

White Plains Beautification Foundation, Inc. Beautification News

Fall/Winter 2020

Volume 43, Number 1

THE YEAR OF THE PAUSE



This has been an unusual year. Most activities, including those in which WPBF participates, have been postponed, cancelled or reimagined. This is a year that everything has changed in a strange way. It may seem as if there is nothing for WPBF to report since nothing has happened. Not so.

We engage in making White Plains not merely pleasant, but a spectacularly beautiful place to live, to work, to play, and even to just pass through on the way to somewhere else. Based on this criteria,

we had a successful and productive year. Our sponsored gardens bloomed profusely due to the efforts of the nurseries that carefully tend them. The garden beds we maintain and the gateways to our city welcomed us in a continual pageant of colorful blossoms, dazzling daffodils and lush greenery. We can proudly report that our gardens brought comfort, joy and delight to one of the few activities that was not terminated during the pandemic; taking a walk.

Like most organizations, our board of directors were able to meet via online platforms, keeping us socially distanced while we shared information, brainstormed ideas and planned activities. We were therefore able to hold our annual fundraiser, aptly named the unGala, as an online webinar. Our daffodil project continued to add bulbs to existing sites and new beds were dug that will bring up delightful yellow blooms this spring. But even more was accomplished. Our desire to turn the green space in front of City Hall into a pollinator friendly habitat was realized. Articles about these activities can be found within the pages of this newsletter.

Most importantly, we maintained the loyal support of those who appreciate the benefits that WPBF brings to the city of White Plains. We gained new members, reached our fundraising goals and inspired homeowners and businesses to bring appeal and joy to the city by their own beautification efforts. As we look back, we recognize that, in a year in which many activities were stalled, we were not put on pause. Park while out for a walk with owner Brian Givney



Goldendoodle, Lulu, enjoys the flowers in Tibbits

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In-Memoriam

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

Thomasina Petrone December 10, 2019

Jacquelyn Pirri May 21, 2020

Richard S. Hendey, Jr. May 16, 2020

> Fredric Strauss April 24, 2020

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:

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

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Peter G. Wilcox



PRESIDENT'S LETTER

WHITE PLAINS BEAUTIFICATION FOUNDATION



Dear Friends,

What an exciting, turbulent, and strange time 2020 has been for all of us! Yet, in spite of your own circumstances, you have reached into your pockets and supported us very generously with larger or more frequent contributions. You have done this, we believe, because you truly support our mission to make White Plains beautiful and you all know how important that is to our mental health during this coronavirus pandemic. For all of us WPBF volunteers, it is a labor of love, and an honor to perform it.

This has been a year of challenges, including cancellation of annual events, such as the St. Patrick's Day Parade, where WPBF participates in full daffodil regalia; Arbor Day, when we support our schools, and our Adopt-A-Park Breakfast, where we show our appreciation for all our garden sponsors: businesses, individuals, our nurseries - Amodios, Gedney, and Ridgeway - and the WP Department of Public Works.

Even so, nature had its way while we were reacting to a new world: spring brought forth its splendor and our 31,000 daffodils bloomed spectacularly all over town, followed by our nurseries' tulips and other spring plantings, giving everyone who came out to see them a tremendous lift.

But we were worried that our nurseries might be unable to plant for the summer growing season. Fortunately, that was not the case. Planting was a little late, but our gardens displayed their lushness in spite of a terribly humid heat wave.

Thanks to Zoom, WPBF was able to continue its work. We met virtually and changed our on-site Gala plans to our recent September 17th unGala webinar. We thank you immensely for supporting it as enthusiastically as you have with contributions and ads placed in this Newsletter. Of course, you are showing your gratitude to all White Plains Essential Workers whom we are honoring. I think every one of us has been touched by the sacrifices of medical and support teams, city services personnel, food and transport workers, and those among them who succumbed to Covid 19, who help us carry on some semblance of normal living. To help us honor and remember these heroes, not only did we adorn our garden signs with purple ribbons, but, with the help of Mayor Roach and the DPW, we are dedicating a re-envisioned City Hall Garden to these heroes. We are planting natives there to encourage our residents to develop their own Pollinator Pathways gardens, as you have been increasingly doing.

Those of you who responded to our requests for your e-mails have been receiving monthly newsletters online, to which you've reacted positively. We would like to reach more of you this way, so please be sure to send your e-mail addresses to terrhanson@optonline.net. Please visit our website, www.wpbf.org, to enjoy the beauty and information it has to offer, including the latest garden pictures and a Daffodil Project page. By the way, our daffodil bulbs from Holland are arriving at the Gedney Recycling Center for early October planting. Oh, and yes, please continue your much-appreciated support and consider joining us as a volunteer.

With deep gratitude,

Mary ann DeRosa

Mary Ann Derosa President

ARBOR DAY THE WPBF WAY



Did you ever climb an apple tree, sit cozily in the crook of a heavy branch and enjoy its fruit? When we plant a tree, we plant hope and, sometimes, a snack.

Arbor Day isn't like other holidays as it proposes for the future. The first Arbor Day took place in 1872 when it is said that Nebraskans planted 1 million trees. It started as a national holiday, celebrated on the last Friday in April, but has become an international holiday, celebrated during planting seasons throughout the world. Its purpose is to educate children about trees and to glorify their importance.

WPBF commemorates Arbor
Day with an annual tree planting
rotating among 10 public schools
in the city, a collaboration
between the WPBF, the city and
our faithful friend and advisory
board member, Pat Laidman of

the Davey Tree Expert Co. He not only plants and maintains our newly planted tree each year, but also sends our children home with a tree seedling to plant in their own yards.

Students participate in the creative part of our program by writing and/or singing songs about trees, writing poems and creating artwork. At White Plains High School, we've had Advocates for the Earth, the Songwriters Club and the band and chorus in our program. Since 2011 Mayor Thomas Roach has presented each school with a proclamation from the city; the White Plains Department of Public Works presents a Tree City USA flag that the school flies for one year.

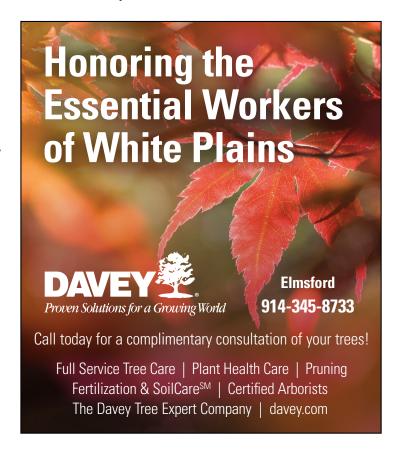
We often memorialize or honor a person. We have planted kousa dogwoods, sugar maples, a blue spruce and a river birch, among others. We will strive to plant native trees moving forward.

Kathleen Masterson chairs WPBF's Arbor Day Committee.

Your amazing flowers in the downtown parks made dealing with Covid a life changer.

Thank you so much.

Laura S.



THIS BLOOMING CITY - 30 YEARS ON THE AIR



Marie Silverman Marich in the studio control room of White Plains Community Media

In 1989, WPBF President Beth Wallach attended a workshop called "Publicity for Your Organization." Although WPBF had been making our city beautiful since 1965, "we didn't get enough support or exposure in those days," recalled Beth.

She had already attended a Cablevision workshop and learned some production techniques, including how to use a video camera. In an agreement with the city, cable access network White Plains Community Media set up a studio at our Library under the direction of Cable Chairman John Taddei and Executive Director Fredric Strauss.

This Blooming City (name courtesy of late board member Patricia Terhune) was born on June 4, 1990 with our Beth at the helm. Her first guests were founders Brian Wallach and Marjorie Priestley. Beth did much of the location camera work herself and developed a passion for videotaping.

The show focused on the Foundation and its intrepid members who visited Paris and other European cities on "Urban Odysseys" to bring back ideas about design, urban planning, and architecture.

Over her 22 years as host of TBC, Beth produced shows on a range of topics, but her favorite remains "Sunday in the Park," which is re-run several times each spring and summer.

It features some board members and their children (now adults themselves!) gamboling around Tibbits Park in period clothes, acting out vignettes to appropriate music.

And speaking of music, our themes have mostly been the compositions of White Plains's own musical superstar, Percy Grainger (1882-1961), a renowned Australian composer who adopted our city as his home. "Country Gardens," perhaps his most famous work, has been TBC's opening and closing theme for several years. Check out our latest spring/summer show which features actual performances by Grainger himself.

When Beth retired in 2012, Deb Speed, Blaine Levenson, and Claudia Doherty graciously agreed to assume hosting duties with WPCM team of James Kenny, Keith Baker, and Rita Santos providing professional expertise. Our studio has moved back to the Library from 4 Martine Avenue.

Today, TBC is the longest-running, continuously-produced and –hosted local show on WPCM and is hosted by former WPBF co-President Marie Silverman Marich. Besides our upcoming season, we have an archive of over 60 shows on topics from local history and events to gardening, from the environment to people making a difference in our community.

As we say on TBC, "Have a blooming day every day in every way. Thanks for tuning in to This Blooming City!"

Marie Silverman Marich is the current host of This Blooming City

We invite you to tune in to TBC any time by visiting our website at wpbf.org. TBC also runs on Saturdays at 6:30 PM and Sundays at 10:30 AM on FIOS 45 and Cablevision 76.

Congratulations to our cable TV show

This Blooming City

and current host Marie Silverman Marich on 30 years of service on White Plains Community Media.

TBC is the longest-running, continuously-produced and hosted local show on the network!

With special thanks to Beth Wallach, founder and longtime host, the team at White Plains Community Media, and our terrific guests and viewers.

We have an archive of over 60 shows, so catch up with TBC any time at wpbf.org or tune in on Saturdays at 6:30 PM and Sundays at 10:30 AM on Fios Channel 45 or Cablevision Channel 76

And remember to have a blooming day every day in every way!

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& Carla Nolletti of Gedney Farms Nursery.

City Hall's frontage was transformed this summer with a newly installed garden honoring White Plains essential workers thanks to a collaborative effort among the White Plains Beautification Foundation, Mayor Thomas Roach, the city's Department of Public Works and Gedney Farms Nursery. The garden was dedicated during the Foundation's unGala, held as a Zoom webinar September 17, to all the city's essential workers, living and deceased — doctors, nurses, all levels of hospital staff, public-safety personnel, city officials, grocery store employees, food delivery workers, mass transit operators and all those who continued to work despite great risk to themselves and their families — for their commitment, compassion and bravery during the Covid-19 pandemic.

With the focus on native plants to provide a haven for our indispensable pollinators, local nursery Gedney Farms was awarded the contract and proposed a site plan based on input from WPBF President Mary Ann DeRosa and WPBF Garden & Landscape Chair Deborah Donahoe, with suggested plantings from Pollinators of White Plains and Nancy Giges. DPW Commissioner Rick Hope and Deputy Commissioner Stefania Mignone offered help clearing the site and provided 18 yards of compost to enrich the existing soil. Work began in early September under the supervision of Highways Superintendent Angelo Finateri.



The design includes a border along the wall, three separate beds on the lawn and an urn placed on each side of the main entry steps to City Hall. Plants include *Viburnum dentatum* 'Autum Jazz' (arrowwood viburnum), *Kalmia latifolia* (mountain laurel), *Tiarella cordifolia* (foam flower), *Osmundastrum cinnamomeum* (cinnamon fern), *Astilbe* 'Younique Silvery Pink', *Ilex glabra* 'Compacta' (inkberry/holly family) with the intention to incorporate more native plants as the garden matures.

WPBF thanks Mayor Roach for his enthusiastic support of this project and his commitment to the Pollinator Pathway initiative, and to all who played a part in the creation of this garden. This garden is dedicated in perpetuity to White Plains Essential Workers.

PURPLE RIBBON CAMPAIGN

Every year for the past 55 years, WPBF has been serving the public by planting gardens which we hope help to lift the spirits and gladden the hearts of all who leisurely walk through the parks or hurry by as they run errands or commute to work. And, as proud as we are of our volunteers' steadfast efforts to accomplish this task, we are humbled by the heroic efforts of all the essential workers who have been on the front lines caring for the sick, ensuring the smooth operation of all city services, protecting the public, delivering our groceries and organizing food distribution centers for those in desperate need, as well as all the hospital support staff during the coronavirus pandemic.



To show our support for these brave souls and to memorialize those who have lost their lives to the virus, every signature WPBF garden sign is adorned with a purple ribbon and we ask that when you see these purple ribbons, you might say a quiet prayer if you're so inclined, or simply lift up some good thoughts in honor of these selfless men and women and in memory of those who will be forever missed.

Further, both our 2020 WPBF unGala and a newly installed garden will be dedicated in perpetuity to honor and memorialize these same individuals. We encourage you to tie purple ribbons in your own garden, trees or fence posts to show your support. Please visit our website in the next few weeks for more information. Meanwhile, we hope you and your families remain healthy and safe.







VIRTUALLY YOURS



Hon. Ben Boykin, chairman of the Westchester County Board of Legislators, Hon. Tom Roach, mayor of White Plains, and state Assemblywoman Amy Paulin present at WPBF's unGala webinar.

On Thursday, September 17, WPBF held its first ever unGala, an online event during which we heard from officers in our organization and our public officials and gave tribute to our honorees. Unlike years past, our planning did not entail choosing colors for table linens, designing centerpieces, selecting dinner entrees or soliciting local businesses for silent auction items. Instead we explored how to hold our largest annual fundraising event in an entirely different way. Our attendees joined us from the comfort of their own homes at this online program. We are proud to declare the effort a success.

In appreciation of their sacrifices, we honored White Plains essential workers for their selfless service and those who have died during the COVID-19 pandemic. Our public officials pronounced their heroism

in proclamations and citations presented to WPBF at the virtual event.

This newsletter contains many of the ads usually carried in the Gala's program.

A recording of the unGALA can be viewed by going to our website, WPBF.org, and clicking on the homepage link; View our unGALA webinar.



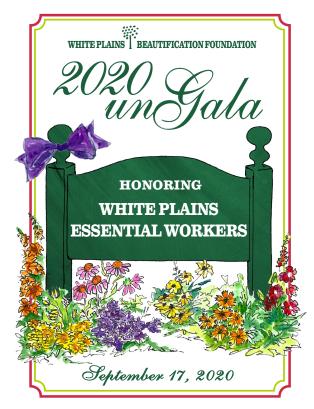
Joanna D'Addario, Mary Ann DeRosa, Jean Bello, Deborah Donahoe

It was an honor to be joined by our elected officials who provided words of encouragement at our unGala.

Our Sincere Thanks to:

NY State Senator Shelley B. Mayer
NY State Assemblywoman Amy Paulin
Westchester County Executive George Latimer
Westchester County Board of Legislators Chairman Benjamin Boykin II
White Plains Mayor Thomas Roach

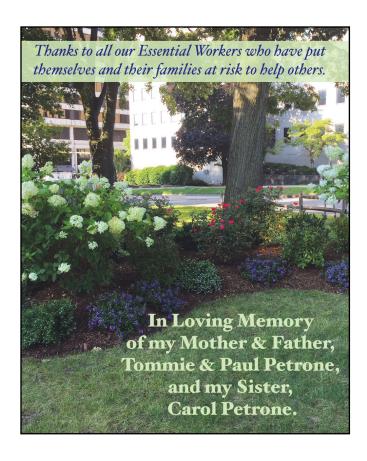




THOMASINA S. PETRONE **JULY 13, 1928 - DECEMBER 10, 2019**

WPBF lost one of our own this past year. A long-time board member, former officer of the board and dear friend, Thomasina Petrone, affectionately known as Tommie, passed away December 10, 2019 at 91 years old. A genuinely selfless woman, Tommie loved and was proud of her family, her career as a nurse and the city of White Plains. She was a staunch advocate of White Plains Beautification Foundation and was a major sponsor of Julia's Garden, named in memory of her mother Julia Gardella Scatena, and Paul Petrone & Carol Petrone's Garden, named in memory of her husband and her daughter. Both gardens are located in Tibbits Park.

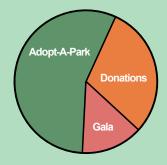
Tommie's exuberance and wit, her devotion to White Plains and her gardens, will be missed by all who knew her.



FINANCIAL REPORT WPBF Funds for 2019

2019 Income: \$243,084

Adopt-A-Park program (56%) \$136,008 Annual Gala event (14%) \$33,505 General donations (30%) \$73,571



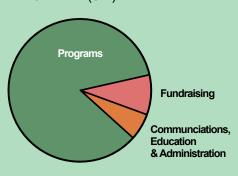
2019 Expenses: \$198,234

Programs: Garden Planting, \$168,495

Care & watering, Schools Garden Programs (85%)

Fundraising incl. Gala (9%) \$18,801 \$10,938 Communications,

Education & Admin (6%)







DAFFODILLY DAYS

The Daffodil Project sponsored a daffodil give-away day at the White Plains Farmer's Market on Court Street on October 14.

Free bags of 25 bulbs were given to White Plains' residents who signed a promise to plant the bulbs in a sunny spot in White Plains during October/ November 2020.

Our goal is to plant 500,000 daffodils throughout the City of White Plains in order to beautify and renew every neighborhood.

Already 10,000 have been planted.

McMahon, Lyon & Hartnett Funeral Home, Inc. 491 Mamaroneck Ave White Plains, NY 10605 (914) 949-7777

www.mcmahonfuneralhome.com

President
Marie F. McMahon

Licensed Manager Timothy W. Buckley



Proud Supporters of White Plains Beautification



Can you:

- Help boost our social media presence?
- Write an article on WPBF events?
- ◆ Find new ways to promote membership?
- Encourage sustainable gardening practices with Pollinators of White Plains?

Then come join one of our committees!

Contact us at info@wpbf.org

White Plains is truly a 'Blooming City.'
Thank you to everyone.

Barbara R.

THANK YOU TO OUR ADVERTISERS!

To all the members of the

WHITE PLAINS BEAUTIFICATION FOUNDATION

Our heartfelt thanks and sincere appreciation for your help in keeping the City of White Plains so beautiful.

A special thank you to all the

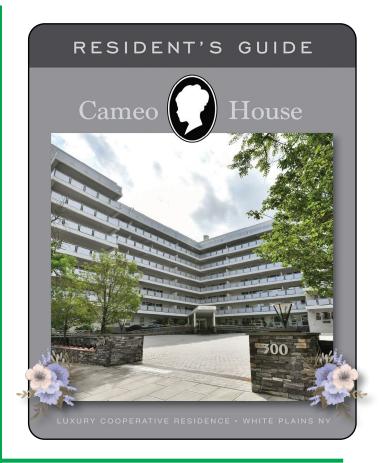
WHITE PLAINS ESSENTIAL WORKERS

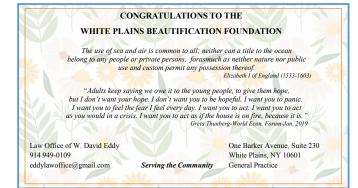
You are true heroes and should be recognized as such. Stay safe!

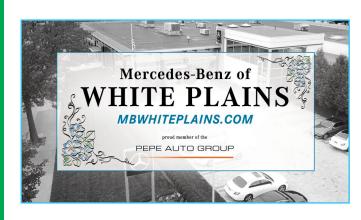




RIDGEWAYGARDENCENTER.COM & MORANOGROUP.COM



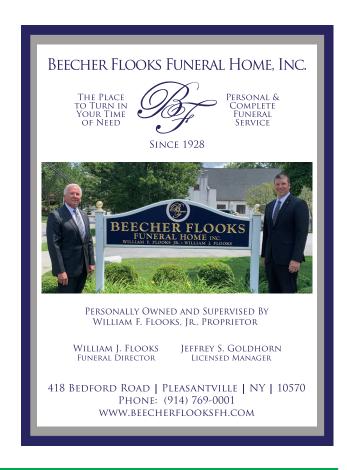


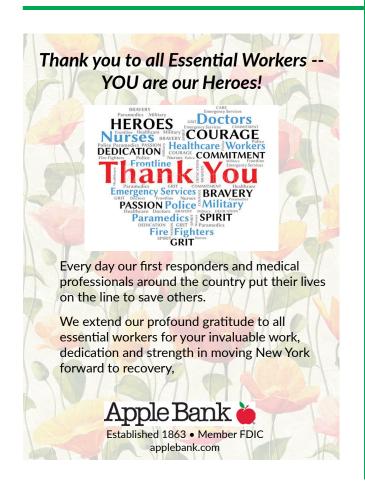


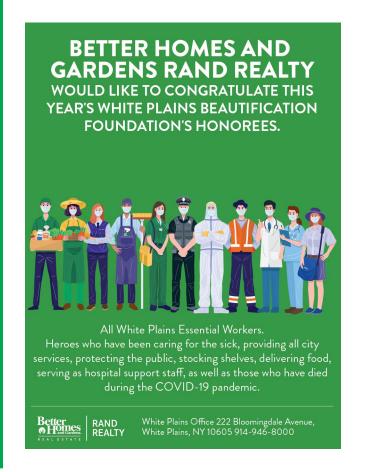




In loving memory of
Syd and Jan McNally Silverman
and their many years of
steadfast volunteer commitment to
White Plains
Beautification Foundation
and its mission of making
White Plains a splendid place to
live, work and play
With love and gratitude from
The Marich Family























Thank You to the White Plains Beautification Foundation for Keeping White Plains Beautiful



GINSBURG DEVELOPMENT COMPANIES LLC





Congratulations to the White Plains Beautification Foundation, Inc. &
Thank You to Our Essential Workers



Hon. Thomas Roach, Mayor
Hon. Nadine Hunt-Robinson, Council President
Hon. Justin Brasch, Councilmember
Hon. John Kirkpatrick, Councilmember
Hon. John Martin, Councilmember
Hon. Victoria Presser, Councilmember
Hon. Jennifer Puja, Councilmember











With deepest gratitude to all our White Plains Essential Workers.

May our City Hall Garden remain a perpetual tribute to you.

Mary Ann DeRosa President, WPBF

Thank You

tΩ

our White Plains Essential Workers

and

The White Plains Beautification Foundation

for Making our City Beautiful!

O'CONNOR MCGUINESS CONTE

DOYLE OLESON WATSON & LOFTUS, LLF

One Barker Avenue, Suite 675

White Plains, New York 10601

(Serving the White Plains Community for over 50 years)







Brian Wallach Insurance Agency since 1949 One North Broadway – Suite 206 White Plains, New York 10601 914-949-0000

Bouquets to all the Essential Workers of White Plains.

We will always remember you each time we pass
by the new garden in front of City Hall,

created by WPBF in your honor.





Love... all that

The White Plains

The White Plains
Beautification Foundation

Does for our great city!

Thank you for recognizing the contributions of our

White Plains Essential Workers

Our gratitude to all!

The Devine Family



Thank You

White Plains Beautification Foundation

for making White Plains a beautiful place to live and for recognizing the value our Essential Workers add to the quality of our lives.

The Woman's Club of White Plains

Over a century of commitment to our community!

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

RETURN SERVICE REQUESTED

GARDENS IN NEED OF SPONSORS

This year more people reached out to us to express their gratitude for our gardens than ever before. Perhaps it is a matter of appreciating the little things in life when it seemed that our lives had been turned upside down. For many, the gardens came to symbolize hope and triumph during a time of despair, loneliness and even fear.





Several of our gardens in Tibbits Park on North Broadway are in need of sponsors. Would you help us spread the joy by joining the Adopt-a-Park Program? Please contact Jean Bello for more information at jeanmbello@gmail.com or 914-584-1650.

Hawks Water Cascade
Westchester Avenue/Lower Tibbits Park

Oval Garden in Tibbits Park (North of Main Street)

One of the Civil War Monument gardens (South of Main Street)

Garden to the right of the Fountain along the Main Street curb

(sponsored in part by Brian Wallach Agency, this garden is in need of a second sponsor who would be entitled to a sign facing Broadway northbound traffic.)