

NEWSLETTER

FALL 2019

VOL.49, NO. 3

Ghosts and Goblins Will Come Calling Next Month!

YOU, YOUR FAMILIES, AND YOUR FRIENDS are cordially invited to attend our annual Halloween parade and party. It's a terrific event sponsored by the Block Association and will take place on Thurs., Oct. 31. It starts at 6 p.m. and lasts for about two hours—or less, if you need to move on. Folks of all ages, including some 200-plus kids, will gather at the northwest corner of W. 102nd St. and West End Ave. to line up for the parade. The kids, and many adults, dress in terrific costumes. Come see the pageantry. You won't be disappointed.

Just after six, the parade sets off to the north along West End Ave., turns left to walk down W. 103rd St. toward Riverside Dr. and left again on the Riverside Dr. service road, before turning left again onto W. 102nd St., which has been closed off to traffic for the event. Many homeowners along the route decorate their stoops with pumpkins, ghosts, spiderwebs, and sometimes a surprise or two. When the parade is over, participants congregate on the block for a party complete with refreshments and entertainment.

Jane Hopkins, the Halloween Parade coordinator, and her team of volunteers work on the event for several weeks in October, connecting with the police precinct to arrange for the street to be closed to traffic, doing publicity, and reaching out for volunteers. They'll be on hand all evening to make sure that all goes smoothly during the event.

Talented neighbors share their skills and we all benefit. Our friends at the St. Luke's residence prepare delicious baked goods, help us set up for the event, break down tables at the end, and clean up. Shutterbug neighbors take photos, which we then post at our website and publish in our next newsletter. One resident always decorates the fence along Riverside Dr. Still others help with storytelling, arts and crafts, face-painting, and pumpkin-carving. Others bake or donate food or beverages to the refreshment table. Won't you join them? Please consider helping out with this year's event. You can reach Jane at (646) 319-6956 or write to halloween@w102-103blockassn.org.

Take Trowel in Hand to Protect Our Trees

THE ANNUAL FALL TREE-WELL CLEANUP and bulb planting is on Sat., Oct. 5. The effort we put in now is an investment in beauty next spring and summer. We'll spread mulch to keep the soil moist and prevent weeds from sprouting in tree pits. And we'll plant bulbs that will restore our optimism when they pop up next April. Thanks to board member Camille Colon for putting our name in the hat to receive free bulbs through the Parks Dept.'s daffodil project.

Come lend a hand and help our neighborhood trees thrive. All ages are welcome. Participants under five and over 95 get extra credit. Teens can earn high school community service hours. Meet at 10 a.m. outside of 878 West End Ave. Bulbs, mulch, and gear will be waiting



for you. Contact Block Association board member Mark Schneiderman at trees@w102-103blockassn.org to offer help or ask questions.

Perhaps the owners of our neighborhood dogs will notice the care we are taking with our tree wells and keep their pets out of them.

BLOCK ASSOCIATION MEETINGS

Regular Block Association meetings are usually held on the second Tuesday of each month at 8 p.m., 306 W. 102nd St.

Sept. 10

Oct. 8

Nov. 12

Dec. 10

The West 102nd & 103rd Streets Block Association Newsletter

info@w102-103blockassn.org
Hedy Campbell, editor; Brad Spear, designer. Comments and questions related to the Association or Newsletter are welcomed. Address letters to Newsletter Editor, P.O. Box 1940, New York, NY 10025. Email may be sent to *editor@w102-103blockassn.org*. Phone messages may be left at (212) 865-8524. Previous issues of the Newsletter are available online at *w102-103blockassn.org*.

EMAIL LIST

The Block Association maintains an email list to notify residents about important matters that arise between issues of the Newsletter. You can join the list by sending your email address, full name, home address (with apartment number), and phone number to *email@w102-103blockassn.org*.

GUARD SCHEDULE

Our security guard makes rounds Monday through Thursday from 6 p.m. until midnight, and on Friday and Saturday from 7 p.m. until 1 a.m. To report neighborhood security issues to the guard or to request his assistance, call him at (646) 722-2240, or call the office of Starr Security at (212) 767-1110.

Help Wanted

DID YOU KNOW that Ulysses S. Grant was nicknamed Sam because his initials, U.S., also signified Uncle Sam? I learned that this summer and I guess that's why thoughts of Uncle Sam are lingering in my mind, motivating me to say, "The Block Association Wants You!"

Every quarter, we print 2,000 newsletters that get slipped under apartment doors. That tells us that there are at least that many adults living in our territory. Yet, if we were to count all the people who participate in some way or another in Block Association activities, we wouldn't need more than a few people's worth of fingers and toes. We think that's a shame.

Take a look at the article on p. 3 in which our newest board members share their motivations for participating as well as the satisfactions they're deriving from it. Let their words inspire you to find a way to support our efforts. Then reach out and let us know. Come to a monthly board meeting (second Tuesday of each month, at 8 p.m., 306 W. 102nd St.). Introduce yourself and see who we are. Let us know what interests and skills you have, and carve out a niche for yourself. You can make a contribution to your neighborhood without taking more than a few steps from your own front door. Email *info@w102-103blockassn.org* for more information.

BLOCK ASSOCIATION UPCOMING EVENTS

W. 104th St. Block Association Yard Sale
Sat., Sept. 21 (see p. 3)

Fall Mulching and Tree-Well Cleanup
Sat., Oct. 5 (see p.1)

Halloween Parade and Party
Thurs., Oct. 31 (see p. 1)

Winter Newsletter
Early Dec.

Solstice Caroling
Sat., Dec. 21

BAiP Presents
Ben Barrack Auditorium
The New Jewish Home
120 W. 106th St.
7:00–8:30 p.m.

**"Made for and By
Volunteers: Lessons
from Burning Man for
Our Next 10 Years"**
Wed., Oct. 23

"Decluttering"
Wed., Nov. 20

**"An Art-Appreciation
Journey" (with BAiP's
Linda Seidel)**
Wed., Dec. 11

What's New at the Website

By CAITLIN HAWKE

SUBSCRIBERS TO OUR BLOG may have recently noticed a post promoting the upcoming W. 104th Street Block Association Yard Sale. What the post didn't go into is the synergy that exists between our two organizations. The groups share a long history of cooperating and sharing information. Perhaps the best example is how, 10 years ago, they worked in tandem under the leadership of their respective boards

to help get Bloomingdale Aging in Place off the ground. It was the two block association chairs, David Reich and Hanna Rubin, who are credited with co-founding BAiP. But David recalls that the partnership existed long before BAiP was founded; he and Hanna had often shared resources in support of both organizations, as had previous boards.

The spirit of cooperation continues. With each new year, the two associations have faced spools of red tape when preparing the closure of

the streets for the annual sale events. Navigating the various city offices to obtain the proper permits is no one's idea of fun. But together, sharing the in and outs, these two organizations get through it together.

Keep your eye on the blog for a special post featuring the 30th anniversary of W. 104th Street's yard sale. And while you are on the blog, jump over to the website, where you will find plenty of other information about what's up around here.

W. 104th St. Yard Sale Is Only Weeks Away

AS YOU KNOW, our Block Association has its annual event in the springtime. But did you know that the reason we began scheduling it then was so as not to interfere with the W. 104th St. Block Association's annual event? For the past 30 years, the W. 104th St. Block Association Yard Sale has taken place on a fall weekend, and this year is no exception. Put Sat., Sept. 21, from 10 a.m. until 5 p.m. in your calendar.



For more information, including a vendor agreement form, visit: bloomingdale.org/events-activities/yard-sale. As of press time, there were still vendor spaces available. If a customer you'd rather be, there's sure to be something that catches your fancy as you stroll down the block between West End Ave. and Riverside Dr. If you won't be around that day, you'll have another chance to sell or shop when we have our event next May.



Our Newest Board Members Comment on the Rewards of Participating

WE'RE SO PLEASED that our appeals for greater participation from residents are beginning to be heard! An organization can thrive for only so long without the ideas and fresh energy newcomers contribute. The questions newcomers ask challenge us to re-examine why we do what we do. And their talents help us become aware of what our community's needs are now so we can adjust our goals accordingly. In the last few years, three new people have joined our group: Nancy Gropper, Alexis James Waggoner, and Mark Schneiderman. Here are comments from two of them, explaining what brought them onto our board. Perhaps their words will inspire you to come to a board meeting, find a way to lend a hand, expand your role from resident to active member of your community.

NANCY GROPPER

I have lived on W. 103rd St. for 40 years and have been aware of the Block Association for almost as long. Over the years, I have taken advantage of just about all of the activities the Block Association has offered. With my granddaughter, I've marched in the Halloween Parade and sung carols; with friends and family, I've been a vendor and a customer at the annual Block Party. On my own, I feel the comfort of a guard patrolling our area at night, even though the threat the days of the crack epidemic presented is long gone. Recently I decided that it was about time, perhaps even overdue,

that I express my appreciation for the Block Association's efforts by becoming more active. I joined the board as a statement of that so that I can help perpetuate these activities on behalf of our community and its residents.

ALEXIS WAGGONER

I've lived on the Upper West Side on and off since 2012. But when I moved to W. 103rd St. I realized that this is the first time I've lived on a street with an organized block association. I thought it was really special that a newsletter connects the community, and it gave me a real sense of living in a small neighborhood. I'd been a resident for almost a year when I attended my first board meeting. I wanted to see how things ran, and who was involved, and if there was any way I could participate and give back. Right away I could tell that the board members were receptive to others' input, talents, and skills. I was invited to become a board member that very night and I decided to do it! Using my background in marketing, I helped publicize the Block Party and am working on initiatives like using the group's email list effectively. It's been a great way for me to put my expertise to work for the good of my community. I feel more connected to the neighborhood and to my neighbors. I've met lots more people, and I'm enjoying that small-town feel, even though I live in Manhattan! So far, I think that's been the best thing about participating.

A Tree Grows in New Jersey

This sapling is the offspring of the mature ginkgo that, until it was viciously attacked four years ago, stood on the west side of West End Ave. between W. 102nd and W. 103rd Sts. Neighborhood resident Howard Stokar had the presence of mind to collect seeds from the murdered tree and sow them in his yard outside of the city. Thank you, Howard! Meanwhile, the NYC Dept. of Parks & Recreation is still waiting for the person who destroyed the tree to pay the \$18,000 fine.

On Broadway

By MARK SCHNEIDERMAN

SOON TO OPEN

★ Calle Ocho is apparently applying for a liquor license, and their website says they are opening this October at 2756 Broadway, between W. 105th and W. 106th Sts. The notice says that the newest outpost will have a rear garden. Fans may recall that this is the former location of West End Hall. Seems like a good addition to the neighborhood!

OPEN

★ The Tang, 920 Amsterdam Ave., at W.105th St. It's contemporary Asian. Their first outpost was in the East Village. I found it extremely good and justifiably crowded.

★ A store called Sneaker Pawn opened on Broadway between W. 105th and W. 106th Sts. Fortunately, I have been saving my "lightly" used '90 Air Jordans.

MOVED

★ The Grape Collective wine store has moved to 2675 Broadway, at W. 102nd St. (the former home of the fancy flower store). It was previously at 2669 Broadway, just down the block. Oenophiles rejoice; the place looks great.

CLOSED

★ La Toulousaine, the French bakery at 946 Amsterdam Ave., between W. 106th and W. 107th Sts., has closed.

★ Boulevard Seafood, which replaced Henry's on the northwest corner of Broadway and W. 105th St. last year, closed in mid-August.

ALSO...

★ The scaffolding outside the Marseilles, on W. 103rd St. between Broadway and West End Ave., has been granted landmark status.

★ What's happening to the Marrakesh Hotel? "The Real Deal" (a NY real estate blog) reported that Toll Brothers purchased 2686, 2688, and 2690 Broadway for \$44 million. That's the home of the Marrakesh Hotel, Starbucks, and various vacant storefronts. Toll Brothers bills itself as "America's Luxury Home Builder," so I assume they are going to tear it down and build something. Is the suburban nightmare coming to W. 103rd St.? I emailed Toll Brothers and a representative had a nice response: "The acquisition of the property by Toll Brothers is still new and we're working through our redevelopment plans. . . . Give us a few months and circle back." I will.

★ (And just to clarify, the report on the Marseilles scaffolding was a joke.)

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Meet Your Talented Neighbors

By JULIA C. SPRING

ORFEO DUO/ VITA WALLACE

What a Neighborhood!, a project of the Orfeo Duo, will collaborate with the Bloomingdale Neighborhood History Group for a free presentation, "Tin Pan Alley, Uptown and Down," at the hostel at 891 Amsterdam Ave., between W. 103th and W. 104th Sts., on **Tues., Sept. 24, 7:30 p.m.** Many early-twentieth-century musicians lived in Bloomingdale and played downtown in Tin Pan Alley, just north of Madison Square. The event will include an historical talk, live music by Vita's group, a multimedia presentation, and the opportunity to sign up for a special tour of Tin Pan Alley.

The Orfeo Duo also has a map of neighborhood composers. It's handwritten, so zoom in to read the rich array of names: orfeoduo.com/map.html.



Oviedo will be presenting "Sax and Strings: A Family Concert" on **Thurs., Oct. 10, 7:30 p.m.**, at

the Advent Lutheran Church, 2504 Broadway (at W. 93rd St.). Jean-Pierre conducts and Javier is the saxophone soloist in pieces that are serious and fun for adults and children. Tickets are \$25 at the door or available beforehand at classicalsaxproject.org, where you will also find information about the surge of composition for the saxophone in the early twentieth century.



MARK STEINBERG AND SERENA CANIN

Serena and Mark, violinists of The Brentano String Quartet, will be performing in Zankel Recital Hall, Carnegie Hall, on **Wed., Nov. 6, 7:30 p.m.** The program includes works

by Mozart, Ravel, and Matt Aucoin. Single tickets are available online or at the box office from Aug. 22 on.



BLOOMINGDALE AGING IN PLACE/ COLLAGE GROUP

The collage group, led by David Ochoa, has an online gallery for its work, glued paper in the tradition of Picasso, Braque, and Romare Bearden: bloom-inplace.org/collage.html.

Do you have an upcoming publication, release, concert, exhibition, or other arts event, physical or virtual? Let me know. Send questions or notices for inclusion in the Winter 2019 Newsletter (or beyond) to creative@w102-103blockassn.org. Do it today, before you forget!



JEAN-PIERRE SCHMITT

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Birthday Greetings from the Block Association!

Dear Readers,

It's hard to believe that it was little more than 10 years ago that Bloomingdale Aging in Place was conceived. What began as a "What if we ..." thinking-out-loud kind of an idea has matured over the past decade into a being like Durga, the multi-armed Hindu warrior goddess, except that each arm wields a supportive, protective opportunity. Activity groups, informative seminars, helping hands when needed, and inexpensive farm-fresh produce are some of the "arms" the organization's members use to accomplish their goals. Many of the most active BAIp participants probably don't recall a time when the organization didn't exist, but those of us who have been serving on the Block Association board for many years certainly do!

We remember when David Reich, who had been a board member of this Block Association for eight years and was serving as our chairman, suggested an aging-in-place initiative that would build on our ongoing partnership with the W. 104th Street Block Association. The 104th Street association was headed at the time by Hanna Rubin. We remember agreeing to support the effort, mainly through helping to get the word out about the concept via our newsletter. We remember sharing whatever resources we could make available to David and Hanna in order to help nourish the embryo. We're proud to have helped launch BAIp and marvel at the variety of ways in which the organization supports its members. We're also grateful that whenever this Block Association has needed support, BAIp's leaders as well as its members have come out in force.

Generally speaking, 10-year-olds don't accomplish nearly what the enthusiastic and dedicated BAIp membership has in the equivalent amount of time. And 10-year-olds are seldom as appreciative of or as cooperative with a "parent" as the organization has been toward us. Happy Birthday, BAIp! May your next decade be equally fruitful. Keep up the good work, and Many Happy Returns of the Day, as Pooh said to his very good friend Eeyore.

Hedy Campbell,
On behalf of the Block Association Board of Directors

munity organizing, and volunteering.

Who can be a member of BAIp?

Adults of any age who live within our "neighborhood," which we define as W. 96th St. to W. 110th St. between Riverside Drive and Central Park West.

What is the cost? Membership is free.

If it's free, then how is BAIp funded?

BAIp is an all-volunteer organization, which means that we have no paid staff. Our members volunteer to do everything, from working behind the scenes to administering the organization to leading groups of all kinds. Currently, about 200 of our members serve as volunteers, and we very much would like to increase this number. All of our funding comes through donations and bequests from our members, and from occasional small grants. Funding is spent on our wellness program, insurance, space rental, website maintenance, refreshments, postage, and printing.

How can I apply for membership?

Sign up here: bloominplace.org/membership.html. If you don't have access to the internet, call (212) 842-8831, ext. 0, and leave a message; we will call you back.

How can I volunteer?

BAIp needs people in all roles, people with one hour (or 10!) a week to spare, to serve as the following:

- helping hands for neighbors who need assistance;
- walking/book/outing/dining group leaders;
- building representatives to serve as liaisons;
- greeters at events;
- administrators;
- people who can do data entry;
- communications specialists;
- Tech Squad members, who can hang pictures or fix glitches in computer software.

To talk to us about volunteering, contact us at info@bloominplace.org or (212) 842-8831, ext. 0.



BAIp is 10. Long live BAIp!

By CAITLIN HAWKE

READERS OF THIS NEWSLETTER keep seeing the acronym BAIp in its pages. Surely it triggers head scratching from our newest neighbors. But even residents of long standing might have burning questions such as, How do you pronounce it? What is it? Am I eligible to help or join?

Fear not. You'll find the answers to many such frequently asked questions below. We hope this information will make it all clear, but if you don't see an answer to your question, you may reach BAIp at info@bloominplace.org or (212) 842-8831, ext. 0.

FAQs

How do you say it? Is it "Bape" or "Bee-Ay-Iye-Pea"? You choose! Most of our founders use the latter.

What is BAIp's purpose? BAIp's mission is to help older adults lead vital, safe, connected, and comfortable lives as their needs change. An all-volunteer, intergenerational network of neighbors, BAIp builds community by organizing social activities, sharing information, and extending a helping hand to neighbors as they continue to live at home.

What makes BAIp tick? Our lifeblood is the will of our members to help one another make connections through visits, activities, information sharing, com-

A Letter of Thanks from BAiP

Dear Block Association Members,

On behalf of Bloomingdale Aging in Place, which celebrates its 10th Anniversary this fall, we wanted to offer our tremendous gratitude to the Block Association for incubating the idea, supporting the founders, and providing the rich soil in which our grassroots took hold. If BAiP may be seen as a success today, it owes much of that to the community-building work that the Block Association has done for many decades.

“Place” is a very important part of the concept of BAiP. The idea for BAiP grafted well here on our four square blocks; this is due to the tradition of community and neighbor involvement that we all enjoy, thanks to the Block Association.

Speaking more concretely, without sharing your infrastructure, without your help to get BAiP's word out through this newsletter, and without your example and guidance, BAiP would never have taken hold as it did.

Our hats are off to the board and members of this Block Association for your decades of service to our neighborhood and for nurturing the idea that older adults could become more connected with a little boost from you. That fragile kernel has now grown to be as robust as any of the founders may have imagined, and we're starting our second decade with thanks and admiration to you all for what you do.

To any Block Association members not yet connected to BAiP, we welcome you with open arms. It seems more than ever that connecting to your local community, whether it is the Block Association or BAiP, can bring meaning, purpose, and well-being.

Yours,

Geraldine Borrell, President, Bloomingdale Aging in Place

On behalf of all BAiP members



David Reich, former chair of the Block Association, is a co-founder of BAiP.



An article from our newsletter that let residents know that BAiP was beginning to take root.

BAiP Celebrates Double Digits with a Full Activity Calendar

By CAITLIN HAWKE

THE VOLUNTEERS WHO ADMINISTER BAIP WANTED TO MARK ITS 10TH ANNIVERSARY in a festive and meaningful way. In true BAiP fashion, the groundswell of enthusiasm from members willing to help has led to a brimming calendar for the fall. If you are a BAiP member, look for forthcoming details about the following events. If you are a resident of the Block Association's area, you may join by signing up here: bloominplace.org/membership.html or calling (212) 842-8831, ext. 0.

September–December: Over 30 volunteers will lead our “BAiP@10 Show+Go Outings” in the neighborhood and beyond, from the nearby Nicholas Roerich Museum, to the Javits Center's spectacular green roof, to the historic Green-Wood Cemetery, with many places in between. If you are a

member, just show up and go! If not, join BAiP!

October 16: To coincide with our 10th anniversary, our friends over at the Bloomingdale Neighborhood History Group are organizing a presentation of the BAiP founders' oral history project. Did you ever wonder how this effort was initiated and who was on the ground deliberating and planning? This will answer all those questions and give you a great sense of the mission. To receive details, contact the Bloomingdale Neighborhood History Group at upperwestsidehistory.org/contact-us.html or join BAiP!

October 17–26: Ten volunteers will lead our “BAiP@10 Mix & Match Mini-Klatches,” where small-group members will get together for coffee or a happy hour. This is a great way to get to know just a few more people in the neighborhood.

October 23: Our regular “BAiP

Presents” event will be very special this month. City College of New York sociologist Katherine Chen, PhD, will present “Made for and By Volunteers and Participants: Lessons from Burning Man for Our Next 10 Years.” In this interactive evening, discover what the desert art festival of Black Rock City, Nevada, has in common with BAiP and help us extract inspiration for BAiP's future. For details, join BAiP.

October 27: Our BAiP@10 celebrations culminate with a good old-fashioned festive party that will include the presentation of the Sands Volunteer Appreciation Award to neighbor Arlene Seffern, who was nominated by members for exceptional dedication. Space is limited for this event, and it is open to members only.

And there's more to come, including a public play-reading and speed-acquainting event!

Fay Leeper: Former Small-Business Owner and Activist Looks Back

By DAYLE VANDER SANDE

JEEPERS, CREEPERS! DO YOU REMEMBER LITTLE LEEPERS, the children's clothing store that Fay Leeper owned and operated for 20 years on Broadway—first at W. 98th St., then at W. 104th? Although her storefront has been closed in our neighborhood since 1997, I just found out that she's still involved in a small business: her daughter's restaurant, a little to our north. Recalling the atmosphere of Fay's store reminds me how reciprocal the relationships we have with our local stores can be, and how much warmer and more colorful our lives are when we enjoy our local merchants. Those of us who have lived here a long time have a sense of how rough the area used to be and appreciate what the shopkeepers went through to serve a community. Here, Fay, who one longtime neighbor described in no uncertain terms as a "colossal force," provides unique insight into the challenges as well as the joys of running a small business in the seventies, eighties, and nineties.

When Fay reminisces about her time in Bloomingdale, she thinks first of the loyal customers who made Little Leepers their sole resource for their children's or grandchildren's fashions. She told me of a green velvet dress she had featured in her store window one Christmastime and of a six-year-old girl who coveted it for her very own with a persistent longing. There wasn't a week that went by that she didn't come to look at it. Lucky for the little girl, it became hers. Now grown and still in touch with Fay, she recalls her love of that dress to this day. Such legends endure in the hearts of children. Indeed, Fay notes that the store inevitably would be adopted by the children; it was *their* store!

With deep-felt nostalgia, Fay goes on to describe "a group of well-heeled ladies who lunched," always dressed impeccably in well-tailored dresses and hats, devout customers who would shop only if Fay were on the premises. "Fayeleh, you're such a yenta!" they would jest. These were women who survived the Holocaust and were fortunate enough to make it to New York City. They shared their saddest experiences with Fay, who notes that despite the tragedies they'd suffered, they always walked with dignity and freely expressed their gratitude. She admired these women for the refined, bygone European mores

and manners they nonetheless exuded. See what I mean about reciprocity?

The store was infamous for its window, which was populated by hamsters that entertained onlookers of all ages. One woman reported being so mesmerized by watching a mother hamster give birth for all the world to see that she was late for work! "I was teaching science," Fay laughs.



Fay Leeper. Courtesy of Mindful Harlem.

It wasn't always fun to own a store in those earliest days, however. The crime rate was high, which made it a tough go. "A store owner is always on the lookout, sussing out danger," Fay attests. With the energy of a warrior, she started the Broadway Merchants Association, serving as president and acting as a liaison to the city government, demanding increased foot patrols by police officers. She fondly

remembers a police officer named Leon Flowers, who was her contact at the precinct, and gave the businesses his personal attention. She garnered favor from Ed Koch, her favorite mayor, who would address her by name at



Yvette Bueno-Leeper with her mother, Fay Leeper

town halls and plug her store because she would always pose questions that

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made him look good. She asked for reinforced patrolling and he would promise it, which made him a hero at that moment. He also made good on it.

Born in Jamaica, Fay was brought to the United States by her parents when she was 15. She credits her desire to launch the store with an experience from a decade before the shop doors opened. Fay, along with a group of other young mothers on Central Park West and W. 103rd St., and in reaction to the societal changes legitimizing women's right to work, opened a daycare center. Procuring funding from the city, they were able to hire a director, teachers, and a kitchen staff. A social worker visiting the center handed Fay an application for a Fordham University bachelor's program in early-childhood education and social services. In her characteristic dynamic and enterprising style, she earned her degree in three years and during that time decided to open the children's clothing store.

After the Broadway store eventually closed, Fay and her daughter opened a shop in Grand Central. The business continued there for another 10 years. She was often happily surprised to recognize UWS customers who traveled to midtown to continue patronizing it.

Now she and her daughter, Yvette Leeper-Bueno, have moved on. Fay is a retired grandmother of two, and her daughter owns a Harlem restaurant, Vinatería, on Frederick Douglass Blvd. and W. 119th St. Fay's infectious humor and vast business experience serve her well there as a greeter. Fitting right in with a family of small-business owners, her son-in-law has a meditation center called Mindful Harlem right next door to the restaurant. Fay is a frequent patron there, which she likens to going to

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church. After sessions, groups head to Vinatería for a glass of wine, because, she says, one gets a "thirst after righteousness." Her outlook is simple: "I just like to party with people," she asserts. "If it's not fun, don't call me."

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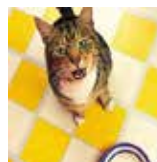
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