

the Stand

south side news

www.mysouthsidestand.com

Syracuse, NY

October 2013

issue 29

FREE

LIBRARY GIVES BACK

Beauchamp Branch
bustles with events as
it seeks new manager

tasty treats

Brighton Bakery
upholds traditions
with friendly business

Danforth's new leader

Dr. Ronardo Reeves is eager
to meet challenges ahead

Food Desert No More

Grand opening for fresh-food cooperative

NATURE NURTURES PUPILS



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**REPORTERS, EDITORS AND
PHOTOGRAPHERS**STUDENTS AT THE
S.I. NEWHOUSE SCHOOL OF
PUBLIC COMMUNICATIONS**SPECIAL THANKS
THIS MONTH**DEAN LORRAINE BRANHAM,
AMY FALKNER, VANIA MYERS,
DOUG WONDERS**CONTACT US**SOUTH SIDE NEWSPAPER PROJECT
(315) 882-1054
ASHLEY@MYSOUTHSIDESTAND.COMTHE STAND IS BASED OUT OF THE
SOUTH SIDE COMMUNICATION CENTER
2331 SOUTH SALINA STREET
SYRACUSE, NY 13205**DISCLAIMER**THE VIEWS EXPRESSED IN THE STAND ARE NOT
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MATERIAL THE STAND DEEMS ACCEPTABLE TO
THE PUBLICATION'S EDITORIAL PURPOSE AND
IN KEEPING WITH COMMUNITY STANDARDS.**COMMUNITY** | The long-awaited Eat to Live Food Cooperative prepares to open its doors to South Side residents, bringing fresh foods to the neighborhood.**COMMUNITY** | Beauchamp Branch Library is a rallying place on the South Side for educational programs for the youth and technology services for adults.**SCHOOL AND YOUTH** | A program called Nature in the City takes students from the Syracuse City School District for educational walks around their community.**FEATURES** | One of the oldest bakeries in Syracuse, Brighton Bakery keeps a family tradition alive with special techniques, homemade baked goods and personality.**SCHOOL AND YOUTH** | Danforth Middle School's new principal, Dr. Ronardo Reeves, plans to turn around a school that more students transfer away from than any other school.**ENTERTAINMENT** | A Friendly Five column shares memorable moments of the Soft Spoken Band and a fondness for the Starlight Band's musical versatility.

■ Cover photography of Ola Allen at Beauchamp Branch Library by Angela Zonunpari

CALENDAR | OCTOBER

What: Southwest Business of Music Seminar**When:** Saturday, Oct. 19, at 9 a.m.**Where:** Southwest Community Center, 401 South Ave.**More Details:** FeFe Entertainment is putting on a seminar in which managers, publishers and producers will give an intro on the music business. The seminar will feature special guest Kendall A. Minter, Esq.**Cost:** Free, but accepting donations**More Info.:** Visit FefeEntertainment.com**What:** Syracuse Neighborhood Action Conference**When:** Saturday, Oct. 19, 9 a.m. – 5 p.m.**Where:** Fowler High School, 227 Magnolia St.**More Details:** The mission of SNAC is to unify voices and increase influence as a community**Cost:** \$8 in advance and \$10 at the door. Checks are payable to Home HeadQuarters, Inc.**More Info.:** (315) 448-8100 or (315) 474-2489

Eight years ago, in 2005, I was teaching a reporting class at the Newhouse School at Syracuse University, and I was looking for an opportunity to get the reporting students off the Hill.

I had an epiphany when I looked out the window. There was the South Side, a neighborhood that seemed the perfect “laboratory.” So along with a colleague who signed on to collaborate, we sent more than two dozen students to the South Side to uncover stories and photographs of all kinds. They had a great time. Indeed, things turned out so well that we produced 5,000 print copies of a “newspaper” featuring the work, and we distributed them all over the South Side.

Then my colleague, John Hatcher, suggested we should cover the South Side regularly — and even produce a monthly newspaper. It was an intriguing idea, but it came and went, and so did John, who now teaches in Minnesota.

In 2008, however, the idea resurfaced, and we did it. (It took more planning than I ever dreamed, and almost two years to pull together all the pieces.) We produce the monthly paper, now, and a website, too, at mysouthsidestand.com. The Stand made its debut with the March 2010 print issue, featuring Syracuse Police Chief Frank Fowler on the cover.

Over time, we hired a director — Ashley Kang — to help us produce The Stand and coordinate community projects. Ashley turned over this space to me while she is on maternity leave, so I thought it was a good time to remind everyone about the roots of The Stand. Importantly, this project could not happen without the support of all the people who interact with our student reporters and photographers, as well as with the community correspondents we pay to contribute. It’s also important to keep helping our Community Advisory Board whenever they need a hand, and to keep buying advertisements.

The Stand does not ignore crime and other “negative news,” but because we’re a monthly publication we focus on other topics in the community that are often overlooked in the daily and weekly media. It is a true grassroots publication that features the voices of citizens — YOU.

A final word: Ashley will be back soon, but a big supporter of The Stand and our other community work, particularly on the West Side as well as the South, will not.

SU Chancellor Nancy Cantor is leaving at the end of the fall semester, and we will miss her. She and many others have quietly supported The Stand and made it a success and a product we are proud to produce. Thank you, chancellor, and good luck. And thank you as well to all the SU students and professors who contribute every month, to our board, and to you, our readers.

This just in: As this issue of The Stand was about to go to press, we received the good news that Ashley had a healthy girl, and both are doing fine. Watch for more baby details next month!

Steve Davis

Founder, The Stand
Chair, Department of Newspaper and Online Journalism
S.I. Newhouse School of Public Communications



> Lorraine Branham, dean of the Newhouse School, attends The Stand’s launch party in spring 2010. | Staff Photo

WRITE A LETTER TO THE EDITOR

Letters to the editor can be mailed to:

The Stand c/o Ashley Kang
South Side Communication Center
2331 South Salina St.
Syracuse, NY 13205

or emailed to:

The Stand’s director,
Ashley Kang, at Ashley@mysouthsidestand.com

All letters must be no more than 200 words in length and must contain the writer’s full name, address and contact information.

GRAND OPENING

Tuesday, Oct. 15
10 a.m.

Hours

Monday through Saturday
8 a.m. – 8 p.m.
Sunday 10 a.m. – 6 p.m.

Membership

\$100 lump sum
or
\$105 in a monthly
payment plan (minimum
of \$10 per month)

Workshops

Cooking classes and
gardening demonstrations
are planned

COME TOGETHER

Food co-op encourages community collaboration, healthy living



> Eat to Live Food Cooperative will offer shoppers a long-awaited, nearby place to buy groceries. | Joe Infantino, Staff Photo

By | Joe Infantino
Urban Affairs reporter

Co-op will provide cooking and gardening classes, fresh produce to community members

South Side resident Howie Hawkins has long considered his neighborhood a “food desert” — largely lacking grocery stores that carry fresh produce and other healthy food. But that’s about to change.

After years of planning, the Eat to Live Food Cooperative is scheduled to open Oct. 15.

It will provide South Side residents a place to buy fresh food locally, said Hawkins, who is secretary of the co-op’s board and the Green Party contender for the 4th District City Council position. A ceremony the morning of opening day will be attended by Syracuse University Chancellor Nancy Cantor, who played an integral role in securing grants for the store’s construction.

The co-op, located at 2323 S. Salina St., shares a stretch of road with the South Side Communication Center, which is a meeting space for community organizations and workshops, and with Home Headquarters, Inc., a not-for-profit organization that rehabilitates city housing.

“We will be bringing not just fresh food to the community, but also fresh, healthy education to the community,” said Jim Diamond, the co-op’s general manager. “We’ll do so through chef demonstrations for our membership, children’s cooking classes and gardening classes. We want to show a healthier eating and living process to the community.”

The concept of a food co-op is explained by Shirley Rowser, president of the co-op’s board. The main distinction between a co-op and a typical grocery store is the opportunity to buy a membership that offers benefits for shopping onsite, she said, although a membership is not required to buy from the co-op. The membership program is similar to that of other food co-ops, such as the Syracuse Real Food Co-op located at 618 Kensington Road, about two miles north of the South Side on the outskirts of the SU campus.

“The difference from other places is that we are not working for a profit like a business would,” she said. “We’re working for a profit towards the members. They get any additional benefits.”

To become a member, customers must pay a \$100 membership fee, which can be paid in one lump sum or through a monthly payment plan that carries a one-time \$5 fee, totaling \$105.

“We will be bringing not just fresh food... but also fresh, healthy education.”

— Jim Diamond

Membership gives shoppers access to occasional discounts, such as “buy one get one free” deals, as well as end-of-year refunds, she said.

Because the co-op is not out to make a profit, anything that does not go to the cost of operating the store will be given back to members as a patronage refund, Hawkins said.

The money will be redistributed in proportion to the amount of money customers spend on groceries. The more often a member shops, the more money he or she receives at the end of the year.

“It’s like getting your tax refund,” Hawkins said.

Members also are given a degree of control over the big-picture operations of the co-op, he said. They can vote on issues such as whether to acquire different food products or to adopt policies brought to them by the board or generated by members, he said. And once a year, members will vote for a new board of directors.

As the grand opening approaches, the board and management team members are taking care of last-minute business, Rowser said. They are obtaining equipment, gear and food products — mostly vegetables from local farmers — and training the staff. Rowser said there will be eight workers: a general manager, an assistant manager and six staffers to stock the store and operate the cash registers.

Scott Pierson, the deli manager at the Syracuse Real Food Co-op, shares one piece of advice for the Eat to Live Food Cooperative staffers as they prepare to open: Cater to shoppers with attentive customer service to bring them back to the store.

“For little guys like us, that’s the main thing,” he said. “The best possible service is the key because it creates the best shopping experience possible, and that keeps customers.”



> Plans for the co-op were on display at the groundbreaking event. | File Photo

Make college dreams real

say **yes...**



To putting Syracuse City School District students on the road to success.

To offering a college tuition guarantee to city students.

To building an educated workforce, so local companies can grow and prosper.

To a stronger, more vibrant Central New York economy.

Syracuse is taking the lead in urban education. It’s the first community in the United States committed to making sure all public school students can afford and succeed in college. Through the Say Yes to Education program, Syracuse University is joining with the Syracuse City School District and others to make college dreams real.

To find out what Say Yes to Education means for you and your family, go to sayyessyracuse.org, or call **315-443-4260**.

SYRACUSE UNIVERSITY: Scholarship in Action



LIBRARY SERVICES

Beauchamp Branch Library patrons can find these offerings:

- Book rentals
- DVD rentals
- Internet and computer access
- Computer instruction
- Public meeting rooms
- GED study classes
- Children/adult literacy programs
- Book club
- After-school programs for children

MORE THAN BOOKS

Beauchamp Library offers variety of activities for residents



> Community members use the computers at Beauchamp Branch Library. | Bryan Rubin, Staff Photo

By | Bryan Rubin
Urban Affairs reporter

Library staff members focus their efforts on community service for patrons of all ages

Even while the search is on for a branch manager, Beauchamp Branch Library's many services are available for community members of all ages.

The library hosts children's activities and a GED program, and it also offers meeting places for local theater and gardening groups. On Halloween, the library will put on its sixth annual "Halloween Spooktacular," a carnival-style event where children wear costumes and can win prizes at different game stations.

The Onondaga County Public Library system has begun the search to replace branch manager Olivia Opello, who retired recently. Senior librarian Dan Smith said the process of replacing a civil service employee is beyond Beauchamp's authority.

"We are a branch of a central library that has a board of trustees with directors, so we are not a quasi-independent place," Smith said. "The idea of civil service was to make jobs independent of political appointments, and there are state governed rules on who gets hired and how."

Susan Reckhow, the county libraries' administrator for branch services and initiatives, said rumors of a reduction in services are just that — rumors.

"We absolutely want to continue the strong programs in place, and a new branch manager would simply have an opportunity to make even more connections with the community," Reckhow said.

The library's program, "Cooking-Up Literacy," won an Alliance for Workplace Excellence national award in 2010. Run by Christine Richie, a full-time clerk, it is offered to children ages 5 through 13. The program is designed to enhance children's reading, writing and math skills through lessons and crossword puzzles. Classes end with children creating healthy snacks such as fruit or veggie dips and, occasionally, pizza.

As a full-time clerk at Beauchamp for the past five and a half years, Richie regards the branch as an after-school hot spot. A guard is on duty Mondays through Thursdays, as the library strives to be a safe, family-oriented destination.

"A lot of kids come here after school, and it's really the place to be," Richie said. "Instead of going home, kids can come here and do their homework, use a computer, utilize the programs and hang out with their friends in a safe environment."



> A search is underway for a new branch manager at Beauchamp Branch Library. | Angela Zonunpari, Staff Photo

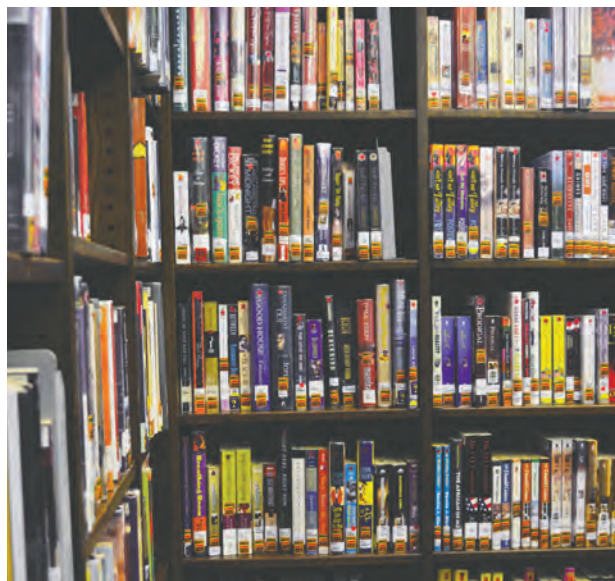
Beauchamp is located at 2111 S. Salina St., and its relationship with the South Side has made it a rallying point for the community. Librarian Katie Hayduke recently transferred from Beauchamp to White Branch Library on Butternut Street. She says she noticed during her two years at Beauchamp that the library's programs helped people understand the library services. While youth depend on the branch's educational program offerings, such as story time or summer reading programs, the adult patrons depend heavily on Beauchamp for its technology services.

Paschal Ugoji, Beauchamp's young adult librarian, helps patrons enhance their computer skills by teaching them how to create emails, search for jobs, design resumes and use social media. The branch also provides free Internet access, a luxury to some on the South Side.

"This community is relatively low-income and most people don't have computers at home or Internet access," Ugoji said. "There are days people are lined up waiting solely to use the computers and we try to respond as best we can to what the community needs."

As for finding a new branch manager to succeed Opello, county library officials said they are compiling a list of eligible candidates who have the qualifications to manage a branch. The list contains people who passed the civil service exam for the position.

"We will select the branch manager out of those candidates," said KyungJin Park, county libraries' director of internal services.



> Computers are used often at the library, but books are checked out by the dozens. | Angela Zonunpari, Staff Photo

Beauchamp's Reckhow is thankful the library has senior staff members who have offered stability during this time of transition. Looking forward, Reckhow said she would like to see more computers for patrons at Beauchamp, but most importantly wants to find a branch manager who will embrace the South Side.

"Beauchamp is an integral part of the South Side community," she said. "Our previous two branch managers built up the tradition of partnership with the community. Now we need to continue that."

HOLIDAY EVENT

Halloween Spooktacular

When: Thursday, Oct. 31

Time: 4:30 to 7 p.m.

Cost: Free

Details: The sixth annual Halloween Spooktacular is for children and family members of all ages.

The event will feature food, games, prizes, crafts and face painting.

Guests are encouraged to come in costume.

Space is limited.

Contact: (315) 435-3395
Ask for Christine Richie at the library if you have questions.

NATURE IN THE CITY

Baltimore Woods brings science alive for elementary students



> Sharon Roberts, of Marcellus, says her 8-year-old son, Douglas, loves exploring at the center. | Shannon Hazlitt, Staff Photo

By | Joey Cosco
Urban Affairs reporter

Baltimore Woods began working with schools in 2002 and is now in every elementary school

This school year, the environmental education organization Baltimore Woods Nature Center will expand its programs to every South Side elementary school. The Dr. King Elementary School and McKinley-Brighton Elementary are among the eight new schools to host the program, called Nature in the City, which takes students out of the classroom and shows them the nature in and around their communities.

While the non-profit organization has previously worked with 11 Syracuse elementary schools, including the J.T. Roberts PreK-8 School, this will be the first year the program will help teach students in every elementary school in the Syracuse City School District.

"The program has been great for some time," said Michael Henesey, communications coordinator for the school district. "To offer it to all students is remarkable. There are some wonderful green spaces in the city of Syracuse. It's like an outdoor science lab."

Baltimore Woods began working with the city school district in 2002, said Baltimore Woods marketer Stacy

Drake. Over the years, the Marcellus-based organization has expanded its reach, making connections with more and more students throughout the city.

P. Keil White, vice principal at the Roberts School at 715 Glenwood Ave., said the Baltimore Woods educators make lasting connections with the school district's students and teachers alike.

"Over the years they've developed very good relationships with teachers and students," White said.

Each grade level has a teacher representative who coordinates Baltimore Woods' visits for their classes. "The kids get to know the instructors," White said. "It's real good support."

Baltimore Woods education manager Katie Mulverhill has had a hand in all of that. Mulverhill is one of three environmental educators who goes into the schools' classrooms, teaches lessons, and leads students on nature walks in areas around their schools and in their community.

Part of what makes Nature in the City effective is that students don't have to leave the city to learn the lessons, Drake said. He explained that this not only cuts down on the schools' transportation expenses and time, but also reduces the program's carbon footprint.

The nature walks typically take place in a park



> Baltimore Woods Nature Center was established with the help of The Nature Conservancy in 1972. It takes students out of the classroom and into nature in their school neighborhoods. | Shannon Hazlitt, Staff Photo

close to the school. A Google Maps search shows Libba Cotten Grove is about a seven-minute walk from Dr. King Elementary, located at 416 E. Raynor Ave. But the park is about a 27-minute walk down Salina Street from McKinley-Brighton Elementary, located at 141 W. Newell St., with no closer option.

“If a school isn’t by a park, that’s not going to lessen the experience,” Mulverhill said. “The Nature in the City program is the same in all schools.”

One of the goals of the organization is to promote environmental education in a way that students can practice and talk about on their own. “You don’t have to be at Baltimore Woods to talk about it,” she said.

Mulverhill is a graduate of the State University of New York College of Environmental Science and Forestry, and she has a science background, like much of the organization staff. One educator is a New York State certified teacher. The educators share a passion and love for working with youth, she said, and helping them to learn in and out of the classroom.

“We really look at the science curriculum for the city school district. We made some strong connections, and retired some programs that didn’t have as close connections,” Mulverhill said.

In kindergarten and first grade, the program introduces environmental science and biology — the idea of going out into the world to explore. In second grade through sixth grade, the focus is on a specific topic that coincides closely with the subject material the students learn in class that year.



> Libba Cotten Grove is a seven-minute walk from Dr. King Elementary School. | Joey Cosco, Staff Photo

One year, in a fourth-grade class studying the relationships between predators and their prey, Mulverhill brought in some animal skulls for the students to examine and inspect. She recalls that one student excitedly yelled out, “This is like real science!”

Mulverhill always remembered that student on her later visits to the school.

“We see the kids 18 times,” Mulverhill said. “When we walk in the door, they recognize us. They tell us about a bird they saw. It really is bringing science alive.”

BY THE NUMBERS

5 Awards Nature in the City has won, including the United States Environmental Protection Agency’s Environmental Quality Award

6 Miles of hiking trails at Baltimore Woods that are open to the public at no charge

7 Grades that take part in Nature in the City programs. Kindergarten through sixth grades all have specialized programs to fit the curricula

50 Percent increase in knowledge that a sixth-grade class gains in environmental science after a Nature in the City program

60–90 Minutes in an average Nature in the City program

Source: Interviews and baltimorewoods.org



> Robert Hayes, a baker at Brighton Bakery for 14 years, takes care of a freshly baked batch of hard rolls. | Madina Toure, Staff Photo

THE ART OF BAKING

Brighton Bakery maintains and improves family tradition for 85 years

By | Shannon Rosenberg
Staff reporter

Syracuse icon draws on brick oven techniques, specialty goods and personality for its success

The aroma of freshly baked bread, chocolate chip cookies and buttered Italian rolls fills the air.

There are startling sounds of metal clanging as Rob, one of the bakers, transfers 250 bread loaves from the oven to metal racks where they will cool before being packaged.

It is the oven that sets this little blue Brighton Bakery on East Brighton Avenue apart from other bakeries in Syracuse. Not only is it an original brick oven, but it is also the same oven that was used when the bakery opened 85 years ago, in 1928.

The bakery has belonged to Syracuse native Mark Stefanski for 20 years and has been in his family for three generations, beginning with his grandfather, who, when he passed, gave it to Stefanski's mother and her three sisters.

Stefanski is dressed casually in jeans and a T-shirt as he passionately explains how everything works in the bakery. As an expert, he knows every detail of each machine, exact recipes for more than 40 baked goods and how many of each to make on specific days of the week.

Baking is an art in the Stefanski family. It's not opening a box and following the instructions. Stefanski has his baking technique down to a science, a skill that has been passed down through his family for years.

"You have to understand the consistencies of the bread dough and how it changes with the seasons," Stefanski said. "The same with the cookies and the other baked goods. We have our own original family recipes, and everything here is homemade, from scratch."

The bakery delivers bread, pizza dough and baked goods almost every morning to regular customers such as Velasko Pizzeria and Deli, Varsity Pizza, Harry's Bar, and Saltine Warrior Sports Pub.

But it also bakes and sells other items daily, such as their famous homemade chocolate-frosted brownies and an assortment of cookies, doughnuts, pies, sheet cakes and turnovers. Giant cookies are 75 cents apiece or three for \$2. Doughnuts are 50 cents each.

Stefanski said that nowadays, with machines, they are able to make 200 dozen doughnuts in just an hour, a task that used to take 5 to 6 hours when everything was made by hand.

The bakery staff of just four people keeps busy, with



> Brighton Bakery is located at 335 E. Brighton Ave. | Madina Toure, Staff Photo

the bakery open 7 a.m. to 10 p.m., seven days a week.

A normal day starts with early-morning baking at 7 a.m. Then deliveries are made from 8 a.m. to 11 a.m., and for the rest of the day the staff serves customers who come into the store. At 7 p.m. the baking begins again when it is time to put the bread dough into the oven. The bread loaves will be delivered to wholesale customers the following morning.

It is a continuous cycle — so much so that baker Robert Hayes, who has been working for Brighton Bakery for 14 years, says he no longer eats the things he bakes.

Stefanski began working for the bakery when he was attending Central Technical High School. He and five of his friends would work just so they could make enough money to take girls out on dates. Stefanski worked at the bakery with his family until he decided to attend Syracuse University to study pre-med.

But soon after, the bakery experienced major setbacks when Stefanski's father was diagnosed with throat cancer.

"What happened was my father got sick, and it's hard to find good bakers around here. So I dropped out of SU to come and work at the bakery," Stefanski said. "He passed away two years after that, so I tried to go back to school but by that time I didn't really want to. So then I just stayed at the bakery."

Shortly after that, Stefanski's mother got sick, and the bakery closed in 1987. It remained closed for five years, with many potential buyers but none of them going through with their purchase.

Then in 1993, Stefanski decided to take his savings and purchase the building from his mother and her sisters and reopen the bakery. Because the bakery had

Continued on Page 12

ORIGINAL OVEN

Everything baked at Brighton Bakery goes through the original brick oven.

- The oven is made up of 40,000 bricks.
- It is always kept at 375 degrees Fahrenheit or hotter.
- The oven was originally heated with coal, and then oil. Today, the oven bakes with natural gas.

ALL IN THE FAMILY

Mark Stefanski’s mother, an Italian immigrant, met and started dating his father when his father came from Pennsylvania.

“They started dating when my father began working here at the bakery,” Stefanski said.

“I don’t know how they did it working together every single day. And even after they got married they continued to work every single day with one another.”

Stefanski pulls many of his recipes from his Italian heritage.

These include:

- Pizza dough
- Italian bread
- Cannoli



> Mark Stefanski manages Brighton Bakery, which he reopened in 1993. The bakery has been in his family since it opened in 1928, but closed for five years in 1987. | Photo Provided



> Hard rolls and raspberry swirl cookies are among the baked goods sold at Brighton Bakery. The bakery also sells brownies, cakes, pies, turnovers and pizza dough. | Madina Toure, Staff Photo

Continued from Page 11

been closed for five years with no heat, it was a chore for Stefanski to get the bakery back into usable shape. He had to purchase new appliances, such as a grease trap, to reach the new health and safety regulations that had been put in place during the time the bakery was closed. Everything came out of his own pocket. The task of getting the bakery into shape took him six months of hard labor, cleaning and repainting the building from top to bottom.

Stefanski worked in construction during the five years that the bakery was closed. He said it just felt right to reopen the bakery because it had been in his family for so long, and it held so much of his family’s history.

Stefanski admits one of the reasons he worked so hard on reopening the bakery was because people believed he couldn’t.

“People didn’t believe I could get it going again,” Stefanski said. “I felt challenged by this, and it made me work harder. I’ve been making it work for 20 years now on my own since I bought it. I felt challenged and met that goal.”

When the bakery was finally in shape to be reopened, many of its longtime, loyal customers came back to get the homemade baked goods they had missed, and business started up again.

While the bakery has been open and running again for 20 years, it doesn’t mean that it has been smooth sailing for Brighton Bakery’s business. There is always a demand for pizza dough and bread, but the bakery has to carefully decide what other baked goods to make

depending on the time of the year.

"The food business is a competitive one because people's taste is always changing," Stefanski said. "People don't like to eat doughnuts in the summer when it's hot out. But in the fall when it's colder, closer to Halloween time, people buy double the amount of doughnuts as they do in the summer."

The trend toward healthier eating also has affected the bakery's decision on what items to sell. Stefanski said because people have become so weight and body conscious, they have had a hard time justifying buying boxes of doughnuts and cookies like they used to do.

The bakery has tried to address this by making gluten-free items, getting rid of many items with peanuts (due to peanut allergies), and making more of the "lighter" items, such as cookies and glazed doughnuts.

But that hasn't stopped the loyal Syracuse customers who have been coming to Brighton Bakery for years.

"I've been coming here my whole life," said Kurt Acker, a Syracuse resident, walking out of the bakery with a box of assorted doughnuts. "I used to pick corn at a local farm and we would come here every morning before we went to pick the corn. If you got a sweet tooth you should stop here."

Stefanski said many SU students have been coming to the bakery over the years, and they always stop in when they come back to visit campus, family and friends.

"We actually just had a law student who graduated five years ago come in," Stefanski said. "He said he was visiting family in the area and that he now lives in California. He used to come into the bakery all the time and said he had to make sure he stopped by before he left."

Sallie Guyder, 41, is a helper at the bakery. "The whole environment is what makes this place special because it's all family," she said. "I love the neighborhood people. Everyone coming here is like family."

Guyder, who grew up in Oswego, said that Syracuse families, including her own, have been coming to the bakery for generations. Guyder lived on a farm and said her father would always come down to the bakery to pick up leftover doughnuts and bread. The Stefanskis would give her father a bucket full of doughnuts thinking they were being fed to the pigs. But Guyder joked that it was her and her siblings who would end up eating all of the baked goods that were brought home.

She explained that it is more than the delicious baked goods that is keeping Brighton Bakery in business after all these years.

"Mark makes this place special too," she said. "He knows how to talk to people, and he has a nice personality. People don't just come in for a doughnut. He's like the local barber. He is what keeps the people coming back."

FROSTY OPENING

While Mark Stefanski and his mother were discussing when to reopen the bakery in 1993, she told him not to open right after Christmas. She told him people would be conscious of their money and conscious of spending on Christmas gifts. She suggested he wait a few months.

A few months later, the bakery reopened on Tuesday, Feb. 17, 1993.

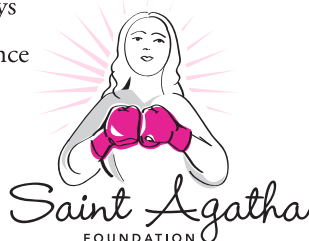
That morning there was a blizzard that hindered customers from getting to the store.

Do you need help with your breast cancer bills?

The Saint Agatha Foundation has established funds at area hospitals and medical providers to provide financial support for breast cancer patients in Onondaga, Cortland, Cayuga, Madison, Oneida, and Oswego Counties, New York.

The following costs can be covered:

- ▶ Treatment, procedures, testing, office visits
- ▶ Transportation to and from treatment, child care
- ▶ Prescription and procedural co-pays
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Department of Neighborhood & Business Development



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Stephanie A. Miner, Mayor
Paul Driscoll, Commissioner
Department of Neighborhood & Business Development



ON THE SIDE

CAREER TIMELINE

Military: 1996

Police officer: 2000

School counselor: 2003

Academic leadership

Vice principal: 2007

Chief academic officer: 2012

Principal of Danforth Middle: June 1, 2013

Education

Bachelor of Arts, Oglethorpe University, Ga.

Master of Arts, Clark Atlanta University, Ga.

Certification In Leadership, University of West Georgia, Ga.

Education Specialist, Doctorate of Education, Argosy University, Sarasota, Fla.

RONARDO REEVES

New principal works to turn around Danforth Middle School

By | Ruthnie Angrand
Community Correspondent

Reeves looks to parents for support as he strives for students to graduate, have options for future

Danforth Middle School’s new principal, Dr. Ronardo Reeves, is not new to challenges. He has a new year ahead of him, a building with new staff and opportunities to exceed expectations alongside other new principals in the district — all nine of them.

He is actively on call or frequently engaged away from his desk. He is the administrator who speaks with his hands, looks his students in the eye and pauses mid-conversation to say, “bless you” from his office — without knowing who sneezed. Yet he doesn’t intervene when he hears the to and fro of children and staff resolving issues. “They can handle themselves. Trust me. Listen.”

His staff, in whom he has confidence, will be the first to correct anyone who calls him *Mr.* Reeves. He describes their bonding time as full of talking, eating and professional learning in a condensed amount of time to prepare for the new school year.

“The school and the community is everything I expected,” Reeves said. “We’ve been at work, the teachers, the turn-around team, and we’re ready,” he said with an enthusiastic smile.

Growing up in urban Fort Lauderdale, Fla., Reeves is familiar with the Syracuse setting. Before Danforth’s Jazz on the Green meet-and-greet in August, Reeves walked up South Salina Street and knocked on every door, introducing himself and encouraging residents to attend the mixer and give it a try.

“It” is Danforth. Reeves has the challenge of looking parents in the eye — parents who transfer their children from Danforth to other schools at a rate higher than any other school in the district — and encouraging them to trust that their students will be safe, challenged and part of a turn-around that is taking the better effort of the community, school board and state.

“It’s not about me,” he said. “I want what they want. I want them to come to me — directly to me.”

ALWAYS WANTED TO WORK WITH YOUTH

Transitioning from the military to the police academy, Reeves decided long ago that he was going to help youth. He decided to do it as part of the Atlanta Police Department.

“One of the reasons I wanted to become a police

officer was because of my experiences, and I liked to work with kids,” he said. “The Police Athletic League was big. They had a lot of influence in the community: getting out there, getting in the schools and making those connections.”

But when he realized that being an Atlanta police officer posed challenges for him to be there for his own children, he resigned.

“My priority is my family,” he said.

Remembering how the Police Athletic League officers

“The school and the community is everything I expected. We’ve been at work, the teachers, the turn-around team, and we’re ready.”

— Dr. Ronardo Reeves

moved and connected the right audiences in schools, Reeves sought a career in teaching. He began in special education and eventually moved into counseling services.

“I noticed then that I spent a lot of time dealing with students on a counseling level,” Reeves said. “I did group home counseling, community volunteer counseling, and I started seeing things that weighed on me.”

Among the things that he noticed: Students lacked relationships with teachers; schools had poor attendance and high pregnancy rates; and visible administrative holes existed in the real-world prep and college preparation process.

Reeves went on to earn degrees from Oglethorpe University, Clark Atlanta University, and his doctorate from Argosy University Sarasota. He worked in leadership in Georgia and Louisiana before coming to Syracuse, and he says he believes in going where he can make a dynamic impact.

SEES POTENTIAL AT DANFORTH

With confidence, he calls Danforth Middle a gem of the Brighton-South Salina area that just needs to shine again.

"I'm a parent too. I know how these parents feel," Reeves said.

"My daughter speaks so freely sometimes she tells me too much," he said, laughing, about his 14-year-old daughter.

Reeves must work with parents, staff and his turn-around team to meet ELA and Math testing requirements this year that Danforth failed in the 2010-2011 state report card. He also must exceed the expectations outlined by the superintendent and regain the partnership of a community.

"The one thing I want from these parents is their support," he said. "I want them (students) to get a quality education and to be college and career ready so that when they do graduate — on time — they have the option to do whatever they want to do."

WHAT IS AN IZONE SCHOOL?

The term iZone stands for Innovation Zone. For the past two years, the Syracuse City School District has moved to pre-empt continued failing test scores, school suspension rates and a decline in academic and behavioral performance. The process has included refining budgets and cutting teaching positions, as well as a change in New York's common core standards.

Earlier this year, the school district was awarded a federal grant to improve poorly performing schools. The \$4.5 million came with requirements of the school district for seven "priority" schools, such as the removal of principals at those schools. The seven schools identified as "priority" schools are: Danforth Middle; Frazier; the Westside Academy at Blodgett; and Bellevue, Porter, Seymour and Van Duyn elementary schools.

Among changes parents will see:

- Longer school days by 90 minutes
- A professional development session
- A solicitation to engage in volunteer work

REVIVING DANFORTH

What Danforth Middle School is up against:

- High transfer-out trend
- High suspension rate

Among ways Danforth is turning it around:

- 1.5 hours of ELA and math daily
- Minimum of five hours a week of professional learning for teachers
- Student compliance with new noise control standards in halls and classrooms
- Staff participation in facilitating modest dress regulations (tights under ripped jeans, pants pulled up, shirts tucked in)
- Classes segregated by grade level

What parents can do:

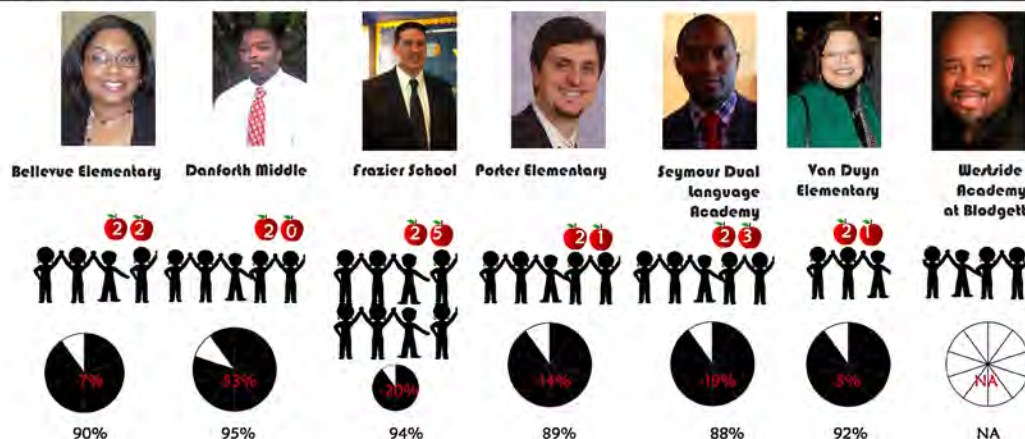
- Request to observe your child in the classroom
- Participate in PTO
- Volunteer to be a hall monitor
- Volunteer for an upcoming school event
- Attend Curriculum Night to better understand your child's academic requirements

STATISTICS AVAILABLE FROM REPORTCARDS.NYSSED.GOV 2011-2012

RED NUMBERS INDICATE SUSPENSION TRENDS FROM 2010-2011

PHOTOS USED COURTESY SYRACUSE CITY SCHOOL DISTRICT IZONE PORTAL

SYRACUSE MEET YOUR IZONE SCHOOLS



AVERAGE ATTENDANCE RATE



= 100 CHILDREN
SCHOOL POPULATION 2011

AVERAGE CLASS SIZE



Source: Syracuse City School District

www.syracusecityschools.com

> Graphic at left created by Ruthnie Angrand | Community Correspondent

TAKING A STANCE

Church officials and residents denounce violence after brutal attack



> Pastor Daren Jaime (left) speaks to the crowd on community safety Sunday, Sept. 22, outside the 7-Eleven where 70-year-old Jim Gifford was beaten the day before. | Ruthnie Angrand, Staff Photo

By | Ruthnie Angrand
Community Correspondent

Community members gather to address criminal behavior and develop solutions

In a matter of minutes, the 7-Eleven at the corner of South Avenue and Valley Drive transformed from business as usual to a standing ground on an issue timeworn to the community and its residents — safety. More than 100 community leaders and residents, seemingly spent by exclusion and violence, gathered Sunday, Sept. 22, to say they wouldn't stand for an assault the previous day that left 70-year-old Jim Gifford in critical condition.

Three days after their gathering, Gifford died.

Daren Jaime, pastor of People's AME Zion Church, had coordinated the Sunday gathering — a crowd of city officials, religious and civic leaders and a diverse mix of mostly older adults. Leadership sought to assure them — and potential offenders as well — that they reject violence and support the arrest of the young men suspected in the beating.

While a motive behind the assault has not been revealed, rumors of a trending violent game called “knockout” have residents worried. A similar incident

on Brighton Avenue took the life of 51-year-old Michael Daniels in May. Other incidents include a death in Hoboken, N.J.

A family court judge sentenced one of the assaulters in the Brighton Avenue beating to 18 months of confinement. The boys who turned themselves in for a similar crime in New Jersey are all facing murder charges and have been remanded to the Hudson County Youth Detention Center, according to nj.com.

“We need to put some stricter pressure on the young people that are doing these types of things,” Pastor Nebraska Carter said at the gathering in Syracuse.

Carter and Common Councilor Van Robinson said they regularly visit the 7-Eleven for coffee breaks, and it could have been either of them, not Gifford, who was beaten. Gifford, a South Avenue resident and a retiree, was assaulted by a half-dozen or so men in their 20s when he left the store around 6 a.m. on Saturday, Sept. 21, police say. Romeo Williams, 18, has been charged. While young people are suspected in the assault, Minister Mark Muhammad poignantly reminded adults and seniors at the community gathering that children and teens feel this kind of fear every day, too.

“Today we get to see the reality that our young people are living with every day,” he said. “They are

"I think it's a good cause to be here."

— Christopher Jaime, 14

walking into the schools and saying, 'We're afraid.'"

As the crowd dispersed that Sunday afternoon, some residents in jeans and others in their Sunday best began to mingle. Some grumbled about the effectiveness of a rally in their neighborhood. Others began to speak with city officials and one another.

"We need to start having jobs for these youth," said lifelong resident Emmanuel Snipes, who owns a home on Midland Avenue. He said he is often approached by youths who want to learn about home maintenance and related skills.

He suggested practical solutions, such as employing young men to mow lawns and do landscape work.

"I see no training centers down here," said another resident, John Giles.

Common Councilor Bob Dougherty spoke with longtime resident Kenneth Frazer and Central North Syracuse teacher Patty Farrington.

"I expect this neighborhood to get the same treatment as other neighborhoods," Farrington said.

Farrington and Frazer said they have had to make a number of calls to the city just to figure out who is in charge.

"I've lived here all my life," Frazer said. "I don't usually have a problem." He added, in reference to Gifford, the assault victim: "He's the nicest guy."

Among the few young people who attended the



> Vincent Love addresses the community gathering in September. | Ruthnie Angrand, Staff Photo

community gathering was Christopher Jaime, 14, who says he went to support his father, the pastor who organized the event.

"I think it's a good cause to be here," Christopher said. "It's just a bad crime. It really shouldn't have happened."

VIDEO ONLINE



View a video of the community gathering, available at mysouthsidestand.com

ON THE SIDE

CALENDAR | OCTOBER

What: Financial Literacy 101

When: Oct. 3 Saving Money and Building My Asset Base
Oct. 10 Managing and Eliminating Credit Card Debt
Oct. 17 Credit Reports, Credit Scoring, and Credit Repair
Oct. 31 Resources Extravaganza Across-the-Board

Where: South Side Innovation Center

Time: All are 6 to 8 p.m.

More Details: Operating a business means managing not only your business account, but also your personal finances and budget

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More Info.: Call Samantha Brennan at (315) 443-8466 or email her at sbrennan@syr.edu to enroll

HEAR THEM PLAY

You can listen to Starlight Band play by going to their website.

www.thestarlightband.com

For bookings:

Contact Corky Ellison at (315) 766-8879

THEY COVER IT ALL

Local Starlight Band brings new energy to well-recognized songs



> Starlight Band members, clockwise, starting from top right: Corky Ellison, Sylvester Livingston, Monique Moshaty, Rob Madugno and David Kowalski. Tim Hinton is not pictured. | Photo Provided

By | Reggie Seigler
A Friendly Five columnist

Starlight Band puts unique spin on covering songs while staying true to the original music

As many of you may already know, I play in a band. For those of you who don't, the name of my band is the Soft Spoken Band, or SSB.

The SSB has been in existence without pause since 1984. Being around for almost 30 years, we've seen a few changes. As with most bands, our changes have occurred mostly with membership, music styles and performance venues.

A few years ago, the SSB was performing with a much different membership than the current lineup. The style of music we performed was anything that middle-class America thought was cool. It included everything from country and rock 'n' roll to the hippest rhythm and blues.

We did it all, but we did it all with a hip, soul flavor.

Bands that performed with that type of style and versatility fit in perfectly with the cruise industry, which is where we found ourselves working.

It was a normal day for an American musician performing on a cruise ship. (The reason I emphasize "American" musician deserves another whole column, so I won't get into it here.) We performed on the SS Oceanic, which featured a Disney theme. The band didn't fit into the ship's daytime itinerary, so oftentimes we'd go hang out at the private beaches, which were owned by the cruise line. We had fun.

On this particular day, we decided to go for a ride on a banana boat. A banana boat is really a tube shaped like a banana that is pulled by a speedboat. Not thinking that day about the fact that I could not — and still cannot — swim, what did I do? I jumped on the boat. And yes, you figured it, the boat turned over, and we all spilled into the water. This was not just any water, mind you. This water was the deep Atlantic Ocean, and I couldn't swim.

Corky Ellison was also on the boat at the time. He was the band's drummer. Thank God for his excellent swimming skills and his need to see the bandleader stay alive in order to pick up our cash from the cruise line. Corky swam over and grabbed me across my chest and under my arm and swam me safely to the speedboat. Throughout the whole ordeal, I didn't panic because I, too, knew that the cruise line owed us some money, and I planned to collect it. LOL.

BEHIND THE NAME

Reggie Seigler's "A Friendly Five" column is named in memory of a singing group in which his two uncles — Mango Gray and George Gray — were members.

The group was called "The Friendly Five," and his uncles moved it from Clarksdale, Miss., to Syracuse in the 1950s.

That was a long time ago, but I can always recall the date: April 19, 1995. It was the same day that a couple of cowards blew up the Alfred P. Murrah Federal Building in Oklahoma City, killing 168 people, including children in a daycare center.

Today, Corky is the leader of his own band, called Starlight Band.

The band has been together for about two years. I have had the pleasure of mixing sound for them in 2012 and 2013 at the Great New York State Fair. They are really good. They remind me of the SSB back in the day because they are versatile.

But the line could be drawn there. While the SSB learned its material by picking a few parts from songs and making up the rest, the Starlight Band studies the music.

"We try to cover all the parts," said Dave Kowalski, guitar player with the band. "The idea is to sound like the songs we're emulating. We want the people to recognize the music."

Corky echoes that sentiment. "We even try to use the same sounds that they use on the records," he said.

Donna Alford, of the Donna Alford JaSSBand, recognized that, too. She was blown away by how Dave played the solo part to "Beat it" by Michael Jackson. "He played the crap out of it," she said.

"The idea is to sound like the songs we're emulating."

— Dave Kowalski

Six members make up the band. They are: Corky Ellison, drums and vocals; Rob Madugno, keyboards; Sylvester "Sly" Livingston, bass; Dave Kowalski, guitar; Tim Hinton and Monique Moshaty, lead vocals.

"We are a cover band," Corky said.

The focus of the band is to play, have fun and maybe make a little money. Starlight Band can be seen locally at the Beginnings II and Carnegie Café.

Have A Friendly Five suggestion? Contact Reggie at reggie@softspokenband.com or (315) 479-9620

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***— Seth Daniel Colton, Rap Artist
Reader of The Stand***

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MATH AND SCIENCE MONEY

Syracuse Housing Authority has partnered with the Popli Design Group to develop a scholarship for SHA residents who are currently seniors in high school and who have an interest in pursuing a college degree in a field related to math or science.

Popli Design Group is an engineering firm based in Rochester, and it offers a similar scholarship there. The firm also has offices in Syracuse, Binghamton and Albany.

“The aim of the scholarship is to lend a hand to a student(s) with the potential to succeed but needs a little financial assistance,” according to Jay Popli, a second-generation member of his family-owned business. “My family understands the value of educating our young people.”

The scholarship is worth up to \$10,000. It will be awarded in spring 2014 to a student or students who demonstrate proficiency in math and science.



HOW TO APPLY:

Interested? Apply by contacting Reggie Seigler (315) 470-4270 or Ken Boyd at (315) 470-4254 at Syracuse Housing Authority.

Applications will be available from Oct. 1, 2013 until Jan. 1, 2014

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