

White Plains Beautification Foundation, Inc. Beautification News

Fall/Winter 2022

Volume 45, Number 1



This garden begs to be adopted.

MAKE ME YOURS

You can claim a sign of your own on this beautiful WPBF garden as an Adopt-a-Park sponsor. This highly visible site sits on the southern end of the triangle where South Broadway and Westchester Avenue intersect. A sponsor sign would be visible to motorists and pedestrians who pass this breathtaking display. One side of the triangle faces Tibbits Park and Hawks Water Cascade. Colorful blooms fill the entire site on three sides throughout the growing seasons.

To inquire about this or other gardens up for adoption,
contact Jean Bello at jeanmbello@gmail.com

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In Memoriam

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

Greta F. Cohan

August 1, 2021

P. Gilbert Mercurio

September 27, 2021

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October 4, 2021

Julian Cohan

December 18, 2021

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December 22, 2021

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Francine Margaret Croughan

June 30, 2022

Clarence C. Strowbridge

August 13, 2022

Jeffrey M. Rainer

August 14, 2022

We are all deeply saddened by the loss of
Fran Croughan, former Deputy Commissioner of
White Plains Dept. of Recreation & Parks.

Fran supported us both professionally and personally as
a business advisor and a good friend. Those interested
in donating to The Fran Croughan Lifeguard Scholarship
Fund are asked to write a check payable to the
Friends of the White Plains Youth Bureau.

Please be sure to specify on the memo portion
of the check that the donation is for
The Fran Croughan Lifeguard Scholarship.

Please mail the check to:
Attn: Frank Williams, Executive Director
Friends of the White Plains Youth Bureau
11 Amherst Place
White Plains, NY 10601

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

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

**WHITE PLAINS
BEAUTIFICATION
FOUNDATION**



Dear Friends,

As I look back on our incredible 2022 growing season, through its extended heat and lack of rain, I can only be grateful for the continued support of our White Plains Beautification Foundation. Your letters and notes and donations have sustained and inspired us and kept our gardens maintained. Please know how appreciated these communications have been, especially as we have been winding down from the Covid pandemic.

Special thanks are in order for the city itself - to Mayor Tom Roach and the unfailingly helpful Departments of Public Works and Parks and Recreation and to their leadership, Commissioners Stefania Mignone and Wayne Bass, and previous Commissioner of DPW, Rick Hope, whose cooperation and manpower (Victor Cotini and his ever-willing crews) have been invaluable and without whom we could not function, as well as our elected officials at the county, state, and federal levels, who have always responded when we called. And where would this organization be without our nurseries: Amodio's, Gedney Farms and Ridgeway. Not to mention our creative and involved founders, Beth and Brian Wallach, who provide us with their moral, experiential and monetary support.

I must thank our own WPBF volunteers who always rise to the occasion, whatever that may be, from marching in parades, participating in White Plains Farmers Markets, holding our annual donor breakfasts and supporting our Galas. Speaking of which, with COVID on the wane, we fully anticipate that we will hold a Gala in 2023.

As we did this past year, we continue our interest in becoming more involved with our local communities within the city. As an example, Truck Day gave us ample opportunity to be introduced to new friends. It was a beautiful day at the City of White Plains Gedney yard facility this past September and many families turned out. This gave us not only an opportunity to meet them, but to involve their children, some of whom we'd love to join us one day.

Our recent special projects include the design of a garden at Percy Grainger House, which was successfully executed by our talented and devoted members, as well as the Daffodil Project, brought to us by our own daffodil lady, Joanna D'Addario. Over the years, our bulb plantings have blanketed White Plains with golden daffodils each spring!

With that, let me extend to you all a wonderful holiday season!

Mary Ann DeRosa
President

WPBF GETS BACK TO BUSINESS

Each year, for many years, WPBF has acknowledged the beautification efforts of our business community. This year, after a two-year break, we resume honoring those properties that are committed to keeping our city beautiful through good times and bad.



Dunne's Pub at 15 Shapham Place displays cascading flowers amid a variety of playful artifacts. Here is the winner in our Local Shining Stars category.



Under the category Playing to the Crowd, Via Garibaldi at 1 N. Broadway is recognized for its creative use of planters in bringing color and style outdoors.

Commercial sites, condominiums and co-ops, small and large local establishments, have kept our spirits up during these trying times. This year we recognize 16 properties supporting the beauty of our city through thick and thin.

The three grand prize winners are the Crystal Towers condominium, 20 Old Mamaroneck Road, as our Major Player winner; Dunne's Pub, 15 Shapham Place, as our Local Shining Stars winner; and Via Garibaldi restaurant, 1 N. Broadway, as our Playing to the Crowd winner.

Photos of grand prize winners are shown here. Thirteen other establishments received recognition as finalists. Visit our website, wpbf.org/events-wpbf/business-awards/, to view more information and photos.



Leading us in our Major Player category, Crystal Towers at 20 Old Mamaroneck Rd. provides us with a cheery welcome to passers-by.

~ In Loving Memory of Roland N. Barnes ~

**With appreciation and heartfelt thanks to
White Plains Beautification Foundation
for continuing to enhance and enrich the life
and beauty of our "City Within a Park"
during challenging times.**

Barbara & Barry Wenglin

WPBF PLUGGIN' AWAY AT FARMERS MARKET



Jacqui Bergonzi, Terry Hanson and Cecelia Spilotros present Native Plant Plugs given away by WPBF at the Farmers Market in May.

WPBF's day at the Farmers Market on May 11th was declared a great success! There were many people who came to get the native plant plugs and were eager to start planting. We shared our knowledge and exchanged our planting tips. Some folks showed their appreciation with a donation. By 2pm our supply was completely gone.

Our thanks go to Wayne Bass, Commissioner of White Plains Parks & Recreation, Jill Staffin, Site Manager of White Plains Farmers Market and the Department of Public Works staff for their great support and assistance.



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2022 ADOPT-A-PARK

Sincere Thanks to our Very Generous 2022 Adopt-a-Park Sponsors

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Ridgeway Garden Center*

POWER OF LEGACY

Thank you to our donors who have left charitable bequests to WPBF. We appreciate and value your gifts!

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Names current as of 10/29/22

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IT'S ABOUT TIME TO THANK OUR SPONSORS

Charles and Micaela Kelly Goldberger are long-time major Adopt-a-Park sponsors of WPBF. The garden they support is the very visible planter at the corner of Martine Avenue and Dr. Martin Luther King Jr. Boulevard in front of the White Plains Library. The planter is the base for the street clock dedicated to former White Plains Mayor Richard Hendy. The garden is creatively arranged with plants and seasonal decorations by Gedney Farms Nursery. Our thanks to the Goldbergers for sharing our mission of beautifying White Plains!



Micaela Kelly & Charles Goldberger at the AAP Breakfast.



The Library Clock Planter through the seasons.

ARBOR DAY



WPBF Arbor Day Chair Kathy Masterson and Mayor Thomas Roach unfurl the Tree City flag.

It was a beautiful sunny day on April 29 when WPBF celebrated Arbor Day at the White Plains Middle School Highlands campus after a two-year hiatus due to the Covid 19 pandemic.

Arbor Day Chair Kathy Masterson welcomed those in attendance after which WPBF President Mary Ann DeRosa presented the trees.

A black gum was planted in honor and memory of William C. Smythe III, a former math teacher at the Highlands School. Andrea DiCamillo, a current math teacher there, gave a beautiful tribute to Smythe.

An eastern red cedar was planted in honor of John M. Iodice, White Plains resident and the owner of Riemann Auto Body Shop in the city. Masterson gave Iodice's tribute. Many relatives of the honorees were present, as well as White Plains city officials and WPBF board members.

Mayor Thomas Roach presented the school with an Arbor Day proclamation, after which Public Works Commissioner Stefania Mignone gave the school a Tree City flag. Highlands Principal Ernest Spatafore offered a speech thanking the WPBF for hosting this year's event and expressed how proud the community was of its students.



Family, friends and co-workers of Williams C. Smythe III celebrate as the beloved teacher is memorialized with the planting of a black gum tree.



WPBF President Mary Ann DeRosa, Comm. Stefania Mignone, John Iodice, Mayor Thomas Roach, Kathy Masterson and Nick Wolff stand in front of tree planted in honor of John Iodice.

The best part of the program is always when the students participate. Music was performed by the middle school Jazz Band and Olivia Tuzel read a poem she wrote about the importance of trees.

Each year Davey Trees generously plants and cares for our Arbor Day trees and we thank them for their continued efforts.

Next year, WPBF will host Arbor Day at the White Plains High School on Friday, April 28, at 9 am. All are welcome, so mark your calendars. We would love to see you there.

- Kathleen Masterson, Arbor Day Committee Chair

LOSING AN INNOVATOR

John Vrooman, 57, beloved son of Barbara and Bill Vrooman, was a young, eager member of our WPBF Associates group back in the days when his mom was president of the foundation. He was the most personable, funny guy you ever met. He was whimsical and witty and always ready to laugh.

It was the 1990s and John was 20-something and full of ideas and suggestions for WPBF's coming-of-age, "Why not give donors another option for payment". Thus began WPBF's association with PayPal. Thanks, John!

THIS 2022 APPEAL LETTER WAS MAILED TO ALL OUR SUPPORTERS

Dear Loyal Supporter,

All of us at White Plains Beautification Foundation, along with the residents of and visitors to our fine city, owe you a debt of gratitude for your support each year. Because of your generosity, nearly 70 gardens enrich our lives, lift our spirits and enhance our property values.

We pride ourselves on being an all-volunteer organization. No member of our board draws a salary and only five percent of our annual budget is used for administrative costs.

As you are all aware, most of our personal expenses – groceries, rent, gasoline – have experienced a sharp increase recently. White Plains Beautification Foundation has not escaped this phenomenon. This past year our budget has been burdened by increases in the cost of plant materials and (would you believe?) water. In order to maintain our gardens – especially during the record-breaking heat we experienced this summer – frequent watering is crucial. Expenses associated with watering include the water itself, labor, truck maintenance and fuel to power the trucks. As the nurseries we employ have seen an increase in these expenses, it is inevitable that their customers will shoulder some of that burden.

As a result, our operating expenses have seen a 36 percent increase in 2022! We are committed to providing the same level of service we have always striven to achieve and to not abandoning any of our current gardens due to budget constraints. But we need your help. We understand your own budgets are strained in this economic climate, but we hope you may be able to spare something to help us meet ours.

We know our gardens will soon be put to bed for the winter; but we also know that parklets of tulips, daffodils and irises will delight us again next spring and that the summer gardens will enhance our city once more . . . with your help.

We thank you in advance for your consideration, your support and your generosity.

With much gratitude,



Mary Ann DeRosa
President



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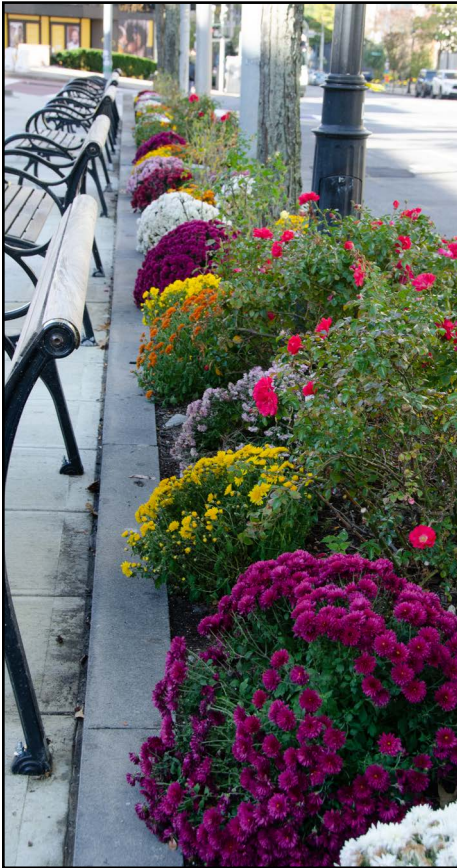
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BANKING ON BEAUTIFICATION

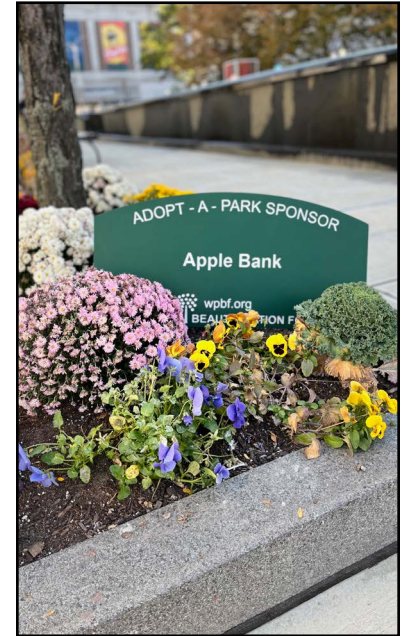


Apple Bank is one of our newest sponsors. Their garden is on Main Street between Court Street and Mamaroneck Avenue next to Renaissance Plaza in downtown White Plains. We are delighted to add to the beauty of this walkway with blooms and flowering shrubs.

Welcome to our family of AAP sponsors, Apple Bank!



Sylvia Lopez, Assistant Vice President, Branch Manager, Apple Bank, 33 Mamaroneck Ave., and Jean Bello, WPBF Adopt-a-Park chair, at the garden location on Main Street at Renaissance Plaza.



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A TRIBUTE TO ALFRED “BUD” GATES

Father of seven, husband of the late Mary, Bud Gates was a WPBF board member and treasurer for many years. Everyone enjoyed working with him. He served in the Navy aboard the USS Rombach, a destroyer escort, and was stationed in the Philippines and Okinawa. The Boston native was an avid sports fan, especially of the Red Sox and Patriots. His summer home on the shore of Lake Winnepesaukee, NH, was the large family's special retreat, where visitors claimed it reminded them of the movie "On Golden Pond." A great friend whom we truly miss.

GARDEN QUIZ

Can you identify the location of these gardens?
See bottom of Page 26 for Answers.



THANKS FOR YOUR GARDEN!

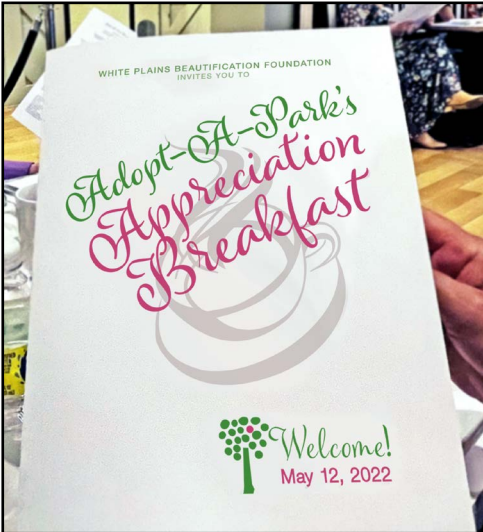


We love our gardens and so do our residents. WPBF volunteers help identify residential gardens that enhance their properties with blooms, shrubs and beautiful pots filled with annuals and perennials that bring splendor in their season. The homeowners receive a heartfelt “thank you” in the form of a beautiful post card designed by Peter Wilcox.

Help us find more lovely gardens during the growing season by reporting them to us at info@wpbf.org or on our Facebook page: <https://www.facebook.com/wpbeautification>.

The owners of this bloomfull garden on Longview Avenue received a postcard of appreciation from WPBF for creating the lovely arrangement of flowers, grasses and shrubs, as well as a fountain.

BLOOMING AGAIN AT BLOOMINGDALE'S



White Plains Beautification Foundation officers, along with city and Westchester County officials, were finally able to thank our Adopt-a-Park sponsors in person at the 2022 Adopt-a-Park Appreciation Breakfast.

In keeping with a 23-year tradition, the event was held at Bloomingdale's La Provence Restaurant. Guests were treated to a delightful buffet of eggs, muffins, fruit and Bloomingdale's signature frozen yogurt, and each received a packet of beautiful botanical notecards designed by WPBF Associate Rose marie James as a token of our gratitude.

A highlight of the morning included remarks by WPBF Director and AAP sponsor Marie Silverman Marich of the Syd and Jan M. Silverman Foundation, who shared her thoughts about White Plains' past and present.

Thanks go to AKRF, DeRosa Builders and Alloy Printing for sponsoring the breakfast.

Contact Jean Bello at info@wpbf.org or (914) 761-1391 for more information on the Adopt-a-Park Program and how you can directly support one of the nearly 70 gardens enriching our city and maintained by WPBF.



Westchester County Parks, Recreation & Conservation Commissioner Kathleen O'Connor, County Executive George Latimer, WPBF Garden Chair Deborah Donahoe.



Jean Bello, Kate Collins, Alan Goldman, Comm. Stefania Mignone and Comm. Wayne Bass.



WPBF counsel Lucia Chiochio of Cuddy & Feder, Mayor Tom Roach and WPBF Treasurer Cormac Daly.



White Plains Council President Hon. Justin Brash, Westchester County Executive George Latimer and White Plains Councilwoman Hon. Vicki Presser.



WPBF President Mary Ann DeRosa with Lisa DeRosa (no relation) and Michael Panitz of DeRosa Builders attending their first Adopt-a-Park Appreciation Breakfast.

The G. Kent Hawks Water Cascade was featured on the cover of the Fall/Winter 2021 WPBF Newsletter. The article called out for the need of a new major sponsor. Lisa DeRosa stared at newsletter on her desk for days and finally responded to the words "Please Adopt Me" by calling Adopt-a-Park chair Jean Bello. Lisa and her husband Michael Panitz are now the generous sponsors of the beautiful water cascade and garden in lower Tibbits Park.

JEFFREY M. RAINER A FINAL NOTE

A great friend of WPBF, Jeff Rainer will long be remembered by many Gala-goers of bygone days as the handsome, amiable pianist in the sunroom at the Woman's Club after the dinner. This became an annual tradition. Jeff, a concert pianist, played requests while a few guests gathered around the piano singing old tunes and, yes, smoking cigars, women included. He played for us year after year, even after the smoking ban. Jeff and his wife, Iwona, were both very involved with WPBF for many years. Thank you, Jeff.



*Over a century of commitment
to our community!*

White Plains Beautification Foundation

*We thank you for working tirelessly
to make White Plains look
beautiful all the time.*



ST. PATRICK'S DAY PARADE MARCHERS

A chill in the air did not deter WPBF supporters from marching along Mamaroneck Avenue and up Main Street in the 2022 St. Patrick's Day Parade. We were warmed by shouts of appreciation from onlookers along the route and cheered by the comments of gratitude for our efforts in making White Plains a beautiful place to live and work.

The return to the St. Patrick's Day Parade after a two-year hiatus due to the pandemic was greeted with cheerful spectators not daunted by the rain. Proud marchers on foot, in cars and on floats waved to the crowds lined up along the route. Come join WPBF next year!



Mary Merenda, Sue Brennan, Pat Bernstein, Mary Ann DeRosa, Cecelia Spilotros, Kate Collins, Jean Bello and Kate Hohl get ready to march in the parade.



White Plains DPW truck, adorned with pots of flowers and "gold", lines up for the parade.



WPBF Founder Brian Wallach and Former President Beth Wallach ready to ride in style aboard Nick Wolff's convertible.



Comm. Rick Hope (now retired), Terry Hanson, Cecelia Spilotros and Mary Ann DeRosa in front of the DPW parade truck.



**Congratulations to
White Plains Beautification Foundation
for continuing to keep our city beautiful**

County Legislator Ben Boykin

THE OLD TAVERN



Built in 1801 and restored in 1963 by the Windham Foundation, the beautiful 14-room Grafton Inn is considered one of the best little inns in the country. Whether you are a summer person, an autumn leaf-peeper or a snow lover, put this one on your bucket list.

You can ask Beth or Brian Wallach. They have visited the inn over 100 times in 43 years! If you have attended our annual Gala, you may recall that a weekend at the inn is always offered as a chance. Past winners have written and called us to say how much they enjoyed their visits to the inn and the magical village of Grafton.

The tiny village, also restored by the Windham Foundation, is picture-perfect, and whether your agenda includes a walk in the forest, a snowshoe trek, cross-country skiing or just admiring your surroundings, there's something for everyone. Bikes and other equipment are available.

We didn't say anything about a spring visit, since April is mud season and the inn closes for major clean-up, repairs, etc. But May, assuming the snow's melted, can be lovely. Then, finally, summer arrives, and a dip in the pond is just the thing to do to work up an appetite for dinner in the inn's main dining room or in the more casual Phelps Barn. Outdoor dining on several patios is another option. One frequent visitor said she had the best lobster (huge/broiled) she'd ever tasted!

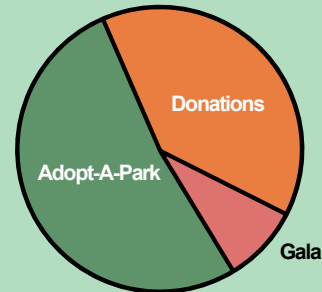
Our sincere thanks to The Grafton Inn and its manager, Angela Comstock, for such great generosity to us over the years.

FINANCIAL REPORT

WPBF Funds for 2021

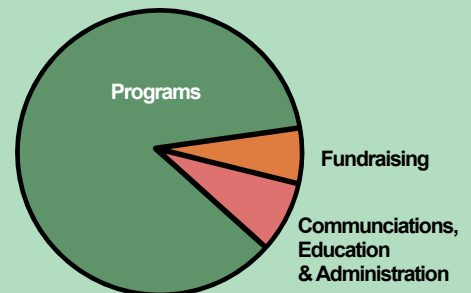
2021 Operating Income: \$263,415

Adopt-A-Park program (52%)	\$136,279
Annual Gala event (9%)	\$24,031
General donations (39%)	\$103,105



2021 Operating Expenses: \$173,134

Programs: Garden Planting, Care & watering, Schools Garden Programs (86%)	\$149,389
Fundraising incl. Gala (6%)	\$10,763
Communications, Education & Admin (8%)	\$12,982



THANK YOU FOR YOUR ADVERTISEMENTS & TRIBUTES!

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and its mission of making
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With love and gratitude from
Robert, Marie, Nicholas
The Marich Family



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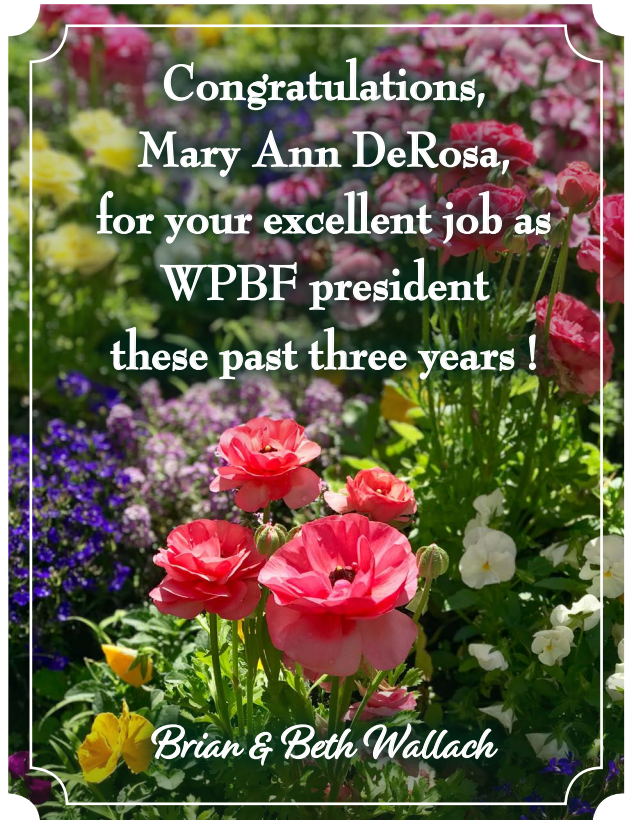
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**Congratulations,
 Mary Ann DeRosa,
 for your excellent job as
 WPBF president
 these past three years !**

Brian & Beth Wallach



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

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Contact us at info@wpbf.org

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Robin Wall Kimmerer, Braiding Sweetgrass: Indigenous Wisdom, Scientific Knowledge and the Teaching of Plants

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WEDNESDAY, DECEMBER 21 | 12:15PM

ANGELICA, Women's Voices Choir
offers music of the festive season
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GARDEN QUIZ (Page 13) ANSWERS

Photo 1

Whiskey Barrels on North Broadway

Photo 2

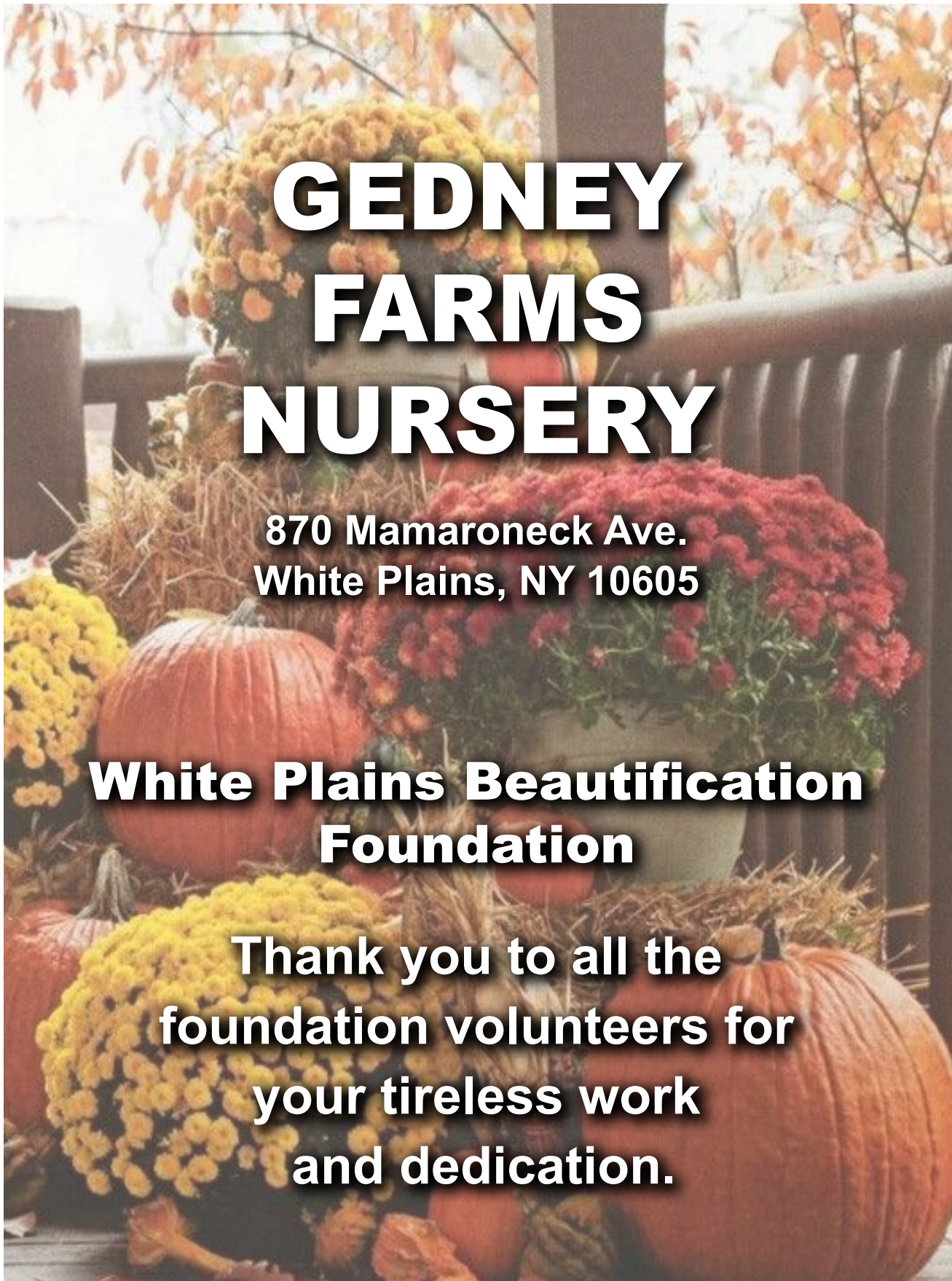
Tree wells on Mamaroneck Avenue, Gateway into White Plains

Photo 3

North Street Median Garden

Photo 4

Druss Park at Prospect and S. Lexington



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WELCOME ABOARD



WPBF welcomes the newest addition to the Adopt-a-Park family of gardens. The delightful plantings sponsored by The Gedney Association are found at the intersection of Richbell Road, Fairway Drive and Easton Avenue in the Gedney Farms section of White Plains. The garden is dedicated to Dr. Elsie Lahrmann, a long-time past board member of The Gedney Association who passed away in March 2019. Dr. Lahrmann was a lifelong resident of White Plains employed at one time by the city under the DeVecchio administration. She had a degree in homeopathic medicine and co-owned Walker Surgical Supply Co. on Post Road with her late husband, George. Her concern for the preservation and character of the neighborhood is embodied in the garden.