPBF has striven to make White Plains a beautiful city for residents, businesses and visitors with amazing results, but this dedicated, all volunteer group could use your help. Whether you enjoy event planning or have administration, accounting, photography or technical experience, editorial, marketing or social media skills, we need YOU!

e-mail: info@wpbf.org
for more information or to offer your talent to the cause. We would love to see you at our next board meeting.



Carlton

Longer Lasting Blossoms

This year 31,400 daffodils were delivered to WPBF and the City of White Plains DPW for planting in open areas around the city in connection with the Daffodil Project. Planting of five bulb varieties in and around the city began on Oct 7. As a group, these varieties, called the Long Lasting Amsterdam Mixture, will flower in early March to mid April and display an extended bloom period over two to four weeks. Once more the City of White Plains will be beautifully blanketed in yellow blossoms next spring.



Yellow Cheerfulness




Cassata



Durch Master



February Gold



**WERE RIGHT
HERE WITH YOU ...**

and have been for decades. Like you, we work and live here, and take an active interest in how we treat our neighbors. So if your family should ever need our family, remember that we're your neighbors.

**McMahon, Lyon & Hartnett
Funeral Home, Inc.**
(914) 949-7777
McMahonFuneralHome.com

White Plains Beautification Foundation, Inc.
P.O. Box 1614
White Plains, NY 10602
Return Service Requested

**Non-Profit Org.
U.S. Postage
PAID
White Plains, NY
Permit No. 222**

Three Gardens In Search of a Sponsor

Want to sponsor a Beautification garden? Three beautiful WPBF gardens with visibility and distinctive features are available to display your name, your company name or the name of a loved one.

The grand and restful Hawk's Water Cascade Garden in Lower Tibbits Park is seeking a sponsor to continue showering all with its beauty and splendor.

A pollinator-friendly display in Tibbits Park at Main Street is designed to attract bees and butterflies with



This beautiful pollinator garden, shown at its fall foliage peak, is seen by all who drive by Main Street on North Broadway. It awaits a sponsor whose name will be displayed among the blooms and butterflies.

its native plants and tall grasses. The garden to the side of City Hall serves as a civic enhancement to our downtown.

Contact our Adopt-a-Park chair, Jean Bello, at jeanmbello@gmail.com or 914-761-1391 to learn about sponsorship.

SAVE THE DATE:
Arbor Day - April 26, 2020