

# the **Stand** south side news

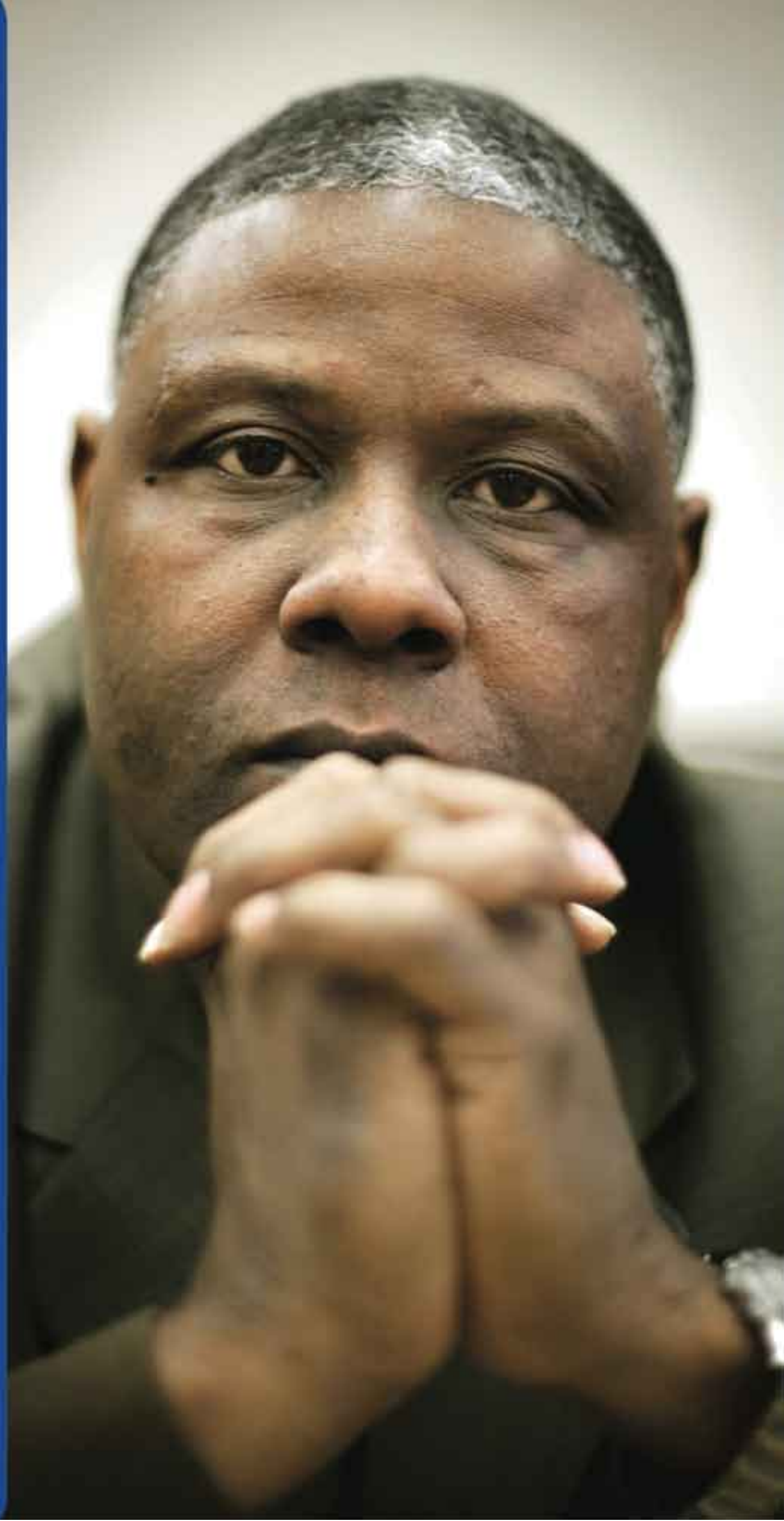
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Syracuse, NY

**March 2010**

**issue 1**

**FREE**



## MEET FRANK FOWLER

Syracuse's new Police Chief looks to improve minority recruitment

## Young Environmentalists

Summer camps offer new perspectives on taking care of our planet

## short census

Be counted. Take the Census in 10 minutes. Only 10 questions.

**On Point  
for College**  
nonprofit organization works to help young adults get degrees in higher ed

## PARENTS PROMOTING DANCE



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HARRIS EL

REGINALD A. SEIGLER

**REPORTERS, EDITORS AND  
PHOTOGRAPHERS**

STUDENTS AT THE  
S.I. NEWHOUSE SCHOOL OF PUBLIC  
COMMUNICATIONS

**COMMUNITY CORRESPONDENT**

AME DONKOR

**SPECIAL THANKS**

DEAN LORRAINE BRANHAM, LINDA  
LITTLEJOHN, MARGIE GANTT, AMY  
FALKNER, KUAN LUO, BRAD HORN,  
KELSEY BOYER, JOHN GARCIA JR.,  
KAREN GREENFIELD, MICHELE  
HAYES, PATRICK SHAUGHNESSY,  
LATALIA WILLIAMS, MARGARET  
BUTLER AND JORDAN STORM

**CONTACT US**

SOUTH SIDE NEWSPAPER PROJECT  
SOUTH SIDE INNOVATION CENTER, 2610  
S. SALINA ST., SYRACUSE NY 13205  
SUITE NO. 6  
OFFICE: 443-8664

## DISCLAIMER

THE VIEWS EXPRESSED IN THE STAND ARE NOT  
NECESSARILY THOSE OF THE ENTIRE STAFF.  
THE STAND WELCOMES SUBMISSIONS FROM  
ALL MEMBERS OF SYRACUSE'S SOUTH SIDE  
BUT RETAINS THE RIGHT TO PUBLISH ONLY  
MATERIAL THE STAND DEEMS ACCEPTABLE TO  
THE PUBLICATION'S EDITORIAL PURPOSE AND  
IN KEEPING WITH COMMUNITY STANDARDS.

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Cover photography by Andrew Maclean, Staff Photo

## COMMUNITY CALENDAR | MARCH

**What:** "Credit and How to Handle It"

**When:** 7 to 9 p.m. March 10

**Where:** Corcoran High School, 919  
Glenwood Ave.

**Info:** Parents and their teenager(s) learn to make a budget and manage credit. Part of the 2010 Parent Academy Workshops. Must register to attend.

**Contact:** Parent Partnership Network at 435-4845

**What:** Middle School Transitions

**When:** March 15 (5:30-7:30 p.m.)

**Where:** Expeditionary Learning Middle School, 4942 S. Salina St.

**Info:** Help for parents to learn ways to aid their middle school children in their move to high school. Must register to attend.

**Contact:** Parent Partnership Network at 435-4845

**What:** "Store-For-A-Day"

**When:** 9 a.m. to 4 p.m. March 20

**Where:** 2617 South Salina St.

**Info:** The Store-For-A-Day offers a variety of fresh fruits and vegetables to South Side residents at an affordable price through the Southside Community Coalition. It is held the third Saturday of each month.

**Contact:** Antonisha Trapps at 443-8561

**What:** Free Tutoring

**When:** 6 to 7 p.m. March 2, 9, 16, 23, 30

**Where:** Reformed Presbyterian Church, 2517 S. Salina St.

**Info:** The South Salina Reformed Presbyterian Church offers tutoring on a first come, first served basis every Tuesday. The church has limited tutors. Children with homework have priority.

**Contact:** Debbi Wellman at 476-5618



Welcome to the first issue of The Stand.

This unique community newspaper — and its accompanying Web site — focuses on the people and events of Syracuse's South Side. The idea started with a journalism project run by Syracuse University Professor Steve Davis, the founder of the South Side Newspaper Project. After his students got to know the South Side, they wrote a number of stories, and the final collection was printed and distributed to the community. The articles offered a new perspective of the 13205 ZIP code, a community that did not necessarily get a lot of attention in the media.

With this print issue, local stories have once again been placed back in your hands. I joined the project eight months ago to help launch it. My main role is as a coordinator. My journalism experience began in high school and continued through college. Later, and most recently, I was features editor at the small daily paper in nearby Auburn.

This paper is unique because of its focus on your news and the level of community involvement. To better represent you, The Stand works in partnership with the Southside Community Coalition and with a board of community members (whom you can meet on the next page).

We have even hired paperboys (and girls) to put the paper right in your hands!

Another unique element is our monthly Journalism Workshops offered for free at the South Side Innovation Center. We also have set up three computer stations equipped with webcams so you can view our Web site, write up a story and even create a video or audio announcement or "letter" to upload to the Web. We are committed to featuring content produced by South Side residents. (You can see more of that online at [www.mysouthsidestand.com](http://www.mysouthsidestand.com).)

Several S.I. Newhouse School of Public Communications journalism students are participating as reporters, editors, photographers and designers. This is a great real-world opportunity for them, but it also is great for the community because of the sheer number of truly interested and eager journalists who are covering your hometown.

Our goal for the project is to make it financially secure so it can be handed over to the community to run and operate. We are distributing 5,000 copies of each issue — this edition, one in April and one in May — before summer. But coverage will not be restricted to the newspaper. Content will be updated and uploaded regularly online.

To get involved, you can attend our workshops, send in story ideas and simply help us spread the word. South Side business owners can also utilize The Stand by purchasing an ad in our print edition and online. This is a great way to reach South Side residents and show support for your community.

Ashley Hanry



## UPCOMING EVENTS

### March 6

All-day

### Journalism 101 Workshop

Begins at 10 a.m. at the South Side Innovation Center, located at 2610 S. Salina St., Syracuse. Taught by Syracuse University Professor Steve Davis.

Must RSVP to The Stand's Director: Ashley@mysouthsidestand.com or by calling 443-8664.

## iSTAND COMPUTERS

iStand Computers, complete with Internet and webcams, are located at three locations for your use.

300 Burt Street TAP Computer Lab: Noon to 6 p.m. Monday through Friday or by calling Reggie Seigler at 426-8127

Beauchamp Branch Library, 2111 S. Salina St.: 9 a.m. to 5 p.m. Monday, Thursday, Friday, Saturday; 9:30 to 8:30 p.m. Tuesday; 9 a.m. to 6 p.m. Wednesday or by calling 435-3395

Southwest Community Center  
401 South Ave.  
Call 435-4663 for hours

## HOW TO JOIN THE STAND'S BOARD OF DIRECTORS

The Stand currently has an opening for another community member to join our Board of Directors. Board members meet every other month for two hours on a Saturday morning. We discuss upcoming story ideas, events and any questions or concerns.

To be a board member, you would fill out a bio informational sheet, provide a resume and come in to meet the current board members to be interviewed. The Board is searching for someone ready to become an active member, to suggest ideas and represent others in the South Side community.

If interested, contact The Stand's Director: Ashley@mysouthsidestand.com or call the office at 443-8664.



# OUR COMMUNITY

*Meet South Side residents involved in The Stand*

## *Charlie Pierce-El*

Hi, my name is Charlie Pierce-El. I was born and raised in Syracuse. I'm married to a wonderful lady named Thelma Pierce, and we have six wonderful children. I'm retired after 30 years as an autoworker for New Process Gear, a subdivision of Chrysler. I've been actively involved in several community organizations and political campaigns throughout the years.

The Stand is a South Side newspaper, and I hope that most of its staff will represent the people from this neighborhood in order to tell this community's stories in a positive way. The only way that can happen is if the people come out and get involved in their own newspaper.



## *Reggie Seigler*

As a Syracuse native and part of the Syracuse area music scene for more than 30 years, I was honored when asked to become a board member of The Stand. My goal with The Stand was to establish a music column that highlights the local music scene — past and present.

In the 1950s and 1960s, there was a singing group here, originally from Mississippi, called The Friendly Five. It consisted of my late uncle, Mango "Lil Man" Gray, and his friends Sammy Rogers, JD Smith and others. I thought that A Friendly Five would be a fitting name for the column because it will have five points (Who, What, When, Where and Why), and because it will be a friendly five-minute read. Its authors will be local musicians, and it will strive to recapture and preserve the history of the live music scene.



## *Shante Harris El*

Greetings. My name is Shante Harris El. I'm a board member of The Stand and secretary of the Southside Community Coalition. I was born and raised on the South Side of Syracuse. I believe it is my responsibility to be a part of The Stand. Who is better informed about the people, businesses and interests of the South Side than its own residents? I encourage everyone to get involved with The Stand. After all, it is a community newspaper.

What makes The Stand unique is that it seeks to tell the stories of the local residents and provides a forum for them to do so. When people read The Stand, they will read stories about their neighbors or family members as well as articles by prominent community voices.

Because of The Stand's strong support, it is able to offer free monthly Journalism Workshops at the South Side Innovation Center. In the near future The Stand will be self-sustaining.



## *Tasneem Grace Tewogbola*

Hugs and hi-fives to you new readers! Hello from Tasneem Grace Tewogbola, a member of the board.

Let's quickly get comfortable with each other because The Stand represents the feeling of family; no formalities here. We are on a journey together, one that paves a new path in journalism. We are taking a bold step away from reading about South Side news from the viewpoint of those who don't feel the pulse, the history, the vitality, the vibe of the South Side like you do. The Stand is for and about anyone who understands that the South Side is a neighborhood of talent, resilience and possibility.

I serve on the board of The Stand because I believe in community storytelling, oral tradition and word power. I serve because I believe in the soul of the South Side and the ability of community members to tell their own stories. Stories that exemplify our humanity, stories that inspire us to laugh and love, react and recoil, strategize and unify our community work to make it stronger.



**If you want to get involved with The South Side Newspaper Project, contact The Stand's Director Ashley Henry by calling 443-8664 or e-mailing [ashley@mysouthsidestand.com](mailto:ashley@mysouthsidestand.com)**



# the S*A*ND

Chancellor Nancy Cantor  
and **Syracuse University**  
congratulate Professor Steve Davis and  
his team on the launch of **The Stand** —  
an exciting, **new voice** for the  
**South Side** community



**SYRACUSE UNIVERSITY**



# dancing in the street

► Donna Bradford stands at the front of a Parents Promoting Dance class | Andrew Burton, Staff Photo

**By | Brian Amaral and Alexandra Seltzer**  
*Urban Affairs reporters*

Parents Promoting Dance finds a permanent home  
in the Westcott Neighborhood.

When she set out to start an organization for children who dreamed of learning to dance, Donna Bradford had two things on her side: the inspiration of her daughter, Shaina, and a mantra to “accept everybody.”

What she lacked was business experience, construction experience and widespread recognition. And perhaps most surprisingly, she’s hardly danced a step in her life.

“Shaina is so good at dancing, and I just — as a parent, I worked to make sure she was successful,” said Bradford, a teacher’s assistant at the Seymour Magnet School on the South Side. “If that took starting an organization, that’s fine.”

Ten years after she started Parents Promoting Dance (PPD), the group has its own home in the Westcott neighborhood. Bradford’s efforts to bring in members of the community earned her a Martin Luther King Jr. Unsung Hero

**“We just can’t  
let our kids grow  
up not feeling  
wanted”**

**Donna Bradford**



Award from Syracuse University in late January.

Like many of the parents who bring their children to her studio, Bradford didn't have enough money to send her daughter to expensive, private dance lessons.

But an instructor at Danforth in Motion, a dance troupe out of Danforth Magnet Middle School, saw potential in the young Bradford. She sponsored Shaina to take lessons at the Onondaga Dance Institute.

Bradford started PPD as a fundraising arm of the Onondaga Dance Institute.

The organization held candy sales, and students would perform at different schools. They charged a small fee to help sponsor students.

When Onondaga Dance Institute was shut down by eminent domain to make way for a fire station, Bradford set out to find a new space. She decided that PPD needed a permanent home because when it moved from location to location, families would drop out of the program.

With grants and funds from New York State Council on the Arts, Gifford Foundation, Community Foundation, Cultural Resources Council and Syracuse University, the organization opened this past September in the Westcott neighborhood after six to eight months of construction and renovation.

The group shares a location with Wacheva Cultural Arts, a studio that specializes in West African dance.

Bradford said she looked at spaces in the South Side, but no one would lease to her.

"I was thinking why can't the city just give us space? Just one of these buildings that are just sitting here doing nothing — you know you're just making our neighborhood look lousy," Bradford said.

Bradford planned on fixing up whatever space she would be able to lease. But, "Nobody would step up and want to take that initiative to do something like that."

Bradford hopes to expand to the South Side, the West Side and the North Side.

Many of the South Side dancers who lost track of the organization as it bounced around have come back.

And with a permanent location, the young dancers can more easily attend classes. Private donors and founda-

tions sponsor about half of them, just as when Shaina was a young dancer.

"This has been my dream," Bradford said. "I saw the community work to help me, so I am just giving back."

"My inspiration has always been my daughter," she added.

Having supportive parents "meant a lot to me," her daughter said. "We've been through so much, her and I. A mother-daughter will knock heads every once in awhile, but she's always been there."

Shaina, now 22, has danced professionally in Philadelphia for Philadanco, a group specializing in African-American traditions. She was also a dance major at the University of the Arts in Philadelphia. She credits her mom's encouragement with getting her on the right track and in college.

"I never had a normal teenage life," Shaina said. "I wanted to dance. I sacrificed my friends, my time, to do dance. Now that I look back, I always tell my mom that she was right. Because now my friends, they have kids, or they do drugs, they're just everywhere. And I'm doing what I want to do."

Bradford's job teaching on the South Side was a constant reminder of the opportunities that kids miss, according to her husband, Sterling Bradford.

"It gave her a very good perspective of what she wanted in life," he added.

"You will be accepted (at PPD) no matter who you are," Bradford said. "We don't frown on bringing anyone of any different culture in here."

The community has responded to Bradford's efforts in kind. Dozens of young people from the community helped transform the old body shop to a dance center that now pumps deafening beats for the middle-aged and young professionals burning calories, and slow tap rhythms for youngsters in hooded sweatshirts and sneakers.

And Bradford's daughter, Shaina, came back to teach dance classes. It's her own way of paying her mother back, she said.

"She's done everything for me," Shaina said. "Sometimes I feel like I take it for granted. And I shouldn't. I really shouldn't."

## East Side Story

Bradford first experienced hardship when she was growing up in a housing project in the Eastwood neighborhood of Syracuse.

"I had friends outside of Eastwood, and their parents wouldn't let them hang out with me," Bradford said. "We just can't let our kids grow up not feeling wanted. And I felt that a lot of times."

Bradford's husband says that Bradford's upbringing and her career have helped define Parents Promoting Dance's mission.

"When we were brought up, white and black didn't get together," said Sterling Bradford, who is black, in reference to his wife, who is white.



> Margaret Moreno, center, and Christian Charles, right, follow Shaina Bradford through a modern-style dance | Andrew Burton, Staff Photo



## Camp Opportunity



> Twin sisters, Shaimanice, left, and Shaimanik Jackson, center, both went to Department of Environmental Conservation summer camp last summer, and will return this summer. Danielle Lang, right, will attend camp this summer for the first time. | Juliette Lynch, Staff Photo

**By | Justin Murphy**  
*Urban Affairs reporter*

City youth receive scholarships to attend a summer camp in the Adirondacks that educates children about the environment.

Malik Long went to camp for the first time last summer — reluctantly. He was worried he wouldn't have a good time or get along with the other campers.

However by the end of a week at an outdoors camp, Malik, a seventh-grader at Clary Middle School, had canoed, hiked through the forest and learned to identify edible plants such as wood sorrel.

"It tastes like lemon," he said.

Malik, 12, was one of five children who had the opportunity to attend a Department of Environmental Conservation summer camp in the Adirondacks free of cost last year, thanks to an arrangement between the state DEC and the Partnership for Onondaga Creek, a nonprofit South Side environmental advocacy group.

This summer, the partnership is hoping to involve twice as many campers in what it calls a "broadening" experience for children who, in many cases, have never spent time outside cities.

"It's good to be exposed to something different from what's going on in your own neighborhood," said Aggie

Lane, a leader of the partnership. "A lot of these kids never get to go anywhere to speak of. A lot of them have never been away from their families."

### THE PROGRAM

The department runs eight one-week camps open to children ages 12 to 17 in July and August. The partnership provides transportation but asks parents for a \$50 contribution toward travel costs.

The campers spend the week hiking, fishing, swimming, canoeing and learning about the environment. They

**"A lot of these  
kids never get to  
go anywhere to  
speak of."**

**Aggie Lane**





> Joanne Stevens, from left, Elmore Davis and Aggie Lane, team members in the Partnership for Onondaga Creek, a nonprofit South Side environmental advocacy group, help send city youth to an environmental summer camp in the Adirondacks. | Juliette Lynch, Staff Photo

can also choose courses in archery and firearm safety.

Malik Long's father, Homer Everson, hesitated at first about whether Malik was ready for camp.

"I was actually expecting a call to come and pick him up for his behavior, but he ended up having a great experience," he said. "He hasn't stopped talking about it since he's been back."

### THE APPLICATION PROCESS

The camp scholarships are worth \$325 each and were first made available to the partnership about eight years ago. But the group wasn't able to recruit campers until last year because it was focused on fighting the development of the Midland Avenue sewage treatment plant. South Side residents spent about a decade fighting the construction of the plant, which displaced dozens of families.

Last year, the partnership reached out individually to children it thought would be interested. This year, the group expanded its recruitment process through word-of-mouth and an informational meeting held in January.

Children and parents are required to attend two meetings to prove their commitment to going. Like last year, campers will also attend monthly events before camp starts, working in community gardens and picking up trash across the South Side.

"We really want to build environmental activists," Lane said. "We want these kids to fall in love with the

environment, be exposed to people working on it and maybe see it as a career path."

Shaimanik Jackson, 14, went to camp last summer with her twin sister Shaimanice. She learned why it is important to take care of the planet, and she said she's kept that in mind since coming home.

"Every time I see my little brothers and sisters taking water, I say, 'Not too much! Not too much!'" she said. "And I don't like to litter anymore."

### THE OPPORTUNITY

For parents, the scholarship is an opportunity to give their children something they couldn't otherwise.

Everson, a single father and director of Camp Little Oak for girls with bleeding disorders, had never been able to find a camp for Malik. "Around here there was never an opportunity for him to go without me having to pay an arm and a leg to get him there," he said.

The partnership said that last year's campers were welcome to apply again, and Malik is already looking forward to returning.

"Once you go, you just want to go again and again," Malik said.

In fact, Everson said, Malik had only one complaint about his experience last summer.

"The only thing he didn't like was that the batteries died too soon on his camera."



## Bold, Smart, Strong



> Two girls sell lemonade to raise money for Girls Inc., and to learn business skills. | Jennifer Meyers, The Post-Standard

**By | Ame Donkor**  
*Community Correspondent*

Art, traveling and cooking are some of the most popular activities at the local Girls Inc. here in Syracuse. And there are even more resourceful things sprouting up every year.

Inside the beautiful, red and white, three-story Zonta-House on the corner of Douglas and Graves streets, young women develop life skills through simulation in activities like "Mini Society." They also grow into a deeper understanding of societal messages in magazine and television ads in their "Media Literacy" program.

Makayla Lockwood, 8, and Carressma Butler, 9, enjoy it all.

"We can play dress-up games, and make a nursery with little pets," Lockwood said. "Butler added, 'and I like to make brownies' in the large kitchen upstairs.

Keonna Wren and Samantha Kuy-Kendall, both 12, also love Girls Inc. at the YWCA of Syracuse and Onondaga County.

"I like the art room because we get to do fun projects," Kuy-Kendall said. She has been going to Girls Inc. since the summer of 2009. She detailed how the girls made globes using balloons, plaster and newspapers. Colorful, handmade paper butterflies adorn the back wall of the art area. Kuy-Kendall explained how the butterflies blossomed from "coffee filters, markers and water."

The staff keeps the girls engaged and inspired by coordinating an array of activities that include science experiments and lessons in financial literacy — making account deposits and withdrawals and check writing.

Kendra Scott, 23, is the school-age youth development director and a Syracuse University graduate with a focus in child and family studies. She said she got involved because she saw "a great need for programs like ours here in

Syracuse."

Sarah Holzhauer, 26, is the program director and is instrumental in the day-to-day activities at the site, located at 401 Douglas St. Holzhauer received her bachelor's from SUNY Oswego. She said she has always wanted to work with kids.

Scott mentioned a project called "photo voice," and the girls happily interjected.

Kuy-Kendall described it as a project where "we brought cameras home and took pictures of whatever we wanted. And we also took pictures of things that showed our traditions and cultures."

Wren added, "I took pictures of food and ornaments, plus my grandma's church clothes and her statues outside."

When the subject turned to history recently, Wren described a book she read about George Washington. She's something of an expert on presidents, recounting that America's first one had dentures made from hippo tusks and that Abe Lincoln "filed important legal papers under his big hat."

**"Bold means that we're not afraid of anything. Smart means that we're really smart. And strong means that girls can be anything that boys can be."**

**Makayla Lockwood**

**Girls Inc.  
will hold a  
Girls Summit March 27  
at Onondaga  
Community College**

**To learn more,  
call 474-0746**

**If you want to be a paid  
community correspondent  
like Ame Donkor, contact The  
Stand's Director Ashley Hanry by  
calling 443-8664 or e-mailing  
ashley@mysouthsidestand.com**



# Mentoring program at Corcoran teaches success for future

By | **Sean Sweeney**  
Urban Affairs reporter

**F**uture firefighters, psychiatrists and doctors amble in the Corcoran High School's halls every day. Alton Hicks sees this and is trying to urge them in the right direction.

"In order to make change, it takes work," the school's vice principal said. "If you want to change your environment, you have to put in some time."

The longtime Syracuse resident runs an after-school program called Mentors of Manhood. Here, students learn about business attire, Robert's Rules of Order and what Jay-Z wears when he's making business decisions.

Mentors of Manhood started at Corcoran eight years ago through Hicks' fraternity, Omega Psi Phi Inc., which runs the program all over the east coast. In 2006, when Hicks transferred from Nottingham High School to Corcoran, he continued what his fraternity started.

"The whole purpose is leadership skills. I judge that by the activities (we do)," Hicks said. "It is kind of regimented that they must put on certain programs."

Two years ago, Hicks watched his group organize a program they named "Get Fresh Friday." Instead of dark T-shirts and Air Jordan sneakers, everyone strolled into school in slacks and button-ups. Students felt what it was like to go to a job interview.

"When we dressed up in our business attire, (other students) asked 'Old man, why are you in your tie?'" said Xavier Canty, a senior at Corcoran. "We are just ready. We are getting ready for our trials and tribulations that are ahead."

Not only were other students intrigued, but teachers were impressed as well. The Van Heusen dress shirts brought more attention and interaction in class by the students. The atmosphere in the entire building was vastly less casual.

After that, the "Get Fresh Friday" program soon put on a best-dressed competition for the entire school.

"The reason it was so good was because you have a Friday where there are all these kids coming to school in a shirt and tie. Girls are dressed in slacks," Hicks said. "(The kids in the program) saw that and said, 'Wow. I have this



> Delvon Shepherd, left, Mr. Alton Hicks and Tremaine Williams work with Corcoran High School's Mentors of Manhood Program | Mitchell Franz, Staff Photo

effect on people. I created this."

Mentors of Manhood went on to integrate a five-day "Success Week." Each day was dedicated to different aspects of life after high school, like tying ties and interview etiquette. For Tremaine Williams, the events forced him to change.

"I was shy and soft-spoken (before joining Mentors of Manhood)," the 17-year-old senior said. "In the program, I had to speak out loud. It made me really talk about things."

Expanding on these efforts, the mentors are currently planning a "Success Weekend" for February, Hicks said, where they will try to integrate the student body in preparing for a collegiate future.

Themes will include "Dress Like a College Student Day" and "Pledge Day," where students will write pledges that may involve studying an extra two hours or getting into college. The mentors will also display a slideshow of appropriate business attire, Hicks added.

The group is also collaborating with the W.E.B. DuBois National Honor Society to raise funds for Haiti's earthquake recovery efforts, as well as working on its own organization skills, he said.

In a city where the state's school district watches every public school for academic progress, the Mentors of Manhood program is doing its part to send teens to college.

Delvon Shepherd believes Mentors of Manhood will help him obtain his International Baccalaureate diploma.

"Sometimes, chasing that dream might lead you to another one," Shepherd said. "You never know what could happen."



# Building opportunities in the community

Column by **Robert E. Herz**, director of the South Side Innovation Center

The South Side Innovation Center is on track to fulfill its mission of creating jobs and wealth on Syracuse's South Side by "incubating" — training, mentoring and supporting entrepreneurs who will start and grow their businesses in what has become one of the more economically challenged communities in Central New York.

SSIC's history shows the need for a place like this, and the great demand: SSIC ([whitman.syr.edu/eee/ssic/](http://whitman.syr.edu/eee/ssic/)) opened April 1, 2006, in 1,700 square feet of space in the former showroom and warehouse of furniture retailer Dunk & Bright at 2610 S. Salina St. Within a few months, it ran out of space. Development Phase 2 began immediately, with the opening of another 8,000 square feet of space needed to make room for 20 to 30 more businesses in addition to the



Robert E. Herz

five companies already located there.

As it grew, SSIC also housed other programs: WISE Women's Business Center, COMTEK, StartupNY, PRIME, and other economic development and training programs.

Many people sense the missed opportunities that occur every day. Our work at SSIC is helping people turn ideas into reality.

We do this in several ways. We offer three years of support to tenants to help them develop profitable and sustainable businesses in low-cost office space with phone and Internet access.

But there's more: Business and market evaluation, assessment and guidance; workshops and seminars; local and government program support; and mentoring — all free!

Many of these services are also available to nontenants, people with full-time jobs or who are in situations that prevent them from taking space at the SSIC, but who want to learn business principles, develop a business plan and grow their idea into something real and profitable.

How's it doing? The numbers for 2009 are \$5 million in increased sales and 25 new jobs. Much of that is from the explosive growth of a single company, but you expect that kind of sudden and extreme success from an incubator, right along with the modest and middle ones.

We want everyone to be successful. We want everyone to be as good as they can be as they pursue their dreams.

SSIC didn't happen by accident. It was created at the urging of the community, was launched by Syracuse University and is funded by the university, local businesses and individual donors. Its academic sponsor is the Martin J. Whitman School of Management, which is dedicated to developing entrepreneurial leadership managers and providing students and faculty with educationally and intellectually engaging experience.

Most important, the SSIC has the support of the top people at SU. Moving students and faculty from the ivory tower to the community to make real change puts SU Chancellor Nancy Cantor's vision of "Scholarship in Action" into practice.

## START-UP NY

A comprehensive program to help people with low income and people with disabilities start their own businesses

Two small business development projects, Start-UP NY and PRIME, have joined to help you:

- Learn how to plan and launch your own small business
- Transform your ideas into a business reality
- Learn about and access available opportunities & resources
- Achieve entrepreneurial profitability
- Achieve independence



**Eligibility for PRIME:** Have a low income, be an Onondaga County resident, and have an interest in developing your own business.

**Eligibility for Start-UP NY:** Have a documented disability, be an Onondaga County resident, and have an interest in developing your own business.

\*Note: People with disabilities meeting low-income guidelines are eligible to enroll in PRIME as well.

### To participate contact:

El-Java Abdul-Qadir at  
South Side Innovation Center  
2610 South Salina Street  
Phone: 315-443-3445

## NEW PROGRAM! FREE!



simple  
CENSUS

MARCH

10 MINUTES

10 QUESTIONS

**By | Alexandra Seltzer**  
*Urban Affairs reporter*

State and federal officials say the 2010 Census form is easier and shorter than any other census form used in the past. But some South Side residents are still hesitant to fill out the form.

"I don't usually fill out the census," said Roddrick Radcliff, a 22-year-old who has lived on the South Side for about 10 years. But he added he might this year, "if one comes my way."

The census is due to come out in March, and it has 10 questions, said Kristen Kuhles, an official with the U.S. Census Bureau. She said it should take only 10 minutes to fill out.

Kuhles said the amount of federal dollars given to Syracuse depends on the number of people counted through the census form. If fewer people fill out the census, Syracuse will receive less money because it will seem as if the population has decreased.

If you would like to participate in the census, but haven't received a form, contact the the national call center at 1-800-923-8282.

For more information, visit [www.2010.census.gov/2010census/](http://www.2010.census.gov/2010census/)

## EDUCATION AND FOOD

## Money slated to fund study, co-op

**By | Alison Bryant**  
*Urban Affairs reporter*

Two South Side nonprofit organizations — one aimed at improving local residents' diets, the other at helping young men and women get a college education — have received nearly \$15,000 from a coalition of local institutions that want their efforts to succeed.

The Southside Community Coalition, which includes local residents and business owners, received \$5,000 to educate the community about healthy eating and raise awareness about the potential benefits of a planned food cooperative in the neighborhood. The other organization, On Point for College, received \$9,862 to design a program evaluation that will identify the successful outcomes of the program.

**"...If you actually give students all the support that On Point gives them, they can actually make it in college."**  
**Ginny Donohue**

"I think it will give us the capital we need to get out in the community and to educate the community," said Shante Harris El, the coalition's secretary.

The two grants were among 18 awarded to charitable organizations in Onondaga and Madison counties by the Central New York Community Foundation from October to December 2009, according to the foundation's Web site. The organization awarded \$337,711 in community grants.

The Southside Community Coalition sponsors Store-For-A-Day events, where volunteers purchase fresh produce from local farmers for resale at affordable prices on the South Side. The organization plans to open a community-owned food cooperative where residents can purchase

affordable, healthy food every day, Harris El said.

Residents will invest in the food co-op and participate in decision-making processes, Harris El said.

"Basically, residents will have a chance to own something, to govern something, to run a business," she said.

The Southside Community Coalition will use the grant money to go door to door to market the idea of a co-op to potential investors, said Antonisha Trapps, chairwoman of the food co-op. The coalition collaborates with GC<sup>2</sup>, an organization started by the Gifford Foundation that also works with Syracuse University's South Side Initiative Office.

"We want to educate people about the benefits of a food co-op versus the benefits of a grocery store," Trapps said. "The food co-op money will recycle and stay inside the community."

On Point will use the money to create a plan for an external study of the program that will later be a model for other programs working to help low-income young adults through college, said Ginny Donohue, executive director of On Point.

The plan should take about six months to complete and then On Point will secure funding from a national organization to do the actual study, Donohue said. The first step is to design a method to research the program, and the second step is to complete the study.

"We were encouraged to do a study to show that if you actually give students all the support that On Point gives them, they can actually make it in college," Donohue said.

On Point helps young men and women, ages 17 to 25, with college applications, rides to and from school, financial aid, summer housing and prescription costs, among other services, Donohue said.

The study is necessary for On Point to access federal challenge grants that help fund the program. Donohue said she raises three-fourths of the money needed to run On Point on her own. Federal funding would relieve some of this burden.

"We really need this study so first we can encourage other people in the country to give students more support, and secondly so that we are sure we can continue to take these massive amounts of students who want to go to college," Donohue said.

Founded in 1999, On Point currently has just under 3,000 young adults active in the program, 670 of whom were added last year, Donohue said.



# Syracuse police chief focuses on recruiting minority officers

*By | Steve Davis  
Founder of The Stand*

The new Syracuse Police Chief Frank Fowler sat down for more than an hour with The Stand's founder for a discussion that focused on recruitment of minority officers for the city police force. This is the first of two parts of an edited transcript of their discussion.

*I had read that the number of minority officers on the Syracuse force was about 10 percent of 500?*

It's a little less than 8 percent. When you talk about minorities, you have to define the term. If by minorities you mean Latinos and African-Americans, we're at close to 10 percent. But if you break that down into two different groups, Latinos are 2 percent and African-Americans are just shy of about 8 percent. Our authorized strength is 506 but we're not at 506 right now. We're less than that. The officers that we have altogether, with the ones that are in the police academy now, and the ones that are actually on the job, we currently have about 480.

*I think the census numbers for the city would show that it's about 25 percent African-American, and the overall minority numbers probably around 35 percent, so would it be reasonable to say that the police force should be one-third minority?*

I think that's very reasonable for anyone looking at the police department to expect those kinds of numbers. The police department should be reflective of the areas they police. That's not the case as it relates to the city of Syracuse. We're working on it. You currently have a mayor who is very committed to diversity.

*So how do you think you get from where we are now — about 8 percent — to 25 percent, which would be about 125, basically triple the number of African-American officers that you have now?*

Well, we have a very thorough, aggressive recruiting staff, and we're working real hard to increase those numbers. It's very difficult. It's a very difficult challenge to recruit minorities to become police officers because you first look at the dangers. This is a very dangerous job, and it's becoming increasingly more dangerous and when you turn on News10Now or any of the other news channels, you see the city of Syracuse, and you see the crime, and for the type

of person that we're looking for, we're looking for smart, educated — to some degree physically fit people — who have a pretty good background in terms of work history, criminal involvement — little or not any criminal involvement — and guess what? This is the same person that every other employer is looking for and they are not asking you to get shot at. They're going to pay you a comparable salary, and they're looking for the same type of person that we're looking for but you don't have to worry about getting shot at. That makes it very challenging for us.

*You said, chief, that you had an aggressive program. Could you tell me a little bit about that, what you are doing to recruit minority officers?*

We have a recruitment staff made up of one sergeant and two police officers, and their job is to go out and look for minority candidates. We have a full-service recruitment staff, but we have an emphasis on minority candidates. So we go where we think our target audience is going to be at — colleges, universities, job fairs, workshops, community events, where we think people are, that's where we're going to go. We just started an advertisement campaign probably a year ago or a little less than a year ago during the time period where the police exams are offered. We use the TV, radio, billboards and bus advertisements to attract our target audience. We've had some success in those areas.

*Could you provide a little detail about that success?*

Our numbers go from people that we contact who express an interest to those people who actually show up to take the police exam.

*So out of every 100 who say they are interested ...*

Sixty percent show up to take the exam, and out of the 60 percent who show up to take the exam, about 40 percent of those people pass the exam. And out of those that pass the exam, about 75 percent to 80 percent fail the physical agility test that's required. So that's what makes the numbers so tough.

*How many of these are minorities and how have the numbers increased?*

I think you're probably looking at for a testing cycle (of an increase) from about 80 (minority applicants) — those that expressed an interest — to three times that much.



**And that is over the first year of this program?**

Yes. And then those numbers dropped off as I just described to you earlier.

**That's 250 minority applicants alone?**

Those are minority applicants. Our overall numbers are somewhere around 1,500-1,600 for that time period.

**Are those primarily Syracuse residents, Onondaga County residents, the three-county area around Central New York?**

No, they're not. Right on our Web site you can fill out what we refer to as a contact sheet where you let our recruitment staff know that you have an interest in becoming a city of Syracuse police officer. People use that a lot. We get 10, 12 hits a day on the Internet, people expressing an interest in becoming a police officer, and you don't have to be a resident of the state of New York to take the police exam. At the time of your appointment, you have to be in Onondaga County or an adjoining county in order to get hired.

**I know I'm asking for numbers you wouldn't have had and fast, but out of those 250 or so minority applicants in particular, are most of those local?**

I would say about 50 percent are local. When you say local, we'd have to extend that to Onondaga County.

**Do you attribute most of that to your new program?**

Yes, absolutely. I attribute it to our recruitment staff and the fact that they now have the ability to advertise the fact that we are recruiting.

**How much time do they spend out in the community recruiting? If I'm working a five-day week, am I out there half the time?**

Sixty percent of the time they're out there, but they also have to check the Web site and draw down the information from that. It's going to require someone to be in the office; when they leave the office for four hours, when they come back the voicemail box is full with people that are calling in because we established a relationship with them, and they have a question. Their e-mail box is full because people are e-mailing them with questions, or new contacts will e-mail them.

**This might sound simplistic, but why is it so important to have more minority officers on the force than you have now? Some people would say, perhaps, "Well, we just need good police officers, that's what we need." Could you talk about that from your perspective, especially having been a police officer for a long time?**

I would first off agree with the fact that we need good,

professional police officers. That's what the Syracuse Police Department needs. But when you look at the community, we serve the people of our community. And when you want the community to look at the police department and have a measure of trust, they quickly look for someone, a face that they can identify with. And when you look at certain types of problems that officers respond to, an officer with a certain type of background would be able to have some type of insight, a measure of empathy for that situation. And not only that, when you have police officers interacting with their peers from different cultural backgrounds, those police officers' views — their understanding of that particular culture — is broadened on almost a daily basis. So that just makes for a great environment, a great learning environment for the police officers and a great opportunity for them to broaden their cultural awareness and their ethical awareness.

**How often did you, as an officer and a detective, come across situations you would see where having more minority officers would have made a difference in police work?**

I seldom saw that on the side of the police officers because there is always the willingness to want to learn, to know, to get involved, to resolve an issue. But on the other end, where the community was concerned, people in the community were quick to say, "Hey, you don't understand, you don't understand me," and officers may make an innocent mistake when they're having a conversation with someone, and they would take it personal, and the officer didn't mean it that way. So I didn't see it so much on the officers' side because the willingness was there, the training was there, the professionalism was there. But on behalf of the citizens, there was a lack of trust, a lack of willingness to be accepting of the police officer.

**How did that manifest itself? Was it just the way people talked to each other?**

I think you have a number of things there. You have history. Let's not forget history. And you have life experience that people bring to the table. Couple that with the fact that a police officer is coming into an environment where the person they are dealing with has suffered some type of emotional, physical, psychological trauma. So a police officer walks into this volatile situation, and citizens have these displaced emotions, and here comes this police officer, and citizens are looking for someone to blame, and they're looking for some place to dump this stuff that they're feeling onto someone. Here comes the police officer in uniform, and (the citizens) are looking for the police officer to now become a sounding board. And if the police officer doesn't respond back with some type of empathy, then that police officer now is insensitive. They may be as professional as they come, but they're insensitive, they don't know my plight.

## SELL THE JOB RECRUITING OFFICERS

### suit up

BRINGING IN MINORITIES

"What the officers are selling is their experience. If I'm going to sell you a suit, and I'm wearing jeans and a sweatshirt, chances are you're going to say, 'If that suit's so great, why aren't you wearing it?' So if I'm going to sell you a suit, I'm going to put on my best suit to let you see how this suit looks on me. So, I have African-American recruiters that are out there, selling their experience and talking about the job from their perspective."

— Chief Frank Fowler

**meet the chief**  
**FRANK FOWLER**  
Age: 47

**Years on the force:** 20

**Background:** From St. Louis, Mo. Army veteran.

**Founder:** CAMP 415, Central New York Association of Minority Police

**Named chief:** January 2010

**Home:** South Side



That's why it's kind of important to have people from various backgrounds involved in situations like that.

*Can you think of an example from your personal experience as an officer yourself?*

Well, yes, there was a time when this young police officer entered the home of an African-American lady, and he started to make comments about how the house was kept. The house was in disarray. Now he wasn't there to hear the beginning part of the story, where the lady was explaining to me and to another gentleman there how she's calling about her daughter's boyfriend, who has become physically abusive toward her daughter and how she's taking care of her daughter, her daughter's children, and this young man is the father of these children. He's doing absolutely nothing, not supporting them financially, and the daughter is not doing anything to contribute to the household, not even doing so much as cleaning up the household.

So now this mother is taking up the slack for all that. She's chosen to work two jobs, and in the meantime, she has to try to do whatever she can and take care of her grandchildren. She has to make a choice whether the house gets cleaned. She has to make a choice whether she takes the plate to the kitchen or she plops down on the chair and takes a power nap before she has to get up and work another eight-hour job. So these are life choices that she has to make. And this young man enters the house, and he makes a comment about the fact that the house is in disarray, and she proceeds to educate him on how life is for her.

And I stood back and I said, "Wow." I'm sure that young man learned a very valuable lesson that day. But that's just it. You don't know everyone's story. We're going to find people in different stations in life and different conditions we're going to walk into, and everyone has a story to tell. If you're familiar with the plight of that particular group of people, then some of this stuff is going to be almost self-explanatory

to you. But if you're not, if you're from a different cultural background, this is not going to be self-explanatory to you. It's going to be almost inexcusable to you, and you're going to wonder, "Hey, why are things the way that they are?"

*So, did you see a lot of that?*

I didn't see a lot of that. I saw a fair share of that, but I didn't see a lot of that, and it comes with the young officers. The veteran officers learn how to communicate with people. They build relationships with people, and they're very good at that.

*In your current batch of hopefuls now, how many are at the academy and how many are minorities?*

I think there's 19, and none are African-Americans. I think we may have an Asian. But that was the previous administration, that group. And, trust me, they — or, we, because I was a deputy chief under that administration — we did the best that we could to find minority candidates. We will find good minority candidates. But along the way, we won't compromise our standards. We were faced with a very unique situation the last time we went to hire. We just couldn't find any African-American candidates for that class. But the class that we're about to hire for now, we have a great group of candidates to choose from, so I'm very impressed and very optimistic with how this class is going to look.

*You were talking about the next group that you're recruiting, which would be the next group through the police academy. You just expressed optimism that there would be more than zero. What are you hoping for?*

See, if I give you an answer as the chief of police, it won't be a guess. I can throw an answer out there that someone could call me on later on, so ... I'll say it's going to be a lot better than it was the last time around.



> New Syracuse Police Chief Frank Fowler emphasizes recruiting minority police officers for the Syracuse Police Department so that the force can better reflect the areas it polices. | Andrew Maclean, Staff Photo