

Happy Easter

# THE Rye City REVIEW

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## HERD THE NEWS?

Vincent Miata, a resident of Port Chester, is opening Good Shepherd Distillery in Mamaroneck next month. The distillery will host tours and tastings of handmade spirits, and sell liquors made in New York state. For story, see page 6. Photo/Lindsay Danielle

## 6 responses to potentially redevelop Rye Town Park

By JAMES PERO  
and SIBYLLA CHIPAZIWA  
*Review Staff*

Rye Town Park and the Oakland Beach area could soon see an extensive overhaul.

The Rye Town Park Commission, which sets policy at the park, will mull over proposals from six applicants intent on taking over operations of the park after a recent solicitation for qualifications of potential developers and management companies.

The outcome of the selection process could have far-reaching effects for a park that in many ways is outdated and in need of upgrades.

Among the applicants are some familiar faces to the area, including Nicholas Singer, co-founder of Standard Amusements—the management company currently in the midst of negotiating a deal with Westchester County to operate Playland—as well as the city of Rye and Dan Biederman, a developer most known for his work at Bryant Park in New York City, but also previously affiliated with Sustainable Playland Inc., the group initially chosen to redevelop Playland before backing out.

Other applications include Southwest Capital Inc., Caspi Development and Seaside Johnnies, the current restaurant overlooking Oakland Beach.

While a similar request for proposals was sent out in 2013,

it attracted zero attention. The most recent round, which has asked respondents to take control of the development and operation of the park, has been a stark turnaround.

According to Rye Town Supervisor Gary Zuckerman, a Democrat and member of the commission, a more aggressive method in sourcing candidates paid off this time around.

“I expected that there would be a number of responses this time because [the commission] reached out more broadly than we did last time,” said Zuckerman, who took elected office this year, adding that the commission actively reached out to candidates they felt might be interested.

Some of the proposals received for Rye Town Park offer aggressive plans. Singer’s concept would bring in a wider array of events, food options and even lodging facilities, and possibly rides to the park.

On the less expansive side, the city of Rye emphasized retaining the park’s current character and building on what is already there. The city and town jointly fund operations at the park and capital improvements. The park is situated along Forest Avenue in the city of Rye and incorporates 34 acres of parkland, including Oakland Beach and the Long Island Sound.

Rye City Manager Marcus

*PARK continued on page 11*

## City to move on new master plan after 30-plus years

By ANGELA JORDAN  
and CHRISTIAN FALCONE  
*Review Staff*

Rye is preparing to update its master plan for the first time in more than 30 years, and has created a committee to discuss the issues currently facing the city.

Although a revised plan has been talked about by multiple city administrations, Rye seems finally ready to initiate the process. The genesis of this new push traces back to Mayor Joe Sack’s 2015 State of the City address. But the issue was pushed off because money wasn’t al-

located in the city budget, according to Laura Brett, a former councilwoman and current member of the mayor’s Master Plan Committee.

This year, the city will look to hire a consultant to help with the process. Although one has not been hired yet, the city has reserved roughly \$150,000 in its 2016 budget for the position. “As a result, we’re making [the master plan] a priority,” Brett said.

The master plan is intended to be a wide-ranging document, directing planning policy for the city of Rye over the course

of 15 or 20 years. It covers multiple topics, including goals and projections for business and residential development, the central business district, historic preservation, flood control, parks and recreation, public transit and community facilities.

The city’s last master plan was created in 1985, and the document covered projected planning goals and policies until the year 2000, leaving the city long overdue for an update, based on common municipal practices.

Brett sees the role of the committee, which consists of five members, as that of a facilitator.

“What we’re trying to do is start a process,” she said, adding that the committee has only met once so far.

Brett, who left elected office at the end of 2015, said the committee has agreed that it doesn’t want the master plan to be based on the group’s collective agenda.

What the committee has already done is look at the 1985 plan, and the group has found that some parts of the document are still relevant today.

According to Sack, a Republican, the redrafting of the

*PLAN continued on page 8*



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## Avon announces US mass exodus, spares Rye office

Avon Products, a company that has been based in New York for the past 130 years, has decided to cut 2,500 jobs and close almost all of its locations in the United States. Avon's office in the city of Rye, however, was one of only two domestic locations that have been spared.

The company announced in a press release on March 14 that it's officially closing its 777 Third Ave. headquarters in Manhattan, along with most of its other North American locations, and moving its operational headquarters to the United Kingdom as part of a three-year transformation plan in the face of consistently fledgling sales.

In addition to Avon's 14.8-acre property at 601 Midland Ave. in Rye, which has a market value of \$31 million, the other location being preserved by the corporation is a research and development facility in

nearby Suffern, New York.

The beauty supply icon, perhaps most well known for its frequent use of door-to-door salespeople known commonly as "Avon ladies," has suffered from declining sales for four years in a row, particularly among American customers.

In addition to the waning appeal and practicality of door-to-door selling, Avon also faces stiff competition from newer cosmetics companies such as Ulta Beauty and Sephora, as well as drugstore chains like Walgreens and CVS, which have expanded their beauty product selections in recent years.

The company has announced that it hopes its closures in the U.S. and the job cuts will allow them to save \$70 million by the beginning of 2017.

Despite these massive changes in operations, Radina Rus-

sell, a representative for Avon, has indicated that the company has no intention of selling the Rye office any time soon. The Midland Avenue property is owned by the Westchester County Industrial Development Agency.

"As we transition out of our New York City office, we look forward to bringing more associates to our great facilities in Rye and Suffern, as well as locations outside of the U.S.," Russell told the Review.

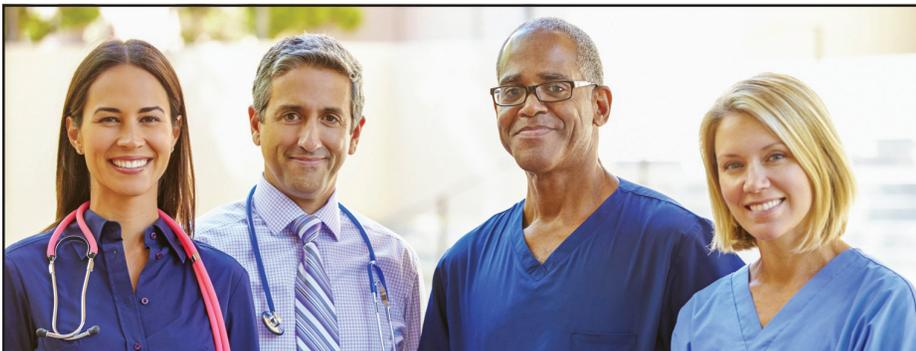
The company has also announced that they are not seeking corporate tax inversion, which would involve becoming a non-U.S. corporation and avoiding U.S. taxes, and therefore will continue to be legally incorporated in New York and trade on the New York Stock Exchange under the ticker symbol "AVP."

-Reporting by Angela Jordan



Avon Products announced on March 14 that it will be closing all of its domestic locations, with the exception of its current facilities in Rye, pictured, and in Suffern, New York. Photo/Andrew Dapolite

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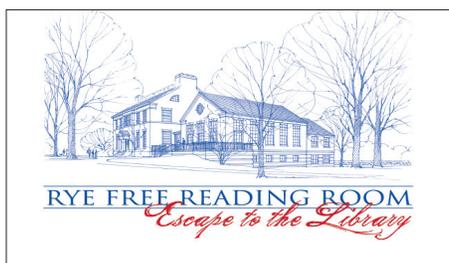
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## WHAT'S GOING ON...

## Rye Free Reading Room events



Visit [ryelibrary.org](http://ryelibrary.org) for more information on these and other events and programs. The library will be closed on Sunday, March 27 for Easter.

## Teacher-in-the-Library

On Mondays through Thursdays from 3:30 p.m. to 5 p.m. in the Children's Room. Got homework? Drop by the library. Rye teachers offer after-school homework help to students attending local public and private elementary schools in the Rye area. This is a free program sponsored by the Auxiliary Board of the Rye Free Reading Room, The Woman's Club of Rye/Children's Philanthropy Section and the PTO of Rye Schools.

## 'Saving for College' workshop

On Tuesday, March 29 from 6:30 p.m. to 8 p.m. in the Meeting Room. This workshop covers the rising cost of education and the various methods to help make college more affordable. Some specifics in the workshop include setting a college savings goal that is right for you, federal financial aid overview, the FAFSA application and how certain factors (such as expected family contribution) are calculated, the different types of student loans, and some specific tax-advantaged ways parents can save for their children's retirement. Presenter David Lasco is a financial advisor working in an independent franchise within Ameriprise Financial. During his career, he has helped many clients save and plan for their children's education goals.

## Kindle class

On Thursday, March 31 from 10 a.m. to 11 a.m. in the Raho Technology Center. Learn how to download library e-books to your Kindle. See how to use the overdrive catalog to find popular titles, download them to a Kindle and access them on your mobile device. Library staff will lead the workshop to provide advice and technical assistance. No sign-up required. First come, first served.

## Sketching Rye with Sketchup

Please plan to attend all five weekly sessions. Register once for the entire series online. The classes start on Thursday, March 31 from 6 p.m. to 7:30 p.m. in the Raho Technology Center. For sixth-graders and up. Contact Chris Shoemaker at 231-3160 or [cshoemaker@ryelibrary.org](mailto:cshoemaker@ryelibrary.org) for more information.

Recreate Rye using historic sources and digital tools as you learn architecture, local history and design. Working with The Rye Arts Center, the Rye Historical Society and the Rye Free Reading Room, teens will explore the history of Rye landmarks past and present, and then use Sketchup 3-D design software to recreate their favorite buildings from Rye's history. Program participants

will present their designs to the Rye City Council and Landmarks Advisory Committee in a special event. This program is made possible in part with funds from Westchester Library System's Unlimited Possibilities Mini-Grant Initiatives supported by Entergy, Con Edison and the H.W. Wilson Foundation.

## 'Classic Cocktails and Conversation' panel

On Thursday, March 31 from 7 p.m. to 9 p.m. in the Meeting Room. Explore the classics and the craft newcomers—for cocktails as well as columnists. Steven Reddcliffe, the "Quiet Drink" columnist, deputy travel editor and former culture desk editor for The New York Times; Rose Schaap, author of "Drinking with Men" and the "Drink" columnist for The New York Times Magazine; and Robert Simonson, author of "The Old-Fashioned" and food columnist for The New York Times, cover the history of cocktails and share their favorite works from famed New York Times journalists. Copies of "The Essential New York Times Book of Cocktails" will be available for purchase and signing. Refreshments, including sample beverages from the book, will be served.

## Gizmos Science Fun Club

On Friday, April 1 from 4 p.m. to 5 p.m. in the Children's Room. Gizmos Science Fun Club offers children a chance to engage in hands-on, inquiry-based experiments. In this one-hour club, participants will focus on a different STEM activity each month with handouts to follow up at home. Through this program, children will begin to see that science, technology, engineering and math can be fun. Space is limited. Pre-registration is required online and begins March 25.

## Hour of Code for teens

On Friday, April 1 from 4 p.m. to 5:20 p.m. in the Raho Technology Center. This workshop for sixth- to eighth-graders is an introductory lesson on coding, giving students a flavor of what it's about and what they can achieve with it. Older kids who have no experience coding are also welcome to attend. Please bring a pair of earphones to use during the class. Registration is required online. The instructor, Irum Khan, can be reached at 299-2709 for more information.

## Home cooking for your pet

On Saturday, April 2 from 10:30 a.m. to noon in the Meeting Room. Species-appropriate, fresh and homemade is the best way to feed your pet. Learn how easy and affordable it is to make your own pet food and treats from Christine M. Filardi, certified in canine and feline nutrition. Creating a biologically appropriate diet for your dog or cat is her area of expertise. The health benefits are numerous when dogs and cats eat a species-appropriate diet. Most importantly, pet owners see the elimination of prescription dog food and many common health issues our pets face: allergies, joint problems, obesity, digestive upset and behavior issues. For more information, visit [BowMeowRaw.com](http://BowMeowRaw.com).

## Rye Recreation

Rye youth soccer registration

Online registration is open at [ryeyouthsoccer.org](http://ryeyouthsoccer.org)

for spring intramural soccer for boys and girls in grades K-5. The season will begin Saturday, April 30 and ends Saturday, June 18. Complete details on dates and times of the program can be found on the website. If you have any questions, contact Patti Adimari, registrar, at [pattirys@optonline.net](mailto:pattirys@optonline.net) or 967-5273. Scholarships are available upon request. Please note that coaches should also register to coach in their online account.

## Summer camp registration

Rye Recreation summer camp registration for residents will open soon. Registrations for Kiddy Camp, Lower Camp, Upper Camp and Camp 78 are ongoing. Parents requesting financial assistance or a special payment plan must register in person. Registration for nonresidents opens on May 5 at 10 a.m. For more information, call 967-2535 or email [registration@ryeny.gov](mailto:registration@ryeny.gov).

## Wainwright House



## Jazz Brunch Series

Let the jazz ring through the air at musical brunches on special Sundays at Wainwright House, located at 260 Stuyvesant Ave. in Rye. The musical brunch will be held on Sunday, April 3 from 11:30 a.m. to 2:30 p.m. and will feature The Gary Adamson Trio, a delicious brunch buffet, champagne and the chance to meet new people. It is a perfect opportunity for family, friends, clubs and alumni groups to get together and share a good time. Tickets are \$35 for members and \$45 for nonmembers. Walk-ins are welcome. For reservations, call 967-6080 or visit [wainwright.org](http://wainwright.org).

## Rye YMCA

## Yotailates

Yotailates is a free, gentle, senior-oriented, one-hour chair exercise class that combines stretch and flex moves from yoga, tai chi, Pilates and more, including light weights, breathing exercises and meditation techniques taught by a certified Rye YMCA instructor every Monday and Friday at 2 p.m. and Wednesdays at 11 a.m. in the Y Yoga Studio at Wainwright House, 250 Stuyvesant Ave. in Rye. Other free Y senior-accent-



ed Wainwright House classes offered throughout the week include faster-paced 45-minute Limbercise classes on Tuesdays and Thursdays and Zumba Gold toning on Fridays, all at 1 p.m. For further information, call Rye YMCA at 967-6363.

## SPRYE

## Open house

SPRYE is creating opportunities for older adults to choose how they want to age. The organization serves the communities of Harrison, Port Chester, Rye and Rye Brook. The community is invited to an informational open house at the SPRYE office on Thursday, March 31 from 10:30 a.m. to noon, located at 55 S. Main St. (One Gateway Plaza), third floor, in Port Chester. Come by whether you are looking for a volunteer opportunity, are curious about what SPRYE offers, or are a current member who wishes to make the most of your membership. Light refreshments will be served. Tell your friends and neighbors. RSVP by calling 481-5706.

## Park activities

## The Wonder of Seeds

On Saturday, March 26 from 1 p.m. to 2:30 p.m. at Read Wildlife Sanctuary in Playland Park in Rye. Learn about the nature of seeds and how they work, then plant some to take home and watch them grow. For ages 6 and up. For more information about this event, call 967-8720.

## Volunteer work project

On Saturday, March 26 from 1 p.m. to 3 p.m. at the Marshlands Conservancy, located at Route 1 on Boston Post Road in Rye. Bring work gloves and help spread wood chips along the trails for the spring hiking season. Hand tools will be provided. For more information about this workshop, call 835-4466.

Winter Adventure Series:  
Animal Plaster Casts

On Sunday, March 27 from 2 p.m. to 3:30 p.m. at the Marshlands Conservancy, located at Route 1 on Boston Post Road in Rye. Make a plaster animal footprint, and then take a hike to search for signs of local wildlife. For more information, call 835-4466.

*Deadline for our What's Going On section is every Thursday at noon. Though space is not guaranteed, we will do our best to accommodate your listing. Please send all items to [news@hometwn.com](mailto:news@hometwn.com).*

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## LETTERS TO THE EDITOR

## Re: 'Westchester sewer line break leaks raw sewage'

To the Editor,

Thank you for your recent article, "Westchester sewer line break leaks raw sewage," published on March 4 on the break in the sewer line that runs under Beaver Swamp Brook near the Rye-Harrison border.

For the past two years, Save the Sound has been monitoring the water quality in Beaver Swamp Brook, documenting alarmingly high fecal bacteria levels in this area, with concentrations sometimes reaching 100 times the limit for safe swimming. We have published these findings on our website and reported them to the public, associated municipalities, Westchester County and the New York Department of Environmental Conservation, DEC, repeatedly, calling for an investigation of the source and timely repairs.

Despite this documentation of a sewage contamination hot spot, measured at Rye Neck High School, no actions were taken to examine the sewer lines in the brook to find the "softball-sized hole in the pipe" you reported on. As a result, the city of Rye and Westchester County suffered a major sewage line break, which was more costly to repair and has taken a heavier toll on the local environment and residents.

This lack of proactive maintenance of our sewer lines, and the costly resulting pollution, is the reason why Save the Sound has taken legal action against Westchester County and the 11 municipalities connected to the Sound Shore sewage treatment plants. Your article correctly stated that the "softball-sized hole" in a pipe below the brook allowed water, rocks and sediment to enter the pipe. However, you missed the fact that it also allows raw sewage to flow into our waterways.

It is our sincere hope that our legal action will result in more proactive maintenance of our sewer lines, keeping costs down and providing cleaner, safer waterways for all the residents of Westchester County.

Tracy Brown,  
Director of Western Sound programs, Save the Sound

## ABOUT LETTERS TO THE EDITOR

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Deadline for submission is Friday before publication. The maximum length of letters that appear in our pages is 625 words, but letters are usually significantly shorter to accommodate space needs.

The letter should be signed and include the

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# New distillery set to shepherd in locals

By SUZY BERKOWITZ  
Editorial Assistant

The village of Mamaroneck is about to get a lot more spirited, as Port Chester resident Vincent Miata will soon be turning his hobby into a business with the opening of Good Shepherd Distillery.

The business, which will be located at 360 Mount Pleasant Ave., will distill vodka, brandy, and—down the line—whiskey and gin, and will also offer tours, tastings and the retail selling of liquors made in New York state.

“I’ve been doing this as a hobby for a long time and I’m excited to share it with other people,” Miata told the Review. “I think coming here is something different for people to do, especially when we start offering private tours or tastings.”

Miata, whose wife and family have helped bring his dream to fruition, said Good Shepherd plans to open on Saturday afternoons at first, but will soon expand to Sunday hours. Miata said he is excited to also start holding classes on how to cook



Vincent Miata, his wife, Carly Miata, and their dog, Loki, are excited for Good Shepherd Distillery's grand opening on Saturday, April 2.



Good Shepard Distillery plans on distilling vodka, brandy, whiskey and gin, and offering tours, tastings and the selling of spirits made in New York state. Photos/Lindsay Danielle



The Miatas' silver German shepherd, Loki, is the distillery's namesake and the inspiration for its interior décor.

and distill liquor once the distillery has settled into its new location. His other business goals include reaching out to bars and liquor stores within a 3-mile radius in the hopes that they will carry his products, as well as selling them at local farmers markets.

Mike Hofer, owner of the Smokehouse Tailgate Grill on Mamaroneck Avenue in Mamaroneck, said he tries to buy and carry local products.

“We’re excited to feature some of Vinny’s products and be able to tell customers that it was made right here in Mamaroneck,” Hofer said. “Local residents feel a certain sense of pride knowing liquors were made where they live; it’s something they can connect with.”

Although Miata’s liquor license only permits him to carry products made within the state, he said he’s happy to open Mamaroneck’s first business that specifically supports locally handmade spirits.

His wife Carly shares his sentiment.

“We take pride in the fact that our license only allows us to carry statewide liquors,” she said. “We love to shop local and we support small businesses. We were both born and raised in New York and we don’t see ourselves leaving.”

Carly Miata designed the interior of Good Shepherd Distillery, which is named and themed after the couple’s silver German shep-

herd, Loki. The business’ logo includes a doghouse, and the distillery’s interior will feature photos of Loki on canvas.

Carly Miata said she and her husband wanted to give the business a name that was both catchy and sentimental, and since Loki is such a big part of their lives, they settled on naming the distillery after him. She said they are also Catholic and spiritual, so they like the name’s religious undertones.

Vincent Miata said the effort to get his business off the ground has come with few hiccups, save for logistical paperwork and ensuring residents that his location would not cause commotion in the community. He said after attending village board meetings and explaining the distillery’s sophisticated, hyperlocal demeanor and Saturday afternoon hours, people were more comfortable with the business. The owner said residents now regularly stop by the shop to knock on the window and express their excitement for its anticipated opening.

“People are naturally afraid of what they don’t understand, but over time, they’re going to be happy with what they see,” Vincent Miata said.

Good Shepherd Distillery’s grand opening will take place on Saturday, April 2 from noon to 4 p.m.

CONTACT: suzy@hometwn.com

## '3 Piggies Opera' and a tea party at Milton



From left, Patrick Redican, left, takes tea in the persona of Steve Irwin while his friend, Jack Anderson, portrays Davy Crockett. Both boys were taking part in the March 16 character tea.



At the March 17 Milton School mid-morning performance of the "3 Piggies Opera," Finley Adams as the Big Bad Wolf stomps around and sings, "I want a big, fat pig to eat!" In the end, the wolf ended up with a singed tail and a bruised ego. Photo/Sarah Varney

Milton School was crowded with little piggies, a few pioneers and some recent prominent people from history during the week of March 14.

Approximately 60 first-graders performed the "3 Piggies Opera" in four separate shows. A musical version of "The Three Little Pigs," the opera has been an annual staple at Milton for 17 years.

On March 16, students in Katy Ridley's second-grade class held a character tea with students portraying various characters from history. Characters included Daniel Boone, Steve Irwin and Annie Oakley.

-Reporting by Sarah Varney



First-graders in Karen Kozan's class perform in the piggy chorus as part of the "3 Piggies Opera." From left, Lily Bock, Bridget Hanlon, Noah Adler, Elizabeth Schwartzman, Skylar Brokaw, Zachary Berg, Fiona Marino and Caroline Dougherty. Photo/Sarah Varney



What would the Three Little Pigs be without sticks, bricks and straw? In the front row, from left, brick broker Michael Kmetz, stick merchant Lindsay Cassano and straw purveyor Baker Wells get ready to entice the pigs with building materials. In the back row, from left, Atlee Teillon and Nicholas Field play piggies. Photos courtesy Sarah Derman



From left, Taylor Avery is dressed as Johnny Appleseed, with Claire Curran as Sacagawea and Marlena Masucci as Annie Oakley.

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## Calling all Rye residents to discuss Master Plan

**THE COUNCIL CORNER**  
Councilwoman  
Emily Hurd



Come one, come all! On Tuesday, March 29 at 7 p.m. at City Hall, the Master Plan Committee is hosting a workshop for the public to provide commentary on the scope of the Master Plan. The city will embark on a revision of its 1985 Development Plan beginning this year, and I urge you to be a part of the unique opportunity to engage with the City Council and other stakeholders in an important discussion about our city's future.

The Master Plan process that will follow this initial public workshop can be thought of as a critical effort to define a long-range vision for Rye. The more we—that is, Rye residents—provide input, the more the plan will reflect our whole community's hopes for the city's future.

Our Master Plan is important because it affects things residents do every day. Local development decisions affect our quality of life in many ways, including our healthy environment, safe roadways, compatible land uses, adequate public facilities,

and impacts to property values and taxes. A master plan is the blueprint for a municipality that describes current land uses, and guides decisions for conservation and growth in our community.

A master plan can provide a cohesive focus by outlining development goals and objectives for a community. It can identify suitable districts for commercial or housing development; open space, recreational areas, environmental, historic and cultural resources; transportation corridors and utilities. As a result, the Master Plan has a direct relationship to you, whether you live, work or own a business in Rye.

A lot has changed since 1985, when our last master plan was drafted. In many ways, the world was a different place, and Rye was, too. Many of my friends who grew up in Rye lament about the increase in residential development and the loss of mom and pop shops along Purchase Street. Some comment that Rye is losing its charm—that it is overcrowded, traffic is heavy, parking is tight, and people are brusque. They note that many people now value real estate far more than community.

I attended the community farewell to T.D.'s Smoke Shop

on the evening of March 19 and felt a tangible sense of loss for Rye as Peggy and Tony said their goodbyes. I've heard stories of Ms. Bird, too, the children's librarian who would ride her bike everywhere and knew everyone's name. I paused that night to wonder who, if anyone, is filling these big shoes.

But in many ways, Rye's core values persist and continue to make Rye the desirable community that it is today. Newcomers desire to live here and are attracted by our excellent schools, quaint neighborhoods, unique architecture and feel of a small New England village. Many who grew up in Rye have returned to raise their families. Residents of all ages enjoy the countless activities that make up Rye's community life.

A master plan is a reflection of the community's vision for the future; therefore, public input and engagement is essential to providing a plan that accurately reflects the opinion of the community. Moreover, the Master Plan will be used to provide a policy foundation for the many city decisions in the coming years. Let's all be a part of this process—together. I hope to see you on Tuesday.

PLAN from page 1

master plan is still in its early stages, and the city is mostly interested in public feedback at this point.

"We don't need a complete overhaul, but we do need to update it, and review it. I think that community dialogue is essential to the process," Sack said.

However, there does seem to be some apparent differences to the landscape of Rye between now and then.

For instance, the 1985 City of Rye Development Plan describes Rye residences as consisting on six units per acre to one unit per acre.

Councilman Richard Mecca, a Republican, and the only member of the current Rye City Council who lived in Rye when the last master plan was drafted, said that he has noticed that the biggest change in the city has been the shift from smaller bungalows to much larger, more elaborate hous-

es. Between 2013 and 2015 alone, the city of Rye has seen 130 new homes constructed.

The topic of residential development has been a contentious one in lower Westchester County that has seemed to boil over recently. In the village of Larchmont and town of Mamaroneck, temporary residential building moratoriums have been passed in an effort for communities to undertake extensive reviews of their zoning codes.

Brett believes the master plan in Rye would only address future development in terms of a framework. "If the community wants to see changes to zoning and planning... regulations," she said, "then those have to be adopted separately but based on priorities set forth in the master plan."

There is no timeline for the city to finish the project, according to the former councilwoman. "We assume the process will take at least a year and potentially longer," Brett said. "We don't

**Members of the Mayor's Master Plan Committee**

Mayor Joe Sack

Councilwoman Julie Killian

Councilman Terry McCartney

Laura Brett

Andy Ball

The city of Rye has announced that it will take steps toward drafting a new master plan to replace the last iteration, which was adopted in 1985. The mayor's new committee will hold a public hearing on March 29 to solicit feedback.

have an outside date of when we want the master plan adopted."

A public hearing with the master plan committee will take place on March 29 in Rye City Hall.

CONTACT: [angela@hometwn.com](mailto:angela@hometwn.com); [chris@hometwn.com](mailto:chris@hometwn.com)

## OBITUARY

### Patricia F. Carey, Rye art leader, passes away

Patricia F. Carey, Rye art and music leader, died on March 17 at Greenwich Hospital. The cause of death was complications following major surgery. This was confirmed by her husband of 65 years, John Carey, a former judge and mayor of Rye.

Mrs. Carey was a founder and the first president of the Rye Arts Center. She was the first coordinator of the educational programs for children at the Caramoor Center for Music and the Arts and served as a trustee on their board for 35 years. She was currently on their advisory board and a board member of the Hope House in Port Chester.

She graduated from Girls High School in Philadelphia and from Swarthmore College. Her father, Dr. Victor H. Frank, was president of the American Society of Oral Surgeons and her mother, Lee W. Frank, an artist, hosted her own radio show, "Tea with Merry Lee."

Mrs. Carey studied at both the

Art Students League of New York and The Barnes Foundation in Philadelphia. As a younger lady, Patricia was a member of the Philadelphia Forum and the Student World Federalists, worked in radio with Young and Rubicam, and campaigned tirelessly with lifelong friend Louise Hoffman on the 1948 presidential election for Adlai Stevenson. Mrs. Carey grew up in a home founded in a love of family and Penn football, an appreciation for the dramatic and fine arts, and the pursuit of world peace.

Patricia Carey shared her magical smile and the twinkle in her eyes with everyone she met. Regardless of the situation, she was always there to bring hope and a positive perspective to all. Her artistic vision brought out the beauty of every endeavor and helped frame the best path to take. Her optimism and spirit was and is best captured in her favorite song, "You will Never Walk Alone" from the mu-

sical "Carousel." She was loved by her friends and family and will be dearly missed.

Mrs. Carey was predeceased by her parents, her brother, Olympian Victor H. Frank Jr., and her second son, John Carey Jr. She leaves behind three surviving children: Henry, of Decatur, Georgia; Douglas, of Rye; and Jennifer Reichle, of Fredericksburg, Texas. She was most proud of her five grandchildren: Shenoa Victoria, John Henry, Miho, Caleb and Nathaniel.

The wake was held on Wednesday, March 23 at Graham's Funeral Home in Rye. A service will be held on Saturday, March 26 at 10:30 a.m. at All Souls Church in Port Chester, with a burial at Greenwood Union Cemetery to follow. A celebration of her life will be held in late spring.

"When you walk through a storm / Keep your head up high / At the end of the storm is a golden sky... / You will never walk alone."

## Rev. Canon Susan Harriss joins The Osborn board

The board of trustees of The Osborn welcomed the Rev. Susan Harriss, the rector of Christ's Church in Rye, to its membership last fall. Harriss graduated from Denison University and the Union Theological Seminary, and she was ordained an Episcopal priest in 1980. Prior to her appointment at Christ's Church, she served as a school chaplain and canon pastor at the Cathedral of St. John the Divine in New York City.

A long-standing member of the Christ's Church congregation is Osborn board Chairman Jack Miller, who also went on to work at St. John's in long-range planning after her tenure there. The two shared a common interest in end-of-life care and had an in-depth discussion about the book, "Being Mortal," by oncologist Atul Gawande. Not long after that conversation, Miller approached Harriss about taking a board position at The Osborn and she gladly accepted.

"The Osborn is widely known as offering the best qual-



The Rev. Canon Susan Harriss, rector of Christ's Church in Rye, joins The Osborn's board of trustees. Contributed photo

ity care for elders in the area," Harriss said. "I accepted his invitation with great enthusiasm."

Harriss is committed to working with The Osborn community by providing pastoral care and supporting spiritual inquiry. "As people age, their

relationship with their spiritual lives often changes and they have many questions," she said.

The Rev. Harriss and her husband, Kenneth Ruge, pastor of the Reformed Church in Bronxville, live in Bronxville. (Submitted)

RYE CITY SCHOOL DISTRICT'S  
OFFICIAL NEWSPAPER

# TALKING BUSINESS: WITH MARK STEVENS

By IRA ELLENTHAL

Where to begin?

Perhaps with the fact that my interview the other day with entrepreneur Mark Stevens opened with him telling me that nothing's off the record, that I can print anything he says, no matter how personal or controversial. No one has ever said that to me before.

Within minutes, I realized I was interacting with someone who just might be the most interesting man in the world. No, not the distinguished bearded guy in the Dos Equis beer commercials; the one who made a weeping willow laugh; the one who once ran a marathon because it was on his way; the one who has taught old dogs a variety of new tricks.

Unlike the fictional character in the celebrated commercials, this one is flesh-and-blood real. Stevens lives in Bedford and attracts prospective clients to his Rye Brook office so they can try to convince him to handle their marketing.

"I've never had to ask anyone for an order," he says matter-of-factly and seems to mean it, no matter how unlikely it sounds.

Stevens is the wildly successful chief executive officer of MSCO, a firm specializing in strategy and integrated marketing solutions.

For the past 22 years, he and his team have been engaged in high-stakes business-building initiatives with both senior corporate executives and small-business owners, advising them how and why their marketing falls short, and how it can be vastly improved to grow their companies. He plays it in person; he plays it in his high-powered, drive time radio commercials on which he spent \$2.1 million last year; and he plays it in his runaway bestseller, "Your Marketing Sucks."

When he isn't talking to the players in the business world about their marketing, he's either solving their problems or writing books. He's written 20 so far, including the only biography ever



Mark Stevens, CEO of MSCO, a firm that specializes in strategies and integrated marketing solutions. Photo courtesy jobs.lovetoknow.com

written about financier and self-described shareholder activist Carl Icahn, a multibillionaire.

"Carl's the smartest businessman I've ever met," Stevens says, "but he threatened to sue me for everything I had if I went forward with his biography. I held fast and eventually he dropped his threat and agreed to cooperate with me on the bio, which is available on Amazon and just contracted to be published in China."

Stevens has been close friends with Icahn for more than 50 years, going back to our days in Far Rockaway, and I can count on one hand the number of times he has lost such a stare down.

But back to Stevens and corporate marketing. His passion for it is palpable. "The problem with their marketing," he says, "is that it's often poorly designed and terribly executed—to the point that it just plain sucks. It fails to achieve the only legitimate goal... to drive a company's growth."

Clearly, Stevens is a pleasure to interview, answering all of my questions; many before I even asked them.

During the 10th anniversary sequel to "Your Marketing Sucks," Stevens underscores that most marketing programs are the equivalent of throwing \$1,000 bills out the window. "I call it spending camouflaged as marketing," he says. "You've got to demand that money spent on marketing brings in more money than you've spent on it."

Stevens calls this branding concept "extreme marketing," a term he coined and—you guessed it—marketed successfully.

"In essence, extreme marketing means that you have to do everything possible to guarantee that every marketing dollar you spend is set in a strategic context and is based on a plan constructed to make certain that every tactic and tool reinforces every other you are using," Stevens says. "And, of course, it means that you must bring back a return that's more than the dollars you invested."

When he first sat down to write "Your Marketing Sucks," he says he did so "with a strategic and philosophical goal in mind: to posit that marketing was increasingly a show of aesthetic grandstanding to win

awards for creativity. Its real aim should be to deliver marketing's only legitimate prize, the sale of more products and services."

While that perspective, and roadmap for accomplishing it, remains the bedrock of the Stevens' recent book, he notes that much has changed in the world since it was first published and immediately became a bestseller.

"There was no social media to speak of," he said. "E-commerce was alive but in its infancy. Mark Zuckerberg was an obscure Harvard student. Steve Jobs was diagnosed with a pancreatic tumor. And Instagram was seven years away from launch."

When I asked him to give me an example of great marketing, he smiled, opened the 10th anniversary edition to its dedication and politely asked me to read it: "To the creators of all the cheesy commercials I watched as a kid, which made me bug my mother to buy cereals I detested so that I could win a horse (which would have had to be housed in a one-bedroom apartment in Queens). That's great marketing."

Happily married and the

# Your marketing sucks.

(see details inside)

Mark Stevens' bestseller, "Your Marketing Sucks," is one of his 20 books. This book says that a company's only marketing goal should be to cause the company to grow—"extreme marketing." Photo courtesy Amazon.com

father of two fully grown, financially successful sons, Stevens says that he considers himself blessed. He also says that he loves his life and loves being interested in so many passions.

And all of it shows in every possible way.

*Ira Ellenthal is the executive vice president of Home Town Media Group.*

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## BUSINESS BRIEFS

**Sara Frajnd joins Berkshire Hathaway of Larchmont**

Sara Frajnd has recently joined Berkshire Hathaway HomeServices Westchester Properties. The announcement was made by Mark Nadler, director of Westchester sales for the Scarsdale and Larchmont offices. In a released statement, Nadler said, "I am delighted to announce that Sara has joined forces with us. She will be a tremendous addition to our staff."

Prior to joining Berkshire Hathaway HomeServices Westchester Properties, Frajnd received her bachelor's degree from Columbia University and later studied at the New York School of Interior Design. She pursued a career in the fashion and design industry both in New York and Tel Aviv, Israel.

"As a result of both my work experiences and my creative nature, I tend to visualize things differently than other people due to," Frajnd said. "For example, I can imagine what it would take to turn a fixer-upper into your dream home, or I can help you stage the home you are selling to get the best price possible. Sometimes it's all in the details."

When representing clients, Frajnd's mission is to connect with you. Contact Frajnd today with buying and selling requests in Westchester County. Call 207-329-9908, email SaraFrajnd@bhhswestchester.com or visit bhhsNEproperties.com.

**Houlihan-Parnes Properties hires two property managers**

David Lulgjuraj joined Houlihan-Parnes Properties as an asset manager in 2015. He manages a portfolio of retail, office and residential properties, and he also oversees construction projects. Lulgjuraj is a New York state licensed real estate salesperson, graduating

from Fordham University with a bachelor's degree in economics. During his time at Fordham, Lulgjuraj played wide receiver on the football team. He grew up in the Woodlawn section of The Bronx.

Tomasz Olfans also joined Houlihan-Parnes Properties as an asset manager in 2015 for a portfolio of retail, office and residential properties. Olfans was on a varsity tennis team at Concordia College in Bronxville, which ranked as high as No. 4 in the nation. He is from Poland, and graduated from Concordia with a bachelor's in business administration.

Houlihan-Parnes Properties is a full-service property management company headquartered in White Plains, New York. Its highly skilled professional staff oversees the operation of multi-family and commercial investment property located in the Northeast. For further information, contact James K. Coleman at 694-6070 or jcoleman@houlihanparnes.com.

**Julia B. Fee Sotheby's welcomes new associates**

Julia B. Fee Sotheby's International Realty announced that six real estate agents Joan Capaldi, Alexandra Filipov, Danielle Longhitano, Martha Rubio, Cat Runcie and Heather Stone, have joined the company and will be based in the firm's Larchmont brokerage. These agents, who are new to the industry, possess a wealth of varied skills and professional backgrounds, and are all recent graduates of the Larchmont Brokerage's New Agent Academy training program, which aims to hone agent skills when entering the business.

The New Agent Academy is a six-month program designed by Carolyn Fugere to fully prepare real estate sales associates who are brand new to the business with necessary skills and training in the field. Topics cover all aspects of the industry, including marketing, prospecting, legal understanding, conducting open houses, ethics, client representation and finance.

Capaldi has an extensive background in the financial industry, and has held a variety of positions at an investment firm in Boston. Capaldi later received her MBA in marketing and moved to Westchester County to pursue a career in brand management. Now a Larchmont resident of 17 years, Capaldi is a professional who offers a wealth of community knowledge to potential clients.

Runcie, a current resident of the Orienta neighborhood of Mamaroneck, also has a broad professional background to enhance her real estate career, with more than a decade of marketing and advertising experience. She is recognized for her "hands-on" interactions with clients, and works closely with them to deliver the smoothest transactions possible.

International expertise is second nature to Filipov, who was born and raised in Normandy, France, and was involved in the travel and tourism industry for more than 12 years, working for both Walt Disney World and United Airlines. After marrying an American in Paris, Filipov relocated to Westchester County, where she purchased a home in Larchmont and became greatly involved in the local community.

Rubio, who was born in Mexico, also boasts an abundance of global knowledge ideal for supporting an international clientele. Rubio speaks English, Spanish, French and German, and has past experience in the hospitality industry and diplomacy. She moved from Manhattan to Westchester County in 2007, and has since gained vast familiarity with the area. This asset, along with her strong negotiation skills and diverse background, allows Rubio to connect with both local and international clients.

A Larchmont resident of more than 25 years, Longhitano brings a passion for both her work and native Westchester County community to the firm. Longhitano has a degree in school psychology and a master's in therapeutic interventions, as well as hands-on experience in the housing industry through her family's commercial and residential real estate firm, where she developed the passion and foundation for her current career. Longhitano now resides in Larchmont with her husband and son, and welcomes clients to the surrounding neighborhoods she knows so well.

Stone, who is originally from Harrison, also settled down with her family in Larchmont, and serves as a second-generation Westchester County real estate broker with intimate knowledge of the neighboring historic towns. Stone additionally possesses legal skills as an attorney and active New York State Bar Association member, securing a competitive advantage for her clients during every step of the home buying and selling process.

"The incredible skills and versatility that has entered our Larchmont brokerage with this new graduating class of sales associates is remarkable," Fugere said. "Our brokerage's new agent training program allows their true potential to shine through, and after witnessing it firsthand, I am certain that they will be a valuable asset to our team. I am thrilled to welcome them, and can't wait to see their positive contributions to the firm."

Founded in 1949, William Pitt and Julia B. Fee Sotheby's International Realty manages a \$3.3-billion-plus portfolio with more than 1,000 sales associates in 29 brokerages spanning Connecticut, Massachusetts and Westchester County, New York. William Pitt and Julia B. Fee Sotheby's International Realty is the largest Sotheby's International Realty affiliate globally and the 28th-largest real estate company by sales volume in the United States. Sotheby's International Realty's worldwide network includes approximately 18,000 sales associates located in approximately 825 offices throughout 61 countries and territories. For more information, visit williampitt.com.

**Hospice & Palliative Care of Westchester elects new officers**

Hospice & Palliative Care of Westchester, HPCW, has voted in new officers and three new members for its 2016-2017 board of directors. Susan Yubas, of Rye, will serve as board chair; Kathleen McArdle, of Port Chester, will serve as vice chair; Joanne Ciaramella, of White Plains, will serve as secretary; and Charles Trainor, of Briarcliff Manor, will serve as treasurer.

Mary Gibbons Gardiner, Jean LePere and George Whitehead have also been named the newest members of the board.

Gibbons Gardiner, a Larchmont resident, is a vice president, financial advisor and senior partner of the Gardiner Epstein Group at Morgan Stanley.

She focuses on wealth management for families, executives and business owners. As a certified divorce financial analyst, Gibbons Gardiner's team has a specialization in helping women in transition, especially during divorce and widowhood. She is a member of Westchester Community College's Salon Series and has co-chaired the YWCA's Women's Marketplace on several occasions.

LePere, a Brewster resident, is the regional corporate and community engagement manager for Memorial Sloan Kettering Cancer Center in New York City. Dedicated to health, wellness and finding a cure for cancer, she is an involved board member of Visiting Nurse Services in Westchester. LePere is also a member of Putnam County Medical Reserve Corps, New York State Collaborative for Palliative Care and New York State Cancer Consortium. Rounding out her resume, she is a professional advisory board member of Cancer Support Community of Central New Jersey and a grants reviewer for the New York City affiliate of Susan G. Komen for the Cure.

Whitehead hails from Hopewell Junction, and professionally works a partner at PKF O'Connor Davies LLP, specializing in the commercial audit practice focusing on the manufacturing, retail, distribution, construction and technology industries. He has been an active volunteer with HPCW, serving on the development advisory board since 2014 and is also a certified public accountant.

Hospice & Palliative Care of Westchester is a private, nonprofit health care agency that provides skilled, compassionate and comprehensive end-of-life home care to patients diagnosed with any serious or life-limiting illness and gives support to their families and loved ones. Hospice & Palliative Care of Westchester is located at 1025 Westchester Ave., Suite 200, in White Plains. For additional information, visit hospiceofwestchester.com or call 682-1484.

*The next Business Briefs section will run in April. Please send any submission for our April edition to news@hometwn.com, with "Business" in the subject line of your email. Each submission may include one picture. If you have any questions, email us at news@hometwn.com.*

**She's not crazy, her name just rhymes with it. Read Lenore Skenazy's column every week in the Review.**

A past contributor to the Daily News and the New York Sun, Skenazy has also appeared on "The Daily Show," been profiled in the New Yorker and even had her own reality TV show, "World's Worst Mom."

## Youth council reveals lineup for drug, alcohol panel

Once again, Rye High School students and their parents are invited to attend a panel discussion focusing on the health and legal implications of underage substance use. The event, titled “Teens and Substances—Their Health, The Law and Your Liability,” will take place at the Performing Arts Center at Rye High School on Thursday, March 31 from 7 p.m. to 8:30 p.m.

Rye’s newly appointed police commissioner, Michael Corcoran, will make his first appearance to the parent community as part of the expert panel. Joining him will be Dr. Gigi Madore, medical director of the Emergency Department at Montefiore New Rochelle; Lillian Neuman, community outreach and education coordinator at St. Vincent’s Hospital; police officer Jack Brito from the Westchester County Department

of Public Safety; and Paula Branca-Santos, assistant district attorney and chief of the White Plains office of the county DA.

The evening is presented by the Rye Youth Council, RYC, in partnership with Rye High School and Rye-ACT, the newly formed community drug and alcohol coalition, and is sponsored by Mathnasium of Rye.

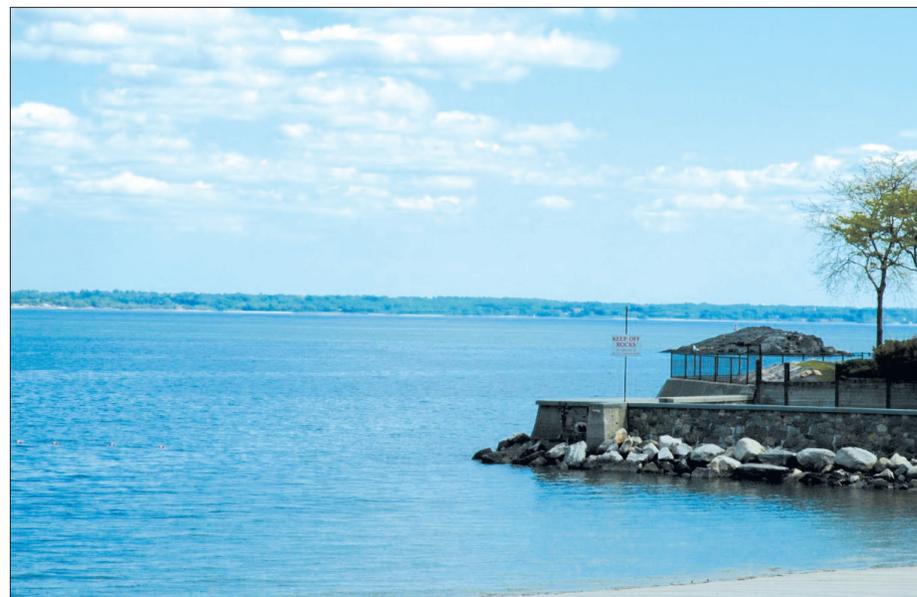
Organizers promise an “unflinching look” at some of the issues surrounding underage drug and alcohol use. The experts will discuss a variety of scenarios acted out by a group of students under the direction of RHS teacher Michael Limone. There will also be opportunities for the audience to ask questions. Ellen Morehouse, executive director of Student Assistance Service Corp., will moderate the discussion.

“We are confident that the information presented will be very relevant to parents and students,” says Lisa Chen, Rye Youth Council board member and one of the organizers of the event.

A similar event two years ago drew a crowd of more than 700 people, and feedback was overwhelmingly positive. “Parents in our community recognize underage substance use as a very troubling issue”, says Lisa Dominici Faries, RYC president of the board. “We are grateful to be working with Principal Taylor and Rye-ACT to shed more light on this problem. Hopefully the evening will encourage parents to continue this conversation at home.”

For more information, please contact the Rye Youth Council office at 967-3838 or office@ryeyouthcouncil.org. (Submitted)

PARK from page 1



A request by the town of Rye seeking new management and the possible redevelopment of Rye Town Park has attracted a field of six candidates, including some familiar faces in Rye. File photo

Serrano said taking over operations of the park would be more about expanding services to residents.

“We would provide more activities with families [and] expand services we provide to our town and city,” he said.

Currently, the park is in need of \$14 million in capital improvements.

According to the city of Rye’s proposal, if selected it would foot

the cost for all operational expenses and retain revenue from the park. All surplus revenue would be put towards capital projects and operational expenses.

According to Zuckerman, the commission will be tasked with sifting through the options and deciding what’s best for the park’s future.

“This is the beginning of the process, not the end of it,” he said, adding that there isn’t a deadline

for making a final decision and that the process will take as long as necessary.

Zuckerman said the commission will review the proposals and then, those that are deemed suitable will be reviewed by the public.

Singer could not be reached for comment as of press time.

CONTACT: james@hometwn.com; sibylla@hometwn.com

## Village of Tuckahoe bans fast food chains

After nearly a year of discussion, the village of Tuckahoe Board of Trustees has passed a law that will prohibit fast food restaurants from opening up shop in the village.

The controversy over these types of restaurants began in July 2015 when Subway applied for a permit to open a storefront at 73 Main St. Their permit was eventually approved, driving village residents to collect petition signatures asking the village to amend its zoning rules to prevent more chain restaurants from opening throughout the community.

Residents were also concerned with how an influx of fast food chains could potentially alter the character of the village.

The ban, which was passed at the village board’s March 7 meeting, specifically applies to “formula fast food and formula quick casual restaurants,” which includes restaurants with more than seven locations state and nationwide. However, sit-down chain restaurants with a wait-staff, such as Chili’s or Applebee’s, will be permitted.

Joseph Amano, owner of Pure Food and Drink, located on Fisher Avenue in the village of Tuckahoe, said one of the things that drew him to Tuckahoe from the Bronx was the lack of fast food restaurant chains.

“I felt [the lack of fast food



This Subway, located at 73 Fisher Ave. in Tuckahoe, was the impetus for residents to push village officials for a village-wide ban on fast food establishments. The sandwich shop caused a firestorm of controversy and led to a petition from residents concerned that such eateries would jeopardize the character of the village. Photo/Andrew Dapolite

restaurants] was for the well-being of the children, first and foremost, [who] are the future,” he said during the March 7 meeting.

Trustee Steven Alfasi, a Republican, said that he was in favor of the ban because of the size of Tuckahoe, and that if the

law were for a larger community like the cities of Yonkers or White Plains, he might vote differently.

“It’s Tuckahoe, and the smallness of our community is a major factor in my decision,” Alfasi said.

-Reporting by Kiley Stevens

## Construction accident on Read Court injuries 1

On Thursday, March 17 at approximately 1:58 p.m., the city of Rye Police and Fire departments and local EMS responded to a construction accident located at 1 Read Court in Rye.

Upon arrival, it was discovered that a 29-year-old male from Hartsdale, New York, was struck by a 2014 Caterpillar front-end loader. The male was the operator of the front-end loader and exited the machine

to inspect the construction area. Upon exiting, he moved to the front area of the machine which then rolled forward, pinning him against a concrete wall. A second construction worker jumped into the machine and backed it away from the operator, who then fell over the concrete wall and down a 9-foot shaft to a concrete floor.

The operator suffered two broken legs, multiple lacerations

and contusions. The operator had to be extricated once he was stabilized from the construction shaft. Due to the extent of his injuries and the precarious position he fell to, this required the assistance of all three agencies to get him to the ambulance. The operator was transported by EMS to Westchester Medical Center where he was admitted to the Trauma ICU and is currently in critical condition. (Submitted)

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## TV reports toy turns toddler into sex slave

**RHYMES  
WITH CRAZY**  
Lenore Skenazy



A mom just bought a toy for her 2-year-old daughter that signals to pedophiles that the girl is ready to be traded for sex.

WHAT?

I'd repeat it, but it still wouldn't make any sense. And yet, this modern day myth has gone viral. It's everywhere from headline news to AOL to local media, and of course, Facebook. One mom there lamented, "I did not know that pedophiles have their own insidious silent language that is infiltrating society through pretty pink images... which signal to other pedophiles the child can be traded."

Do we really live in that kind of hell for kids?

The real story involves a Florida mom who bought a pink plush truck for her daughter at a monster truck rally down there. Somehow (the original WFLA-TV reporter never tells us how), the mom came to believe the heart-within-a-heart logo on the toy is a code pedophiles use.

I should mention that that the heart-within-a-heart logo is also the logo you see on Good Humor bars or when your barista has mastered the art of making a heart in your cappuccino foam.

And yet, using a garbled mishmash of horror and hysteria, the TV reporter told viewers that because of that heart logo, the toy "held a sick secret; a dis-

gusting calling card for creeps." And now, "When a pedophile sees children with the heart symbol, it's a code meaning that child is ready to be traded for sex."

While presenting zero evidence that the world works like this, the reporter then interviewed the mom, who seemed as distraught, as if her child had just narrowly escaped the clutches of Cropsy. "I'm absolutely sick!" she cried. "This is pink! This is for little girls, especially at a predominantly male event."

So... does the mom think the "male event" deliberately stocked up on pink toys so that unwitting parents would buy them? And that predators would see the symbol, and go, "Look! A heart on a toy. This mom must be willing to sell her child into sex slavery!" And then what? Would she feel obligated to trade her kid for cash because that's how the system works?

I can't stop marveling at this "news" story, because it shows that we are so obsessed with the fear of predators—or at least news editors are so obsessed with feeding us these stories—that we never even stop to say, "Wait... what?"

For a dose of actual facts, I dropped a line to David Finkelhor, head of the Crimes Against Children Research Center at the University of New Hampshire. "I can't reassure you that there isn't some lonely pedophile club somewhere that has decided to make a logo," he wrote back.

And it's true. In trying to find

whether there was anything that could suggest even a scintilla of justification for the story, I learned there was one lone government file, written about 10 years ago—and played up in an episode of "Law & Order: SVU," of course—that suggested pedophiles might wear logos that indicated their leanings. "But what is certainly true is that pedophiles would not simply decide to pick a victim based on carrying an item with a logo. No one should worry about the logo being dangerous for their kids," Finkelhor said.

But that's the problem.

We are worried all the time about this least likely of crimes: stranger danger.

Christie Barnes, author of "The Paranoid Parents Guide," found that the very top worry of parents is kidnappings. (And No. 4 is "dangerous strangers.") This fear haunts us even though our crime rate is the lowest it's been in decades. It haunts us even though we know that when it comes to crimes against children, the vast majority are committed not by strangers, but by trusted adults.

When stories like this fan the flames of predator panic, we get a population ever more obsessed with sex offenders, ever more demanding of police protection, and ever more convinced that their kids are in constant danger, even from a plush toy.

Here's the real news: they're not.

CONTACT: [lskenazy@yahoo.com](mailto:lskenazy@yahoo.com)

## Refacing finally gets accepted in remodeling industry

By PAUL BOOKBINDER  
Contributor

It took more than 25 years, but refacing is finally being accepted by the kitchen and bath industry as a legitimate remodeling solution for the consumer. In a recent issue of Professional Remodeler magazine, for the first time in history, refacing is not only mentioned, but included as the fourth item in their list of "Kitchen and Bath Design Trends."

So what made the powers that be finally recognize this creative remodeling technique? Apparently, so many people are choosing to reface, rather than replace their cabinets, they didn't have much choice. Especially since the results are not only beautiful, but with additional accessories, they rival the functionality of an all-new kitchen, and at the same time save the consumer money. The process couldn't just be ignored anymore, no matter how much they tried.

Granted, in the past, refacing (or resurfacing as it is also called), used to conjure up a less-than-beautiful kitchen, where the material covering the cabinets and doors didn't look real and would peel off in a few years. While this may have been true 20 years ago, the materials and adhesives used for refacing have improved dramatically. Most contractors who offer this service now replace the door and

drawer fronts and cover the cabinet with the same material the new fronts are made of. Today, a custom refacing job, if done properly, looks just like a new kitchen and lasts just as long.

The selection of replacement fronts has expanded exponentially over the past few years. You can now get real wood, and select from maple, cherry, alder, birch, pine and exotic woods. If you want to go with laminate fronts, there are close to a hundred colors to choose from, and now the laminates can be hand-crafted with a glazed finish or Italian high gloss lacquer, just like real wood. Add to this the modern internal conveniences that you find in new kitchen cabinets and refacing becomes a viable alternative.

Over the past 25 years, I've found that the three most popular reasons for refacing cabinets, rather than replacing them, are the three Cs: convenience, conservation and cost. With our hectic schedules, most of us don't want to have our lifestyles disrupted any longer than necessary. It's hard enough getting everything done that we're supposed to each day without having construction going on for several weeks. Refacing takes much less time than replacing a kitchen and is much less stressful than a total renovation, and in most cases, it's usually much more economical and environ-

mentally friendly than installing a new kitchen. I say usually much more economical because there are factors that can increase the costs of refacing. When you select thermofoil replacement fronts, the cost is about 50 percent less than buying and installing new, all-wood cabinets. However, if you choose special shapes or wood fronts, the savings begins to diminish. Another factor that can add to the expense of refacing is changing the layout of your kitchen. You realize the greatest saving when no alterations are made to the floor plan. If you intend on changing more than 10 percent of the cabinets in the kitchen, it makes more sense to think about replacing all of them.

If you are considering renovating your kitchen, bath or wall unit, it certainly would be worthwhile to investigate all the possibilities, especially now that the taboo associated with refacing has been lifted. It's a good idea to visit showrooms that offer both new cabinets and refacing. And, with the wide range of replacement fronts available, you may be pleasantly surprised.

*Paul Bookbinder, is president of DreamWork Kitchens, Inc. located in Mamaroneck. He can be reached for questions at 777-0437 or [dreamworkkitchens.com](http://dreamworkkitchens.com).*

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## March sadness

**LIVE MIKE**  
Mike Smith



After the first weekend of the NCAA basketball tournament, I have to say, I don't hate my bracket. Sure, it's pretty much busted to pieces, but despite all the schools I've already had to cross out, there is some method to my March madness.

Let's get it out in the open before we start: my picks were not, by any stretch of the imagination, good. In the "Review Championship," a bracket I joined with several of my co-workers and some elected officials from the communities we cover, I'm currently in eighth place, and there are enough red marks in my Midwest region to make me think I'm taking algebra all over again.

But all is not lost, at least, not yet.

Given the large number of massive upsets that occurred, al-

most everyone lost a Final Four team or two. I, unfortunately, had Michigan State going to the championship game, only to see them toppled in the first round by that perennial juggernaut of a No. 15 seed Middle Tennessee.

But as bad as my Midwest region was—I picked only three of 12 games correctly—I have to look at the positives. My bracket in the West region, on the other hand, was perfect: a whopping 12-out-of-12 picks right.

Small victories like that are enough to keep me going, and make me somewhat confident in my sports knowledge, even if winning the Review pool is all but impossible.

I was smart, though. I hedged my bets.

One might look at my second-round loss for No. 2 seed Villanova as a big mistake. After all, Villanova is coming off a generally terrific regular season that even saw the Wildcats nab the top spot in the nation for a couple of weeks. Villanova has

played to form in the tournament thus far, dominating UNC Asheville in the opener and crushing No. 7 seed Iowa in the second round.

But Villanova is the team I've rooted for since my elementary school days, so I played it safe. If I had them making a run to the Final Four, and then watched the Wildcats flounder in the early-goings of the tourney—as they have done quite often in recent years—that's a lose-lose scenario. My bracket would have been in shambles and the one rooting interest I had would have been eliminated.

This way, even though I may not be headed for a win in the office pool, I'll still get to tune in with something on the line, at least for one more game, as Nova sets to take on Miami in the Sweet 16.

So yeah, my bracket's a mess. I'm not going to win any money, I'm not going to have any office bragging rights, and honestly, with a showing this bad, I



Sports Editor Mike Smith's bracket might not look so good this week, but he still has hope for this year's NCAA Tournament. Photo courtesy sports.yahoo.com

should be forced to vacate my position as sports editor at the Review. But, regardless of my picks, I still have a vested inter-

est in the outcome of this tournament. Well, at least until the Hurricanes win on Thursday.

Then it's on to baseball season.

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CLASSIFIEDS from page 12

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## SPORTS

## Garnets hit the field for 2016

By MIKE SMITH  
Sports Editor

With a solid mixture of youth, skill and experience, the Rye lacrosse team can expect big things this spring. On March 21, the Garnets hosted John Jay for a preseason scrimmage and showed a lot of promise for when they open the season on March 24, after press time, against Pelham.

Co-head coach Brian Dooley said there was plenty to take away from Tuesday's scrimmage.

"I think what we saw is that we are going to need to play faster," Dooley said, "especially if we want to compete with these teams like John Jay."

The Garnets are hoping to get off to a quick start this year, something that seems likely, given the number of returning players from last year's squad. Rye brings back eight starters from a 12-6 campaign and is looking to make a deeper play-

off push in 2016.

"We still have quite a bit of stuff we're going over," Dooley said. "It's been eight months since they've played together, but [the returners] know that our expectations are high."

Last season, Rye enjoyed a terrific regular season in which they beat highly touted teams like eventual Class A champion Mamaroneck, earning a No. 3 seed in the Class B sectional playoffs. But after toppling Pearl River in the opening round, the Garnets were stunned by No. 11 seed Somers in the quarterfinals, surrendering the game-winning goal with just 1:40 left to play.

The Garnets are hoping to put the memory of last season's loss behind them, and seem well-suited to do so.

With several scoring options up front, Rye's ability to defend will dictate the squad's success. Junior Will Hynson is poised to anchor the midfield and senior Theo Bresolin will

lead the defensive unit in front of senior goalie Christian Bonaventura, giving Dooley confidence in Rye's ability to keep opposing teams off the score sheet.

"Those three will probably be our most impactful players," Dooley said. "But there are a lot of other guys, almost too many to count."

With league foes like Pelham, Harrison and Eastchester on the schedule, Rye's Garnets will look to end the season on a positive note, with games against Mamaroneck and Bronxville, the reigning Class A and C champions, respectively, before the playoffs begin.

"We have a lot more things to work on than we have strengths right now, but it's only the third week," Dooley said. "We just hope to get better every day and be playing our best at the end of the season."

CONTACT: [sports@hometown.com](mailto:sports@hometown.com)



A Rye player rushes past a John Jay defender during a March 21 scrimmage. Rye returns several key players from last season's 12-6 team.



A Garnet fires a shot towards the net on March 21. Photos/Bobby Begun



A Rye player looks for an open teammate during a preseason scrimmage. Rye has a difficult regular season schedule in 2016, but hopes to be prepared for the playoffs.



A Garnet tries to create space against John Jay.

