



FITLER SQUARE IMPROVEMENT ASSOCIATION, INC. NEWSLETTER

SPRING 2010



FITLER SQUARE SPRING FAIR



FRIDAY, MAY 7TH 10AM - 6PM & SATURDAY, MAY 8TH 10AM - 4PM

GET TO KNOW OUR BOARD MEMBERS: MARLENE BLUME, TREASURER

A member of the Fitler Square Improvement Association for over 40 years, Marlene Blume has seen Fitler Square evolve into what it is today. An original "Working Girl," she first moved to the neighborhood in 1963 where she lived with two roommates at 2515 Waverly Street. The Fitler Square Improvement Association was just beginning to develop the park at that time, and there was no grass, no fence, and a lonely cement turtle.

In 1965, she and her roommates moved to 400 South 24th Street, and her next-door neighbor, long-time FSIA Board member and former president, Connie Williams, recruited Marlene to bake goodies for the Bake Booth and become more involved in the park. In 1965 another

important event in Marlene's life occurred; she met her husband Joe Blume at a New Year's Eve party at a friend's apartment above the Oliver Bair funeral parlor. At the time Joe lived at 2317 Delancey Street. They were married in 1969 and moved to their picturesque house on the 400 block of Croskey Street.

A member of FSIA since 1970, she has been Treasurer for 20 years, keeping track of our expenses and income, a daunting task that her fellow Board members will "not permit" her to retire from. While tirelessly volunteering on the Board during this time, and prior, from 1955 until 1999, she also worked full time in virus research, first at Children's Hospital and then at Wyeth

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FITLER SQUARE"

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**FITLER SQUARE
IMPROVEMENT
ASSOCIATION
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(Fitler relative)

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**Membership
& Newsletter**

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Our Mission:

The mission of the Fitler Square Improvement Association is to preserve, protect and beautify Fitler Square.

We work in a public-private partnership with Fairmount Park.

MESSAGE FROM OUR PRESIDENT

Dear Friends and Neighbors:

As I reflect on this past season, I remember how stunning Fitler Square and our surrounding neighborhood looked, everything iced over with soft white snow, the quiet beauty of it all. Unfortunately the ugly aftermath of the storms and cleanup was the price we paid for the serenity and convenience of city living, and they took their toll on our little park. We lost a large portion of our twin holly trees, the home of morning doves, the marble base of our beloved Bear statue had to be replaced, and we needed extensive masonry work.

We recently repaired all the damage and are working hard to maintain our east and west gardens and trees. As noted on our Website and Facebook page, we were one of three community parks to win First Place in the Pennsylvania Horticultural Society's City Gardens Contest. At an incredibly inspiring awards presentation attended by several of our Board members, we watched a slide show of the wonderful work PHS has contributed to many of Philadelphia's poorest neighborhoods, turning vast brown, barren plots of land and abandoned lots into viable gardens, parks and oases of green. We realized how fortunate we are to have the funds, through our membership contributions and Annual Spring Fair, to be able to maintain our lovely little Square.

We have spent over \$15,000 this year tending to the trees, gardens and grass alone. We also have other expenditures, including our holiday events that all the children enjoy every season and continues to develop into a great time to meet other neighbors and their kids.

As our 49th Annual Spring Fair approaches, we again face a volunteer shortage. This is our biggest money making event of the year. If you can help out and volunteer ANY of your time we would greatly appreciate it. I believe you will find the experience rewarding and fun.

Our Fair is always on the Friday and Saturday of Mother's Day Weekend, this year being May 7th and 8th, from 10 to 6 on Friday and 10 to 4 on Saturday.

I must also once again thank my fellow Board members, who work tirelessly to keep our neighborhood square the treasured place it is. Their names are posted in this Newsletter. Thanks, also, to our neighbor Tom McKeon who organized the Philly Clean-Up Day in Fitler Square. He and his volunteers swept and raked the entire neighborhood around the park. And I can't forget to thank John Petsinger, our neighbor who volunteered, along with Patty Fox, to paint our fountain while it is waiting for its total makeover. Please come out to the Fair and show your support.

Warmest regards,

Judy

**WE NEED YOUR HELP AT
THIS YEAR'S FAIR...**

Would you like to donate something or volunteer at the Fair?

Friday, May 7th from 10am to 6pm and Saturday, May 8th from 10am to 4pm.

Please contact Judy at Judyro1957@aim.com.

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Laboratories, retiring from there in 1999.

Marlene has had many duties at the Fair, but she always seems to end up at the Food Booth, most likely due to her great cooking. When asked *what is the one Fair that stands out in your mind*, she replied "last year's, because we had two FULL days of sunshine."

When asked *what is your favorite thing about Fitler Square*, she responded "what I enjoy most is when I walk by and see people enjoying themselves in the park." She was also asked what her favorite thing about the neighborhood is, and she replied "My street and my neighbors. I call it a village."

Look for Marlene at the Fair this year, where she will be once again our chief cook, along with Pat Henningsen, at the Food Booth.



Marlene Blume

WOVEN TREASURES -- A NEIGHBORHOOD TREASURE

By Patty L. Fox

It is very rare that one comes across a neighborhood like Fidler Square. Its culture, diversity, and overwhelming sense of community sets it apart from other large metropolitan neighborhoods. Parviz Yathrebi is one of the founding members of the community as it stands today. Yathrebi is the owner of Woven Treasures, one of the neighborhood's most beloved storefronts, where it is possible not only to procure a beautiful piece of woven art, but also to learn about your rug and its history. Fleeing Iran in the late 1970s, Yathrebi came to America to seek higher education, which commenced at the University of Pennsylvania where he took English as a Second Language classes.

Although educated at Penn, Yathrebi admits that he is self-taught in the rug business, which he started from the inside of his car. As word got around, he opened Woven Treasure's first location on South Street in 1986. As the business grew, Yathrebi became more and more committed to not only finding the most beautiful rugs to offer his customers, but also to the communication and education surrounding the rugs. He understands the way that rugs are made, and can always spot rugs of the best quality.

Yathrebi uses his artistic talent not only in his work, but in his personal life as well. His love of books regarding rugs and the like has resulted in a large library of works in the back of the store. Not one to limit his artistic eye to one form of art, Yathrebi is largely educated in fine art in general, citing neighbor Frank Bender as one of his favorite artists. He feels that community and art have to work hand in hand, and is very generous in his contributions to many arts foundations around the city.

Walking into Woven Treasures, you'll see a piano. When asked why he keeps a piano in his store, Yathrebi will tell you that its sole purpose is to serve as entertainment for his annual Christmas party, where he employs a Russian pianist and belly dancers to keep his customers surrounded by art of all kinds. Food and drink too!

Yathrebi has been donating a rug to the silent auction at the Fidler Square Fair for over ten years. The members of our community are always excited to see the quality and design of the rug every year. Yathrebi's generosity is only one of his many philanthropic outlets.



At Woven Treasures, the customer gets treated like royalty. Not only will Yathrebi go out of his way to find the perfect rug for you, he is also able to recreate rugs from photos, and give your rug the royal treatment when it needs to get cleaned, repaired or appraised. In addition, you can find glorious jewelry that his wife sells in the store and also one of the best collections around of imported tiles and artifacts, also for sale.

Yathrebi and his wife, Maryam, are wonderful members of our community. Even if just for a chat about the beauty of our neighborhood, stop in and say hello the next time you are nearby.

Woven Treasures
2221 South Street
Philadelphia, PA 19146
215-546-8448
www.e-woventreasures.com



Yoga in Fidler Square with Kate Carr, CYT

**Wednesday 6:45-7:45am from
May 12- September 29th**

**\$10 with a portion of the proceeds going
to Fidler Square Improvement Association**

Please bring your own mat and props!

**Questions? Please contact Kate at
katecarryyoga@gmail.com**

www.katecarryyoga.com

We would like to thank all of our 2009-10 Benefactors, Patrons, Business/Sponsors and Members.

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** The information above was collected from the membership form you submitted. If you have any changes, corrections or additions, please email them to AmeliaRiley@yahoo.com*

TREE LIGHTING CEREMONY IN THE SQUARE



It was a dark and stormy night, but Santa and Mrs. Claus came to Fitler Square in style to help light up the holiday trees around the fountain. Under tents and serenaded by The Philadelphia School a cappella



chorus, under the superb direction of Shannon Coulter, neighbors shared cookies and hot cocoa and cider while Santa and Mrs. Claus gave out goodies to all the good little boys and girls of Fitler Square.

FSIA MEMBERSHIP INFORMATION

If you would like to become a member of the Fitler Square Improvement Association, please fill out the form below. The organization has two primary sources of funds: revenue from the Spring Fair and membership dues.

The membership underwrites the cost of major park improvements and takes an active role in the planting and preservation activities needed to improve its appearance. Association funds provide for professional care for the trees and grass areas, planting of seasonal flowers, replacing shrubs, installation and care of a sprinkler system, general maintenance, custodial supervision, an annual Christmas tree lighting ceremony with gifts for neighborhood children, and an Easter Egg Hunt. Visit our website at www.FitlerSquare.org to learn more.

MEMBERSHIP CATEGORIES:

Individual membership.....	\$25
Family membership.....	\$35
Business/Sponsor membership.....	\$50
Patron membership.....	\$100
Benefactor membership.....	\$500

We thank you very much in advance for becoming a member of the Fitler Square Improvement Association!!

The Fitler Square Improvement Association is a 501-c3 non-profit organization. All membership fees and donations, including those made in-kind, are tax-deductible.

MEMBER INFORMATION

NAME: _____

ADDRESS: _____

PHONE: _____

EMAIL: _____

(Help us stay in touch with you - our email notices keep you informed of events and campaigns)

Enclosed is \$ _____

Renewal _____

New member _____

General donation _____

PLEASE HELP US HELP YOUR PARK!

_____ I WANT TO HELP WITH UPCOMING EVENTS (SPRING FAIR, ETC)

_____ I WANT TO HELP WITH MAINTENANCE (PLANTING, TRIMMING, ETC)

WHAT I MOST ENJOY ABOUT THE SQUARE IS:

WHAT WOULD MAKE THE SQUARE MORE ENJOYABLE TO ME IS:

(Business members contributing at the BUSINESS level or above are featured on the Fitler Square website)

PLEASE COMPLETE THIS FORM AND SEND IT WITH YOUR CHECK TO:

FITLER SQUARE IMPROVEMENT ASSOCIATION, INC.
400 SOUTH CROSKY STREET, PHILADELPHIA, PA 19146

www.fitlersquare.org

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List with Kate & Kathleen

WE'D LIKE TO THANK THE FOLLOWING PEOPLE AND BUSINESSES THAT GENEROUSLY SUPPORTED THE 2009 FAIR.

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Bicycle Therapy

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Cafe Lutecia

Dmitri's

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Women's Wellness Center

Woven Treasures

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FITLER SQUARE
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Our newsletter is published two times a year - Spring and Fall.

Ad Rates

Full page \$100.00

1/2 page \$ 50.00

1/4 page \$ 25.00

For information and deadlines, please email Amy at AmeliaRiley@yahoo.com

Thank you

**And a HUGE
thank you to
Angelo's Marble
& Granite, Inc.**

**for repairing the Bear
and Ram statue bases.**

DMITR'S

23rd and Pine

215.985.3680

3rd and Catherine

215.625.0556

944 N. 2nd Street

215.592.4550

PHOTOS FROM FITLER SQUARE...

EASTER EGG HUNT



SPRING CLEAN UP DAY

