

# **April 14th is AHA! Night: Sustainable Earth**

Spring has arrived bringing with it new life, warmer weather and longer days. Join us for the April AHA! Night when— just in time for Earth Day— our theme is “Sustainable Earth.” Join us in celebrating the earth and explore how we can create a sustainable environment for ourselves and others. Hear what others in the community are doing and connect with groups who are making a commitment to positive change.

## **Celebrate Earth Eve with the People Powered Parade!**

### **Massachusetts’ only Eco-Friendly Parade!!**

The climate is changing, and it’s time to make a statement. The evening will be filled with fun, as the group parades along the procession route with their eco-floats moving to the beat of the New Bedford High School Whalers Marching Band and NBPS All-City Middle School Marching Band & Colorguard. Eco-floats are anything a person or group can wear, roll, or carry along the procession route. The topics of this event are all about reducing, reusing, and recycling. All this begins at 5pm at Custom House Square (corner of William Street and Acushnet Avenue) The procession will begin at 5:30pm, travel through the downtown historic district, along Acushnet Avenue to the reviewing stand at 6pm where Mother Earth and Father Ocean will then be crowned. Everyone is welcome!

**The Parade will be followed by the Eco-Conscious Concert featuring Tem Blessed & the Blessed Energy Band.**

Custom House Square, 6:30pm



**New Bedford Whaling Museum** (18 Johnny Cake Hill) and the **New Bedford Historical Society** host the **New Bedford Mass. Memories Road Show** workshop on **Preserving Family Photos**. 6:30-8pm

The **Marion Institute** and **Connecting for Change** present **Green Machines** on the **Whaling Museum Plaza**. A family friendly interactive space focusing on local food and energy.

**Trunk show** of the latest fashions by **Moontide Dyers**, created with environmentally-friendly dyes and processes at **Crowell's Fine Art** (382 Acushnet Avenue).

**First Unitarian Church** (corner of Union & County Street) presents **Everyday is Earth Day**. Skip up the hill for environmentally friendly projects in the Tryworks Creative Play Space! May you grow up to recycle, may you always re-use, may you always care for Earth and let others learn from you. Creations from the blue bin, nature knows best, Earth is our home! 5-7pm.

Plus, celebrate the 100th Anniversary of the installation of the Tiffany Mosaic with a tour of the Sanctuary.

The **Early Literacy Coalition** presents **How Your Garden Grows**, a reading and found art project, in honor of Earth Day. Hands-on art projects, reading about gardens, and singing songs. **New Bedford Public Library** (613 Pleasant Street), 6-7pm

**Coalition for Buzzards Bay** (114 Front Street)

What we do on our lawns directly effects the health and recreation of our families and our coastal environment. Follow the earth eve parade with a **free screening of the SafeLawn Foundation film, *A Chemical Reaction***, 7pm. To raise awareness

and understanding about current landscape practices through broader dialogue in our communities is to arrive at solutions for more sustainable practice one yard at a time.

**Rotch Jones Duff House and Garden Museum** (396 County Street) offers the **third lecture in a series that explores the epic growth of port cities in New England during the 19th and 20th centuries**. Hear how these cities have transitioned, through time, to use the strength of their historic fabric to support contemporary creative economies. The speaker in April is **Laurence Yerdon, Executive Director of Strawberry Banke, Portsmouth, NH**.

**SEEAL (Southeastern Environmental Education Alliance)'s Shrink Your Footprint Fair at the Ocean Explorium** (148 Union Street), 6:30-8:00pm.

Workshops include:

- **Kalia Lydgate, director of the Marion Institute's Green Jobs Green Economy Initiative and the New Bedford P.O.W.E.R. Project**, discussing her work and presenting a sustainability curriculum for teachers.
- **Food 101: A collaboration of SEMAP (Southeastern Massachusetts Agricultural Partnership) and the South Coast Energy Challenge** presenting on local foods & farmers, growing, and the carbon footprint!
- SEEAL partner exhibits will include: **Brix Bounty Farm, Mass Audubon SouthCoast Sanctuaries, Global Learning Charter Public School, Lloyd Center for the Environment, and the Alliance for Climate Education**.

**New Bedford Whaling National Historical Park** (33 William Street) **hosts the 19th century Ladies talking about the "Winds of War."** Ruth and Abby, nervous about the threat of war, are preparing to help the home guard leaving for Fort Monroe in a few days.

6-8 PM Second floor, Corson Maritime Learning Center

**TL6 the Gallery** (100 William Street) hosts **Marlene from Equal Exchange**. Marlene will be providing samples of Equal Exchange products and information about the cooperative. Equal Exchange is a worker-owned Cooperative in West Bridgewater, who provide high-quality organic & fairly traded coffees, teas, chocolates, bananas and snacks from all over the world.

**Love Life Lens Photographers** will be offering spring magnet crafts at their studio (14 Rodman Street), along with **1/2 off Spring mini-sessions with their bunny, Flash**. A 1/2 off mini-session is \$20. Appointments are suggested, walk-ins upon availability.

**Kids tie-dye art activity at Judith Klein Art Gallery** (752 Purchase Street), 6-7pm.

**Pour Farm Tavern** (780 Purchase Street)

- **Ask the Brewer Series continues! Enjoy a tasting & presentation with craft brewer of the month Haverhill Brewing Company, 6:30pm.**
- **NEW art on the walls by M-C Lamarre.**

**Rose Alley Ale House** (94 Front Street) in collaboration with **Blue Hills Brewery and Orph Inc.** will be hosting a **reprise of the Eye on the Orpheum exhibit** with photos from the event. Beer tasting and photo exhibit to run from 6-9pm with **20 minute documentary "Orpheum Rising"** showing at 7pm.

## **EXHIBITIONS**

### ***NEW SHOW!***

**Judith Klein Gallery** (752 Purchase Street) hosts an opening reception for the **seasonal show "Student EXHIBIT 2011"** featuring **UMD graduate students showing their works**. The city of New Bedford has always inspired and encouraged art. Meet the artists and hear them talk about their art!



Keeping up with the tradition Judith Klein Art gallery is showcasing an exhibition of work by selected graduate students living and studying in New Bedford. The exhibition focuses on encouraging art students and providing them with a platform to launch into the art world.

Student artists participating in the exhibition include: **Claudine Metrick (sculpture), Hank Gatlin (sculpture), Elise Bowen (Sculpture), Robert Green (sculpture), Kim Barry (painting), Yuganti Shirodkar (print making), Shauna Cahill (ceramics), Amy Uthus (ceramic), Brittany Savolainen (installation), Lauren de Serres (sculpture), Mellissa Morris (painting), Nicholas Pregler (printmaker), Jeremy Baker Smith (painting), Laren Friedman (painting), Hayley Perry (painting), Sara Heiderich (sculpture), Samantha Carrell (painting) and Sarah Arnold (mix media).**

### ***NEW SHOW!***

**UMass Dartmouth CVPA at the Star Store (715 Purchase Street) presents the 2011 MFA Thesis Exhibition, curated by David Boyce and the graduate students.**

### ***NEW SHOW!***

**Crowell's Fine Art (382 Acushent Avenue) is proud to present Local Haunts: The Uncommon Landscape, the first solo show in a commercial gallery of artist Randy Swann. Swann's paintings are built on color and shape. His unique compositions engage the viewer with abstract patterns that dance across the canvas. Swann's subject matter is at once benign and nostalgic, buildings we pass without a second thought, an old gas pump or a vague childhood memory from a park long since demolished, lovingly brought to our attention for both their aesthetic beauty and their rich humanity.**

**New Bedford Art Museum (608 Pleasant Street) 4 EXHIBITS**

**• *Just Added!* Artists Collecting Artists – The Art Collection**

of Charles & Susan Hauck curator by Louie Doherty

- David Loeffler Smith Retrospective curated by Kate Levin & Don Beal
- Vault Series: Susanna Coffey curated by Joan Backes
- Paintings of Finn Gudmundsson – A New Bedford Primitive curated by □Severin Haines

Plus Art@8: “Art and the Primitive”, Sig Haines talks about curating the Finn Gudmundsson Exhibit.

### ***NEW SHOW!***

**Navio Artisans Collective** (65 William Street) hosts an artist reception for “Two if by Sea” featuring works by **Shauna Cahill** and **Sarah Arnold** who work in ceramics and metals.

### ***2 NEW SHOWS!***

**Gallery X** (169 William Street)

In the Main Gallery: **New Works 2011**

This juried exhibition is open to all visual artists. **Juried by Gallery X president Don Wilkinson; curated by Gallery X member and Fairhaven High School art educator Jeff Horwat.**

In the Douglass Gallery: **“We Shine through our Art”**

**Student art from The Greater New Bedford Catholic Schools Elementary Arts Collaborative.** Reception, 5-9pm The Greater New Bedford Catholic Elementary Schools Arts Collaborative is proud and excited to announce the first collaborative art exhibition of the New Bedford area Catholic elementary schools. The show features over 350 pieces of art & will include artwork from students in grades three through eight from St. James-St. John School, Holy Family-Holy Name School, All Saints Catholic School, St. Francis Xavier School and St. Joseph School.

### ***NEW SHOW!***

**Artworks!** (384 Acushnet Avenue)

Opening reception for UMASS show titled, **“One on One”** featuring faculty and students from CVPA. 5-7pm

**New Bedford Public Library (613 Pleasant Street)**

**Continued Exhibit – “An Illustrative Journey: Work by UMass Junior Illustration Students”, featuring the the work of junior year illustration majors & organized by Professor Jean-Francois Allaux.**

### **MUSIC AND PERFORMANCES**

**NBPS All-City Select Chorus singing at City Hall (133 William Street). Ashley Room, 6:30pm, City Council Chambers, 7pm**

**Pilgrim United Church (634 Purchase Street) presents Dance Attack & Voices Within, all-girl choral and dance groups** who appeared in Radio City and will appear in the Macy’s Parade this year. 7-7:30pm

**Cafe Arpeggio (800 Purchase Street) Open Mic featured performer** will be **Tom Allen, 6-7pm**. For many years, **Tom Allen** has been a force on the New Bedford music scene. A founding member of two iconic bands, first The Mighty Choice Tomatoes, and most recently The Jethros, Tom’s influence has been felt by happy audiences all over the SouthCoast. In addition, Tom is a terrific songwriter, and recently released a solo album of originals, *The Ballad of Gordon Blue*. He has been a fan favorite at Cafe Arpeggio’s weekly Open Mic, with members of The Jethros, or solo. He promises to have a friend or two join him at his feature set. We can hardly wait!

Following Tom Allen will be our regular weekly Open Mic from 7-10pm. As always, all are welcome and there is no cover charge... though The Hat will be passed. Hosting the show will be **“New Bedford’s Troubadour” Art Tebbetts, and his side-kick Denn Santoro (of “Dancing Eyebrows” fame)**. C’mon out & enjoy the evening with us

**UMASS Dartmouth Theatre Company’s “The MacGyver Experience”** is a group of

talented UMASS Dartmouth students who focus on short form improv with lots of audience participation. Their shows are quick, funny, and don't cost any money! Check them out in the **Bristol Hallway** (752 Purchase Street), 7 & 7:30pm.

**Artworks! (384 Acushnet Avenue)** presents the team from **Gloria and Company (for beauty and wellness)** doing a short skit from **Eva Ensler's "Vagina Monologues"** to promote their production on April 17, 2011 at the Fairhaven Town Auditorium: a benefit for the Greater New Bedford Women's Center. They will perform in the main gallery from 7:30-8:00 pm. Parents are strongly cautioned as this presentation contains adult themes.

**No Problemo** (813 Purchase Street) presents **Chris Evil, Mike Almond & Greg Faris. Part of AHA! After 9!**

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## **GENERAL INFORMATION**

**All activities are FREE and open to the public.** Year-round programming is funded in part by the Mass Cultural Council's John and Abigail Adams Arts Program, The Island Foundation, The City of New Bedford, the AHA! partners, individual supporters and in-kind marketing support from the Standard-Times and WBSM. **For more information call 508-996-8253 x205**

**First time visitors** may want to start AHA! Night at the National Park Visitor Center (33 William Street). Complete program flyers with maps are also available at all AHA! venues starting the Tuesday prior to each event.

**Directions:** From I-195 E or W. Take Exit 15 (Rte. 18). Follow Rte 18 to 2nd traffic signal; take a right onto Union St. At the first traffic signal take a right onto Second Street and take your first left for parking in Custom House Square or



continue on two blocks to the Elm Street garage. On-street parking also available for free after 6 pm.

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## Favorite Walking Places



by Dodie  
McPhee

There is something calling me, moving my sneakers from the closet to the back door. I hear the birds welcoming the dawn sun through the bathroom window and know I need to smell the sunrise-freshened air and the bite of the morning on my cheeks. "Come out!" the birds yell. "Breathe deeply! Greet the sun!" So I layer on my walking clothes (it **IS** still early spring), grab my car keys and head for the door. It is time to be set free from my house and my yard. I need to start walking one of my favorite places.

There is a hidden treasure in the far north end of New Bedford, tucked between Route 140 and Route 18 (Acushnet Avenue). Sassaquin Pond is a small kettle pond, which, as my husband states, "is a hole dug out by the glaciers!" Cape Cod and the South Coast area are graced with many of these. This pond is surrounded by tiny, winterized summer cottages and tall New England trees. Tiny capes and unusually shaped bungalows jumble along the edge. Some are squeezed sideways between two other houses; some twist and bend to fit into the last free space.

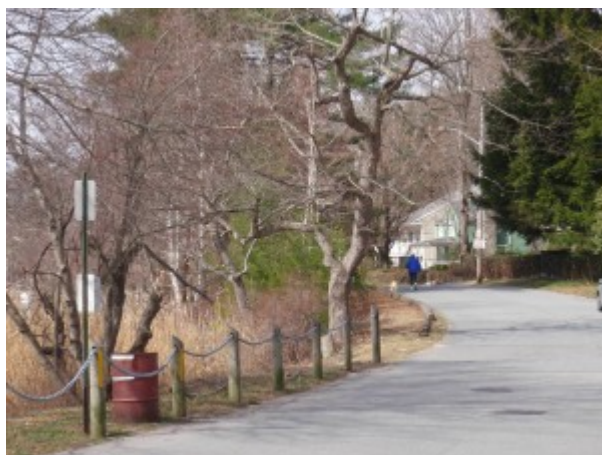


Land is at a premium along the pond's edge. The yards are well kept, if eclectic in style, and each one is very different from the next. Some tiny cottages only had room to grow upwards, so second floors are added to tiny homes in order to allow room for expanding families and

closets. There is little ground space around these homes, but the view! It rivals any quiet, pond neighborhood on Cape Cod. Picture windows turn towards the water to appreciate the sunrises and sunsets. The changing foliage of New England color the air.

An antique burial ground tops one small hillock overlooking the pond. There is always a hush about the hill. Children whisper about the ghosts of the Native Americans that haunt the graveyard, and the old trees enclosing the site nod in agreement. In the summer it is a quiet place to dream away the afternoon, but in October, on Halloween night, packs of children tumble around the pond, racing warily around the cemetery to the houses nearby. Goblins and heroes, ghosts and princesses swirl through the neighborhood.

Puddles of light from the street lamps illuminate their costumes as their voices excitedly pipe through the air. Candy buckets bang against costumed legs as candy wrappers leave the street resembling a breadcrumb trail. The houses shimmer with steaming kettles and cobwebs trail from the trees. Around and around they go, children racing and parents trailing behind, all the while ghosts laugh from the hill.



Car traffic is light around the pond, though the occasional driver does zip through. Parents in the neighborhood loudly protect the pedestrians by reminding the drivers to “Slow Down!” and “Be Careful!” The walkers, joggers, baby strollers, skateboarders, bicyclists and scrubby play-dirty children far outnumber gas vehicles. Husbands stomp quickly around the pond, forced to walk for health and to improve their stamina while their wives follow behind, secretly smiling. Women of all ages laugh their way around the pond. Storytelling is the fuel for our power-walks, and our heads nod easily to each others as we pass. The shared joy of the air makes it easy to say hello.

There is plenty of hidden wildlife at Sassaquin Pond. The varieties of turtles, salamanders and birds are a special treat, and the occasional skunk is something to be wary of. After all, what is a walk without a little excitement?



The side streets surrounding the pond are named for our New England birds. Swallow, Cardinal, Sparrow, Robin, Lark, Wren and Oriole are not only street names, but also the names of the birds we spy as we walk. Ducks and geese nest close to shore on the tiny beaches, and

often goslings and ducklings trail behind the parents across the water.

If you want to work hard, you can stretch your muscles and your stamina and lengthen the walk to 3 to 4 miles. The streets leading up to Acushnet Avenue from Sassaquin Pond are steep, and loop up and back towards the pond. If you are feeling lazy, you can simply stroll around the pond on Sassaquin Avenue. Approximately a mile around the pond, one direction has a small hill that is done in the blink of the eye; turn the other direction, however, and it is all

downhill, the breeze always in your face. If you pay attention in May, when the mayflowers bloom, you will smell the most delicious aroma!

Sassaquin is not a pond for swimming; with privately-owned access and too many houses too close to the pond, it is frequently closed to all but the ducks. But year round it is a joyful place to walk, protected from strong winds and fast cars.

The next time you feel like going somewhere new for a walk, park on Acushnet Avenue and walk towards Sassaquin Pond: you'll feel as if you've just entered into a different world.

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## Jacqueline Bromberg Memorial Scholarship Fundraiser



By  
Adam  
DiOrio

In March of 2005, at the age of 17-years-old, Jacqueline Bromberg was diagnosed with Gastrointestinal Stromal Tumors (GIST), a rare type of cancer normally found in adults aged 55+. The doctors told her she had six months to live, but Jacqui was not ready to leave her family. Instead she decided to fight the cancer, even though it meant undergoing numerous surgeries and trial chemotherapy treatments. Nearly five and a half years later, Jacqui lost her battle with GIST.

Jacqui was my cousin. From the beginning, I saw what this disease did to her, but Jacqui's light could not be dimmed. Her personality, her caring, giving spirit, and her sheer will to live left an indelible mark on my life. I learned many lessons from Jacqui, and as I continue to move on from her passing, I realize new and different ways she has influenced my life.



Jacqui (left) with her sister and best friend, Bonnie.

During the last few months of her life, I made a point to visit Jacqui as frequently as possible. It was about the only times I didn't mind being unemployed, because I was able to see her more often. At a time in my life when things weren't going well, Jacqui was able to look past my problems and just see me. I will never forget that, and always love her for it.

If a day or two passed in between my visits with her, when I finally did see her, she was noticeably thinner. The disease was wearing her down, and we knew that, despite her strong desire to live, she couldn't take much more. She and I spoke about mortality several times, and from these talks I found that what Jacqui feared more than death was the thought of leaving her family. Even though she knew she didn't have long to live, she still worried about the people she would leave behind. That was Jacqui.



Jacqui lived her life with a dignity that many of us won't attain with 100 years on Earth. She only had 22 years with us, and make no mistake, there is no way to sugarcoat what cancer did to her. But Jacqui wouldn't want to hear that talk. She refused to be defined by the disease she suffered with, even when she knew the end was near. I am unbelievably sad that she's not here today, but I am eternally grateful for the time I had with her.

Jacqui didn't just touch the lives of her family; along the way, she became friends with many of her doctors and nurses. Both her hospital and at-home nurses helped Jacqui through her battle with cancer, not only with their skills, but with their strength and laughter. Because of the tremendous support of the nurses, Jacqui's family felt inclined to donate a memorial scholarship in her name to the Health Careers department at Old Colony Regional Vocational Technical High School in Rochester.



The 1st Annual Fundraiser Skating Event, to benefit the Jacqueline Bromberg Memorial Scholarship, will take place on Saturday, April 16th, from 3-5 P.M. It will be held at the Bridgewater Ice Arena, 20 Bedford Park, Bridgewater, MA. Jacqui's older sister Bonnie works at the arena, and the owners have been gracious enough to donate ice time for this event, which will include skating, raffles, and refreshments. The cost is only \$5, but further donations will be accepted. If you can't attend the event but would like to donate still, checks can be sent to:

Jacqueline Bromberg Memorial Scholarship Fundraiser  
c/o Old Colony Regional Vocational Technical High School  
476 North Avenue, Rochester, MA 02770

Many of the people reading this story never had the chance to meet Jacqui, and unfortunately, they never will. It's too bad, because Jacqui was a truly special person, and I know you all would have loved her. In closing, I would like to leave you with the words Jacqui left for us, written on the back of the card with her picture on it that was handed out at her funeral:

*To All Those I Love:*

*I will miss you more than anything.*

*But I will come visit and watch all you beautiful people,  
and take care of you.*

*I was sent here to meet and love everyone of you.*

*Whenever times get tough, you know I am only a prayer away.*

*Love You More Than Words...*

**Jacqueline Bromberg**

July 1, 1987

August 3, 2009

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## **Brooks Williams at the Zeiterion's On Stage Folk Cafe**

Brooks Williams, considered one of the top 100 acoustic guitarists, will be featured as part of the Zeiterion's On Stage Folk Café on Thursday, April 14, 2011. Showtime is at 7:30 P.M. Tickets are \$15. Alan and Helene Korolenko, the Artistic Directors of the New Bedford Summerfest, are presenting these intimate evenings with the finest folk and

acoustic performers. You will join Brooks Williams and future performers in the series right on the Zeiterion stage for an evening of great music. The Folk Café is sponsored by New England Medical Associates.

Brooks Williams is as diverse and versatile a musician as you are likely to encounter. He is quite simply one of the most entertaining and engaging performers on the circuit today. With bluesy fingerpicking, soaring bottleneck slide, and swinging flatpicking, Brooks Williams' music is rooted in the blues, and is as fresh and original as any music you are likely to hear. His unique combination of traditional and original music inspired *Rolling Stone Magazine* to praise him for his, "Deft, tasteful guitar chops."



His guitar skills won him a place on the Top 100 Acoustic Guitarists list, in company with the likes of Michael Hedges, Chet Atkins, Leo Kottke, Doc Watson and David Bromberg. Add to this his fine songwriting and powerful vocals and it is no wonder that The Boston Globe said simply "Whew! Can that boy play!"

Over the years Brooks Williams has recorded 17 albums. His newest, *BABY O!* is setting the musical world on fire with its foot-stomping, rootsy songs. This collection of originals and standards ranging from Williams' original "Frank Delandry" about an all-but-forgotten New Orleans guitarist to Son House's "Grinnin' In Your Face", done here with guitar, harmonica and stand-up bass is turning heads. Other groundbreaking titles in Williams' discography include the best-selling roots/blues *Knife Edge* (1996), the instrumental gem *Guitar Player* (2005) and his acoustic tour-de-force *Blues and Ballads* (2006).

Now based in Cambridge, England, Brooks Williams continues to



play everywhere from Dallas to London, Istanbul to Boston, Belfast to Toronto, and Detroit to Nairobi. He has gigged with Taj Mahal, John Hammond, Paul Jones, Billy Bragg, Little Feat, and Leo Kottke, amongst many others. He has performed at festivals around the world including the Kerrville Festival in Texas, the Winnipeg Folk Festival in Canada, the Newport Folk Festival and New Bedford Summerfest.

Join Brooks Williams on Thursday, April 14, 2011 at 7:30 P.M. in the intimate setting of the On Stage Folk Café at the Zeiterion Theater, 684 Purchase Street, New Bedford, MA 02740. Tickets are \$15 and may be purchased at the Zeiterion box office or online here. Become a fan of the On Stage Folk Café on Facebook.

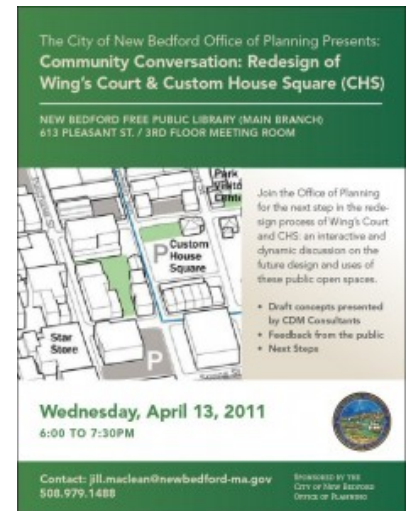
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## **Community                      Conversation: Wing's Court & Custom House Square**

Last year, Butch McCarthy did a great story for New Bedford Guide on Ginger Grill. In that article, the possibility of improving Wing's court in downtown New Bedford was mentioned. Here is an excerpt:

"J.T. Ghim has spearheaded an effort to clean up Wing's Court, the lane that runs in an L-Shape from Union St. to Purchase St. behind several businesses, including Ginger Grill. Although the powers-that-be in the city gave them the brush-

off, they still pursue this vision on their own. Their dream is to have a market behind Ginger Grill with frontage on Wing's Court, where they would sell fresh produce and prepared foods from the Ginger Grill. They imagine a Wing's Court that is safe, beautiful, and well taken care of: a little Boston Common in downtown New Bedford."



On Wednesday, April 13th, the Wing's Court project moves forward as the New Bedford Office of Planning presents Community Conversation: Redesign of Wing's Court & Custom House Square (CHS).

Join the Office of Planning for the next step in the redesign process of Wing's Court and Custom House Square; an interactive and dynamic discussion on the future design and uses of these public open spaces. Some of the topics of conversation include:

- Draft concepts presented by CDM consultants
- Feedback from the public
- Next steps

For those interested in attending, this event takes place on Wednesday, April 13th, at the New Bedford Free Public Library (Main Branch), 613 Pleasant Street, 3rd Floor Meeting Room, from 6-7:30 P.M. For more information, please contact Jill Maclean at: [jill.maclean@newbedford-ma.gov](mailto:jill.maclean@newbedford-ma.gov). You can also call her at (508) 978-1488.

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# Downtown New Bedford, Inc. 20th Annual Spring Social

Downtown New Bedford, Inc. will be holding its 20<sup>th</sup> ***Annual Spring Social*** at the New Bedford Art Museum on Wednesday, April 6, from 5-7 P.M. Executive Director Diane Arsenault says, “We are very fortunate this year to welcome our new neighbor and partner, who is sponsoring this event, D.F. Pray General Contractors. D. F. Pray has recently opened an office downtown and is a name that is sure to become familiar to us all.”



Board Chairman Kevin T. Pelland stated: “This Social is a popular annual event that is always well attended; one that offers arts, food and beverage, music, and the opportunity to extend our thanks to our award recipients for all they do for our community.” In addition to mixing, mingling, and art, Downtown New Bedford, Inc. will be recognizing several local people and organizations: Steven Carter of Carter’s Clothing Company with the *Business of the Year Award*, Friendly Sons of Saint Patrick/Half Marathon Race Committee for the – *President’s Recognition Award*; Neil Weiss, of Fiber Optic Center for the Community Investment Award and this year’s *Cultural Arts Recognition Award*, will be presented to the New Bedford Art Museum.



There will be a top-shelf bar and delicious hors d’oeuvres provided by Morton’s Fork Catering. The Spring Social also offers an opportunity to view a wide variety of art that will be on display. This includes the current New Bedford Art Museum Exhibit: *David Loeffler Smith-Retrospective* and the *Vault Series* by Susanna Coffey, and exhibits by Crowell’s Fine

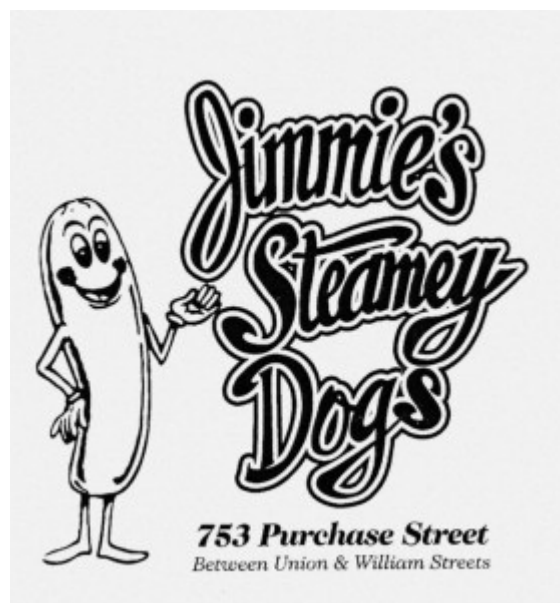
Art, Dyer Maker Studio, Judith Klein Art Gallery, Navio Artisans, Ray's Gallery, TL6 The Gallery and the UMASS Dartmouth College of Visual and Performing Arts. The atmosphere of the Social will also be enhanced with live musical entertainment by jazz guitarist Jim Robitaille with Bill Miele on bass.

Tickets for the gala are \$50 each, \$35 of which is tax deductible. Downtown New Bedford, Inc. is a non-profit (501)(C)3 community organization. Proceeds go toward Downtown New Bedford, Inc. programs and projects. Tickets may be purchased from the DNB office at 105 William Street, 2<sup>nd</sup> Floor, and from Board Members. For tickets or information call (508)-990-2777 or email: [dnb@downtownnb.org](mailto:dnb@downtownnb.org)

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## Cook It Yourself: Spring Risotto

**Restaurant:** Jimmie's Steamey Dogs



**Chef:** James Gouveia

**Location:** 753 Purchase Street, New Bedford

### **Spring Risotto**

I like this dish because it is fun to make (if you are not in a rush) and it's a scrumptious, light meal that satisfies both vegetarians and carnivores, alike.

### ***Ingredients***

- 1 tablespoon olive oil
- 2 tablespoons unsalted butter
- 1/2 cup finely chopped onion
- 1/4 cup finely chopped carrot
- 1 large clove garlic, peeled and finely chopped
- 2 cups Arborio rice
- 1/2 cup dry white wine, like Chardonnay
- 6 cups broth, heated
- 6 thin asparagus spears, tough bottoms discarded, spears peeled and chopped
- 1 small zucchini, cut into small dice
- 1/2 cup fresh fava beans (or baby green peas)
- 3/4 cup freshly grated Italian Parmesan cheese
- 1/4 cup chopped fresh parsley leaves, rinsed
- Salt
- Freshly ground black pepper

### **Directions**

1. Combine the oil with half of the butter in a heavy (4 qt.) pot over medium-high heat. Add the onion, carrot and garlic and stir while cooking until the vegetables begin softening (2-3 minutes), but be careful not to brown them.
2. Stir in the rice to coat the grains with the oily veggie mixture, and cook for another minute.
3. Add the wine to the rice and stir, cooking until the wine is almost entirely absorbed by the rice.

4. Add the heated (near boiling) broth 1/2 cup at a time. Stir well after each 1/2 cup and don't add the next one until the previous one is almost entirely absorbed by the rice. Keep 1/4 cup to add at the end.

5. After 15 minutes of adding broth, stir in the asparagus, zucchini and peas.



Spring Risotto

6. When the rice is tender and firm and all but the remaining 1/4 cup of broth has been absorbed, turn off the heat.

7. Add the remaining 1/4 cup of broth, 1/2 cup of the cheese, parsley , and salt and pepper to taste, and thoroughly stir into the rice.

8. Serve immediately and pass around the remaining 1/4 cup Parmesan and ground black pepper.

#### Notes:

This dish takes about 30 minutes once you begin adding ingredients. Be sure to have a glass of wine ready once you begin adding the broth, as this will take some time and it is important not to rush this step. Also, make sure the broth is HOT before you start cooking anything.

If you can't get the fresh baby fava beans, then you can

substitute defrosted baby green peas. When using fresh fava beans, it is necessary to take the beans out of the pods and steam the individual beans to remove the skin.

Makes 4 servings.

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## Local Business Spotlight on Froh Safety



By Adam  
DiOrio

During the course of an average day in downtown New Bedford, you might walk past half a dozen people who, unbeknownst to you, own their own businesses. Bar owners like the guys from Rose Alley or Barry and Denis from Catwalk, are well known because of the nature of their business. The same can be said for restaurant owners, like Jared over at Candleworks.

However, there is another group of people who live and work in New Bedford that you would never know ran successful companies. I would venture a guess that there are nearly as many entrepreneurs in New Bedford who operate from home, or strictly on the internet, as there are people with actual stores. We have people in New Bedford who own and operate their own sandwich shop, or their own roofing company, or in the case of Jeremiah Froh, a safety products company.

These businesses may not be as widely known or recognized as the bars and restaurants, but are no less a part of the local

economy. With that in mind, we'd like to shine this week's Local Business Spotlight on Froh Safety.



Froh Safety owner  
Jeremiah Froh.

**Owner name:** Jeremiah (Jay) Froh

**Company Name:** Froh Safety

**How long has Froh Safety been around?**

Froh Safety was established in 2007.

**How did Froh Safety get started?**

Fresh out of college I got a job working for a start-up safety company that was a bit too ambitious with its ideas. They had a lot of good ones, but tried to implement too many at once, which forced the company into bankruptcy. I had invested too much time and money to abandon the goals I'd set, so I picked up where they left off. I chose to concentrate on what was working, and soon after incorporated Froh Safety.

**What is your company all about?**

Our purpose is to provide local businesses with the certified equipment that they need to operate safely at a price they can afford. Our strategy to accomplish this is to localize high demand products through micro-warehousing, utilizing the Froh Safety Distribution Network. As our network of safety



suppliers and users grows in a community, so does the savings and overall preparedness level we are able to provide to that area.

**What sort of services do you provide?**

Currently we supply on a online retail/direct wholesale level. However, we are exploring the possibilities of doing our own manufacturing.



**What made you want start this particular business?**

A need, a family in construction, a personal love for automotive customization, a degree in Computer Science, and

a solid relationship with an ISO-certified Safety Manufacturer.

**What is your target market?**

Our target demographics range from any industry operating within U.S. Department of Labor guidelines to individual consumers seeking better protection on personal projects.

**Do you have a store, or are you strictly online?**

I wouldn't say I'm strictly online, although the Froh Safety website is the foundation of my business. Frohsafety.com functions as both a virtual storefront and as the central hub of information for our safety network functions. You can purchase products online, or request a sales rep. to deal with your business directly. Our distribution centers operate solely as warehouses, as we don't currently have a physical storefront.

**Do you have plans for a brick-and-mortar store?**

Froh Safety currently consists of two distribution centers specifically designed to handle order fulfillment; one on the East Coast and one on the West. I have sales representatives who conduct business-to-business transactions. We also sell

wholesale to local vendors to re-sell products our products. Eventually, we would like to have a store where people can come in and see our products in person.



Froh Safety's  
best seller, the  
Raven

**What is your best selling product? Describe it a little bit.**

My best-seller is the SAS Safety Raven Nitrile Gloves.

Ravens are black, general purpose, exam-grade, powder-free, 6mm nitrile disposable gloves, available in sizes small to XXL. Nitrile is popular and seems to be the choice material for disposable gloves in every industry besides medical. Nitrile comes in multiple colors, though I find that most guys prefer the black over blue and white. The 6 millimeter thickness is better than average, and helps with overall durability while still maintaining dexterity.

**What makes you better than other similar companies?**

The Froh Safety Distribution Network Database. I personally field test all of my products and review them. We also encourage our customers to review and submit feedback on every product we sell. A lot of distribution companies blindly push thousands of products to the consumer, selling whatever they can to make a profit, regardless of quality.

We demand high standards from our manufacturers to ensure that

our end-users are getting the best possible products. Our reps. conduct business surveys in the area, and tailor the products to locally supply that area more appropriately. The closest warehouse is then outfitted with the products that best fit the needs of that community. This allows Froh Safety to meet local demand and lower the overall cost on these desirable products.

**Can you name some of the businesses or organizations you have done business with?**

Froh Safety has done business with national companies, like Nstar, National Grid, and Amtrak, but also with organizations on the state and city levels such as MBTA, New Bedford Department of Public Works, and the New Bedford Department of Public Health. We do business with hospitals, clinics, machine shops, construction companies— even dentists! We've also helped supply great organizations like the Boys & Girls Clubs, Haiti Relief, and the Breast Cancer Research Foundation.

**Do you sell to individuals, or just to businesses?**

Both. I encourage individuals to purchase on the website, and businesses to deal with a local representative. I can offer a better rate to most businesses because they buy in bulk, which usually includes volume rate and free freight. Individuals that want to use a high grade product but may not need that many, for instance, at home garage, should purchase through our website.



Froh Safety gear being used at a pier reconstruction project near Fathom's in

New Bedford.

**Where do you see Froh Safety a couple years down the road?**

Froh Safety is in position to expand exponentially as the demand for safety equipment increases nationally. The Froh Safety Distribution Network will be matching users with products and utilizing micro-warehouses to fulfill orders in every state rapidly. This will expedite shipping, offset shipping costs, and subsequently offer homeland security by meeting the safety preparedness demands of that local community.

**What are some of the problems you've run into or issues you've faced in starting your own business?**

All the usual problems facing someone trying to start their own business: funding, banks, distractions. "Wearing too many hats," is definitely a draining experience, but as with everything, there is a learning curve. It's easy to get frustrated and want to give up. It's much harder to take those frustrations, analyze what caused them, and effectively learn from them. Focusing on solutions to problems rather than the problem itself is essential to growing a business.

**Finally, Froh Safety will be involved with the World of Wheels event in Boston, happening from April 1-3. Tell us a little about World of Wheels, and how you are involved there?**

World of Wheels, also known as Autorama, is put on by Championship Auto Shows. Hot rods are always at the heart of each show, but in recent years it has expanded to include many exhibitors and manufacturers. This is the first year it will be held at the Boston Seaport World Trade Center, formerly known as the Commonwealth Pier. This is also the first year Froh Safety will be exhibiting.

The goal is to have our automotive-related safety products on display and available to the attendees.



World of Wheels spectators are avid fans. They come to witness the latest trends, view the hottest cars, and also take notes for their own projects. "Audience satisfaction is attested to by the incredibly high (97.3%) rate of recommending attendance to others. Research shows that 72.9% of attending audience tries to support companies who sponsor Autorama or World of Wheels events." These stats are hard to ignore, especially considering the Boston event averages 90,000 people.

I have personally attended the show for over a decade and am proud to have Froh Safety be part of the exhibitors this year. 20 products that come highly recommended in the industry have been selected for the event. They're perfect for recreational garage use, or for use in a certified shop. I encourage anyone in the area that has an interest in the custom automotive industry to attend. I look forward to all the great entrees in the car show, but this year will be about the potential business collaborations and connections to be made in the Boston area.

You can visit the Froh Safety website (linked above) to view and purchase products. You can also keep up news and new products from Froh Safety at their Facebook page, and don't forget World of Wheels, going on this weekend in Boston.

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## **Volunteers Needed for Asian Longhorned Beetle Survey**

In effort to protect New Bedford's trees from Asian Longhorned Beetle (ALB), the City of New Bedford and the Massachusetts Department of Agricultural Resources will conduct a tree

survey. City officials are seeking volunteers to help with the surveying process, no experience is necessary. As of the date of this release, there have been no confirmed reports of ALB in New Bedford.

Individuals interested in participating should meet at 11:00 A.M. on Saturday, April 2, 2011, at the Brooklawn Community Center (1997 Acushnet Avenue), where a brief training session is planned. All supplies will be provided, including binoculars and refreshments. Volunteers should wear comfortable walking shoes or boots and bring drinking water. Please register for the event by calling the New Bedford Conservation Commission at (508) 991-6188. For more information about ALB read below or visit <http://www.mass.gov/agr/alb.htm>.



An Asian Longhorned Beetle.

### **What is an Asian Longhorned Beetle?**

The Asian Longhorned Beetle (ALB) is a pest that is thought to have been introduced to the United States via wood packing material shipped from Asia. ALB attacks many hardwood trees by chewing into the bark and laying eggs. This disrupts the tree's biological process and slowly kills the tree. ALB has been confirmed in Massachusetts and in other parts of the country. In the City of Worcester, ALB has caused massive tree damage, leading to the removal of nearly 30,000 trees! The Asian Longhorned Beetle was also found in Boston.

### **What does the Asian Longhorned Beetle look like?**

The Asian Longhorned is a large, bullet shape beetle, about  $\frac{3}{4}$

-1.5 inches long. It has a shiny black appearance with bright white spots. It has exceptionally long antennae that are banded black and white. The elongated feet are black and whitish-blue. Although its size and large mandibles causes it to appear threatening, the beetle is harmless to humans and pets.

### **Why Are Asian Longhorned Beetle Tree Surveys Important?**



A hole in a tree, created by an Asian Longhorned Beetle.

Tree surveys are important because it is the first step to document the presence of ALB. There have been no confirmed sightings in New Bedford as of yet, and the planned tree survey will mark the first step in ALB awareness.

Trees are a valuable part of our community and enhance the quality of life for city residents. The loss of trees would result in the loss of privacy, wildlife habitat, shade, noise and wind buffering, flood/erosion control, and would decrease oxygen and carbon dioxide absorption.

### **Why Should I Volunteer At The Tree Survey?**

If Asian Longhorned Beetles are found in New Bedford, it could lead to the loss of many hardwood trees. By volunteering your time, you are making a difference and taking the first step in ALB awareness. Bring a friend and take pride in your city. Each volunteer will receive an ALB recycle tote bag as an



appreciation gift!

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# New Bedford CitiWork Neighborhood Improvement Mini-Grants

On Wednesday, March 16, through the Office of Housing and Community Development (OHCD), the city of New Bedford launched CitiWorks, a neighborhood improvement mini-grant program for eligible neighborhoods city-wide.



The program provides seed grants of up to \$2,000 to neighborhood and community organizations. The grants must be used to plan and implement projects that improve the quality of life for people living in low and moderate-income neighborhoods throughout New Bedford.

Examples of potential projects include landscaping and beautification to areas of public access, community gardens, tree planting, and neighborhood signs. Projects can be sited either on private land—as long as the site is visible and accessible to all neighborhood residents—or on memorial squares, portions of city parks, or other public lands, pending city approval. Existing community gardens and pocket parks are also eligible.

The goals of the program are to promote healthier, safer, and



cleaner neighborhoods; to improve neighborhood appearance; to encourage neighborhood residents to engage in bettering their environment; to demonstrate collaboration with community groups and organizations; to develop leadership within the neighborhood; and to enhance partnerships between community organizations and the city.

“The most successful community programs and initiatives are those that arise out of collaborations between the city of New Bedford and neighborhood residents,” said Mayor Scott W. Lang. “We believe this kind of neighborhood-based programming represents a wise investment of precious CDBG resources.”



Eligible applicants include neighborhood and community groups; youth, parent or senior groups; volunteer groups and clubs; neighborhood watch groups; and school-based groups. Applicants must have a federal 501©(3) designation, or work with an organization who does.

For more information about CitiWorks, please call the Office of Housing and Community Development at (508) 979-1500.