

# The Downtown Beat

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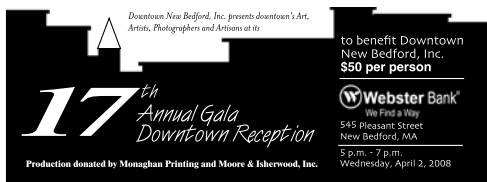
105 William Street, 2nd floor

New Bedford MA 02740

## 17th Annual Downtown Gala is April 2

It is with great pleasure that we invite you to attend our 17th annual Downtown Gala and Reception on April 2 from 5:00 - 7:00 pm in the lobby of the Webster Bank. Tickets are \$50.00, and a portion is a tax deductible charitable donation.

We will be honoring Pier Fish Company, Inc. as the Business of the Year. The New



Bedford Symphony Orchestra, Lena Moniz, Executive Director, receives the Cultural Arts Recognition Award. Peter DeWalt, President of Reynolds DeWalt, receives the President's Recognition Award.

Tasty hors d'oeuvres will come from Isaiah's Restaurant. Musical entertainment is by *The Showstoppers Musical Entertainment*. The Showstoppers are a group of 24 child performers who range in age from 8 to 16 (boys and girls) from the towns of Westport, Dartmouth, New Bedford, Fairhaven, Acushnet, Mattapoisett, Marion, and Rochester. Since it's a school night, we will be seeing the older performers.

The group's mission is to enhance the cultural life of the communities in which we live by exposing young people to the world of performing arts, assisting them with developing their own musical and theatrical talents and providing venues to share these talents with the community through public and private performances. We are happy to have them with us.

And then there are the artists who come with displays of their work, sixteen so far, some old friends like Crowell's Gallery and some new, like Mosaic Gallery and TL6 Gallery. (See page 5.) Our award recipients are all enthusias-

tic supporters of the community in both visible and not so visible ways.

Pier Fish Company, Inc., in business for 110 years and in New Bedford since 2001, is the major sponsor of the Taste Our SouthCoast Festival. That's visible enough. But they also donate freezer space for a food pantry and participate in SeaShare, a program that donates seafood to feed the hungry.

The New Bedford Symphony Orchestra brings classical music to thousands of New Bedford area students each day through its "Music in the Morning" program. At the beginning of each school day, the students listen to five minutes of classical music on the school PA system. The music is accompanied by five minutes of commentary. The symphony also performs six free children's concerts at the Zeiterion Performing Arts Center.

Peter DeWalt is a downtown resident with imagination that shows through in his beautifully renovated home on Front Street and in his business, Reynolds DeWalt, Inc., which has evolved from a print shop to a full service marketing company. With big name corporate clients like Blue Cross, Titleist and Reebok, he still finds time to print local histories, and he does it with a personal touch.

Each of the businesses has fascinating stories to tell, and you can read more on pages three and four. It's not so often that the owners of a fish processing company, a symphony orchestra director, a group of artists, a choir of performing children, DNB, Inc. members and an extended audience of their friends and family meet, but that is the charm of an evening like this. It's all kinds of people who might not otherwise cross paths getting together for an evening, learning more about what is going on in the city, and enjoying it. We look forward to seeing you there.

## Taste Our SouthCoast II needs you

We're giving the weatherman a second chance. Last year, at the first Taste Our SouthCoast Festival, the weatherman sent a sampling of just about every kind of summer weather he could think of, from high winds and thunder showers to beautiful balmy sunshine. This year our instructions are to send just one kind of weather, the beautiful kind, along with samples of many, many different kinds of food.

The date is June 22, the day after the summer solstice. We are looking for as many participants as possible to offer samples of the wide variety of delectable edibles available from SouthCoast restaurants, caterers and specialty shops.



Last year there were twenty or so participants. This year we would like to see the number increase to thirty or more.

We encourage our readers to be secret samplers for this event. If you are eating out and enjoying a dish you think is memorable, let us know, and we will contact the restaurant. Likewise, if you know the restaurant

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## The Ocean Explorium: Worth the Wait



Meet Mark Smith, the director of the Ocean Explorium located at Union Square, 174 Union Street, in the former NBIS main bank. Under his enthusiastic leadership and the help of a staff of five, the Explorium will become a popular destination just about as soon as it opens by June.

Mark comes to New Bedford with a passion for teaching, a thorough knowledge of his field and a long resume of success in similar positions in Australia, Spain and Portugal.

"Everyone is a scientist, every day," he says, and he will soon be turning those words into reality for many visitors.

This opening culminates years of work on the part of many, many people and institutions. And it is well worth the wait. The space is being donated by Whelan Associates, LLC, owners of the building. The Explorium has a thirty six member

board of trustees chaired by Robert B. Feingold. It has twenty one partnerships. UMass Dartmouth is a major partner. Others include the City of New Bedford, the Coalition for Buzzards Bay, the Whaling Museum, the Whaling National Park and many more.

The facility itself is completely captivating. At its center is a blue cube housing a very busy globe, Science on a Sphere® (<http://sos.noaa.gov/>) is suspended in the middle of the room. At one moment you might be watching real time weather on earth. The next you are watching the movement of Hurricane Katrina, the next another planet and then maybe the moon of another planet. Is there life there?

At one end of the large room is a coastal touch tank where kids and maybe parents and perhaps more adventurous grandparents will touch horseshoe crabs, sea stars, sea urchins, scallops and more. At the other end a completely different kind of hands on experience, one of the working waterfront with exhibits of fishing boats and demonstrations of the relationships between our local residents and the sea.



More and more exhibits and resources will be added as time goes on. The bank's old safe may one day hold exhibits of precious babies of the sea. Arthur Moniz murals will show local scenes.

All exhibits focus on our stewardship of our oceans and natural resources.

The old bank building itself is worth viewing. Its a beautiful space whose details have been altered very little for the Explorium.

Fund-raising, while steady and good, could always be better. If you are interested in buying season's passes, donating money or becoming involved as a volunteer, call 508-994-5400 or sign up on line at <http://www.oceanexplorium.org/>.



## Business of the Year: Pier Fish Company



*Pier Fish Company, left to right, Scott Bode, Chief Operating Officer; Michael Barry, Owner; Richard Barry, President and CEO.*

Last summer Pier Fish Company took a new idea, the Taste Our SouthCoast Festival and threw their wholehearted support behind it. They provided both the financial support and the hours and hours of volunteer time that are so essential to make these events successful. And they are happy with the results. They felt the attendance was good and the variety of food from the participants was excellent.

"You don't know what's going to hap-

pen, but we are willing to give everything a shot. If you don't try, you just don't know," says Chief Operating Officer Scott Bode. "For the first time, it was very successful." They feel the community has too much to offer to sit on the sidelines of involvement.

Their next big community involvement? On the second floor of their office building, they are constructing a state of the art test kitchen which will be used by students from Johnson & Wales University College of Culinary Arts who will learn the skills and

art of seafood preparation.

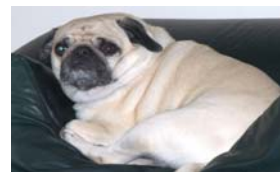
They are in the construction phase now, but expect the kitchen to be complete in about six weeks. They will be able to tell you more about their plans at the Gala.

Pier Fish itself is a three generation family business that started in Boston in 1910. It is a relative newcomer to New Bedford, opening its processing plant at 68 Conway Street in 2001. Their other processing plant is in Boston, and they have four sales offices.

The New Bedford facility employs about 100 people, far more than they started with. The plant's production has far exceeded their original expectations, and they are pleased with their hard working and honest employees

They stay competitive by staying up to date with technology and having the machinery to maximize efficiency. They process about 20 million pounds of fish a year that comes in from just about anywhere fish swim. It is processed and shipped out to just about anywhere people eat fish. Supermarkets, nursing homes and assisted living facilities are some of their best customers.

Visit Pier Fish Company at <http://www.pierfish.com> for an interesting history of the company and a view of its fish processing today.



*Buster, the Pier Fish Company greeter.*

## President's Recognition Award: Peter DeWalt, Reynolds DeWalt



*Reynolds DeWalt's Cross-Media Specialist Team with Peter DeWalt: From left to right: Hannah Haines, Justin Reis, Peter DeWalt, Justin Brodeur, and Scott Dubois.*

The President's Recognition Award goes to an individual, but Peter DeWalt would rather be seen as part of a team. In the photo to the left, he is a member of the Reynolds DeWalt Cross Media Specialist team. This team is a part of Reynolds DeWalt's transition from a printing company to a full service marketing company with a new trademarked theme: Choose imagination, expect results.

It is hard to estimate Peter's effect on the community through his generous contributions of time, money and printing services to local cultural institutions. He says, "We make the biggest contribution we can afford to do."

Today Reynolds DeWalt has the most modern technology, the most up to date production techniques, and the most modern equipment. And yet, it is still he is producing the kinds of local histories and genealogies that its parent company, Reynolds Printing, did in the 1930's. Peter DeWalt has embraced the present while still respecting the past.

And it is appreciated. Here is an acknowledgment in "Making Music Matter," a publication of the New Bedford Symphony.

"Generous support from Peter DeWalt, president of Reynolds

# The New Bedford Symphony Orchestra

The New Bedford Symphony Orchestra is receiving the Cultural Arts recognition award, and for good reason. The symphony is one of the oldest community orchestras in the country, having been founded in 1915.

With the advent of artistic director Dr. David MacKenzie in 2006, the orchestra has embarked on major edu-



in just one year and expects that number to increase in time.

It's not just about the kids. The New Bedford Symphony Orchestra is fully professional and performs five concerts every year. It regularly gets rave reviews in the newspaper and from concert goers. Two concerts remain on this year's schedule, The Romance of Spring on March 29 and Enduring Masterpieces on May 10. Performances



ational programs aimed at youth from the region and also at concert audiences.

Specifically, concerts are preceded by a brief spoken prelude for people who are new to classical concerts. The orchestra brings music into many of the region's classrooms through the Brummitt Taylor Music Listening program called "Music in the Morning." Each morning students listen to five minutes of music on the public address system, and there is five minutes of commentary about the piece. The same piece is played for five days, but the commentary changes. The program runs for five years without repetition. Currently the program is in thirty two of the region's schools with more schools scheduled to be added.

Each March, the symphony presents six free children's concerts which bring about 7,000 students from all over the region in to hear live symphonic performances. The concerts coordinate both with the Massachusetts state music curriculum goals and with Music in the Morning. The orchestra will touch as many as 20,000 kids

are at the Zeiterion.

On June 28 it's Sea Side Swing at Fort Taber Park, a major fund-raiser with music by Dick Campo's Big Band. For information about the symphony and its events go to: <http://www.nbsymphony.org/>.

At the administrative helm of this busy organization is Lena Moniz who is, surprisingly, not a musician, although her children are musical. She comes to orchestra administration through experience as an educator. She heads a full time staff of three and works with a \$700,000 budget. Although that sounds generous, costs add up quickly. Each concert costs about \$100,000 to stage, and tickets cover only about a third of the cost (average for an orchestra). There is music to rent, and then staging costs, and then musicians to pay.

Plans for the future include adding more concerts, reducing ticket prices to reach more people, establishing a youth orchestra and building a permanent endowment to fund the orchestra.

They are well on the way.

## President's Recognition Award: Peter DeWalt, Reynolds DeWalt

*Continued from page 3*

DeWalt Printing, Inc. and an active member of the NBSO's President's Advisory Committee, made this book possible."

We didn't learn of this acknowledgment from Peter himself. We found it by coincidence because the Symphony provided a copy of this book as background material for their own article. It's not hard to find similar acknowledgments in other local organizations' printed matter.

Like the Pier Fish Company, this business has passed from one generation to the next, and like the New Bedford Symphony Orchestra, it has been a part of New Bedford for a long time.

Reynolds Printing started in downtown New Bedford in the 1930's. Some of the books published in the 30's command prices of several hundred dollars now, like "There Goes Flukes: the Story of New Bedford's Last Whaler" by William Henry Tripp.

Today's Reynolds DeWalt company is far different from its 1930's version, and it's no fluke. Now located at 186 Duchaine Blvd. in the New Bedford Business Park, it is in an expansion and construction phase. They report growing pains. Growing pains are a remarkable achievement in today's economy. Very remarkable.

In the past eighteen months the company has increased its employees by thirty percent, from 43 to 56. During that time the company has undergone a transition from a focus on printing services to a much wider focus, offering a full range of marketing services from data base management, to web development to what is termed one to one variable data marketing.

That means that one marketing piece can come directly from the computer to the press with one person's preferences programmed to print and the next one could be quite different, programmed for another individual's profile. And they are not restricted to print media. They use web pages, text messages, video and e-mail too.

For all of their skills on the leading edge of marketing, one of their most remarkable achievements is not leaving the past behind. Baker Books and other local book stores carry a number of books printed by Reynolds DeWalt. "The New Bedford Yacht Club — A History" by Llewellyn Howland III is a typical title.

## Call the Police!

By Arthur Bennett

DNB, Inc. Safety Committee Chairman

At DNB, Inc.'s regular Monday morning public safety meeting the week after a sex offender allegedly molested a six-year-old boy in the downtown library, Community Police Officer Shawn McGuire made a sad and shocking observation. Several people, he said, had told him following the incident that they had seen the perpetrator downtown and thought he looked "strange" and "scary". One woman even said she found the man so threatening she warned her co-workers about him.

And yet no one called the police.

Why not? It's not that no one wanted to get involved. Downtown people *do* get involved; they've shown this again and again. Believe it or not, it's the fear of being a bother. "The police have important things to do," we tend to think. "They're not interested in that strange guy I happened to see on my lunch hour."

Wrong! Ask police officers, and they'll tell you that citizen input is their lifeblood. One detail may not be significant in itself, but put together with others, it may reveal a pattern that helps solve — or more important, prevent — a crime.

So make the call. Let the police decide whether the detail you're reporting is important. To make it easier, they've established two **non-emergency** lines for just such cases: the Downtown Community Police **Voice Mail (508-961-4565)** and the **Community Police Desk (508-991-6316)**. Take a minute right now to enter those numbers in your Rolodex, or program them into your cell phones. And use them! Become a part of the solution!

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### Downtown Safety Meetings

Got a question or suggestion regarding safety and security issues downtown? The DNB, Inc. Public Safety Committee meets every Monday morning except holidays in the DNB offices at 105 William St. (United Way Building, 2nd floor). Meetings are informal and open to all. Once again:

**Non-emergency Community  
Police Voice Mail: (508-961-4565)  
Community Police Desk: (508-  
991-6316)  
Emergency: 911**

## A note from the Editor

by Sally Spooner, *The Downtown Beat*

### Arthur is so right.

It is the responsibility of each of us to make sure the children in the city are safe.

Think about this: we are bringing more and more children into the city every year as we add more attractions and festivals. All in all downtown New Bedford today is a glorious place for children. They have an alphabet of attractions: AHA!, ArtWorks, Buttonwood Park Zoo, dance lessons, the Fire Museum, library programs, the National Park, the Symphony, the Whaling Museum, the Y, the Z and much more. And now the Ocean Explorium. We also have more young people as UMass, BCC and other schools add programs to their downtown campuses.

DNB, Inc. alone is responsible for bringing thousands of people into downtown with the Chowder and Taste Our SouthCoast festivals. Little by little Downtown New Bedford emerges as a destination for taking your children on a Saturday afternoon. With gas prices so high this summer, New Bedford may be seeing more children than usual as their parents choose New Bedford over other more expensive and distant destinations.

These children and young people, unhampered by memories of New Bedford past, are building their own memories of a city that is exciting, fun to visit, and safe. Unfortunately perpetrators will follow the children. It just makes sense, and it takes only one headline, and a justified one at that, to alter the memories of fun and safety and make parents wary of bringing their children into the city, no matter how beneficial the destination is for kids.

So do what Arthur says. If you see something that looks a little off to you, trust your instincts and call the police.

## Taste Our SouthCoast II needs your help

*Continued from page 1*

owners, don't be afraid to speak up and encourage them to participate.

We would like between twenty and thirty of our restaurants and caterers to serve small portions of their most popular dishes, ranging anywhere from soup to nuts.

A registration fee and a serve safe certificate are required, but the returns are priceless exposure and well over the cost of participation in promotion done by DNB, Inc. The event is a friendly competition that culminates in two awards. The "Best Booth Presentation" award goes to the participant that has the most decorative booth set up. Fay's restaurant was the 1<sup>st</sup> prize winner last year. On A Roll will be defending champion for the "People's Choice" award.

The popular musical group, Entrain, will be back again as this year's musical entertainment.

You will be hearing a lot more about this event in weeks to come. Here is what we can tell you now: We are as enthusiastic as we were last year. We expect it to be the kind of successful event that will attract as many as 3,000 people into two tents. It will be an affordable, enjoyable family event with entertainment and children's activities. Raising money to put on this kind of event is the most difficult task, followed by recruiting volunteers. We ask you to help us with both. Various sponsorship levels are available, each with its own set of benefits. We are looking for:

**Platinum Sponsors: \$2,000 and up**

**Gold Sponsors: \$1,000 and up**

**Silver Sponsors: \$500.00 and up**

If you can help, contact our office (508) 990-2777. Or contact any of our board members. Oemail dnb@downtownnewbedford.org.

### Gala Artists, Artisans, Galleries, Photographers

Art by M-C Lamarre

Artworks!

Bierstadt Art Society – Images by HJKL

Crowell's Gallery ~ Deborah Beth Macy

Kristin H. Furtado ~ Gypsy Rose Art Studio

Mosaic Gallery ~ Ray's Gallery

Nichole St. Pierre Textiles and Blue Maya Bags

Sally Spooner, DNB, Inc. Photographer

Sasse' ~ TL6 Gallery

Marianne Stebenne

The College of Visual & Performing Arts of UMass Dartmouth

The Wilson Gallery

And more?

*Coming soon: spring and summer*

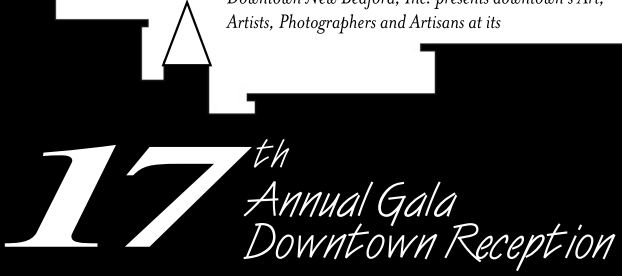


*A Note to our Readers:*

*We have two new members, and not nearly enough space to introduce them well.*

*We have several new downtown businesses we would like you to know about, and it's the same problem. We don't have enough space in this edition to do them justice. Wait for the next edition. We have some exciting events coming up this summer to write about too. The editors*

Downtown New Bedford, Inc. presents downtown's Art, Artists, Photographers and Artisans at its



**17<sup>th</sup> Annual Gala  
Downtown Reception**

Production donated by Monaghan Printing and Moore & Isherwood, Inc.

to benefit Downtown New Bedford, Inc.  
**\$50 per person**

**Webster Bank®**  
We Find a Way  
545 Pleasant Street  
New Bedford, MA  
5 p.m. - 7 p.m.  
Wednesday, April 2, 2008

**Order your Gala tickets early:**

Contact DNB, Inc. (508-990-2777), contact a board member, fax the order form below (508-996-7969) or mail it to DNB, Inc. with your check, 105 William Street, 2nd floor, New Bedford, MA 02740, or e-mail us your contact information to [DNB@DowntownNewBedford.org](mailto:DNB@DowntownNewBedford.org).

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Company: \_\_\_\_\_ Phone number: \_\_\_\_\_

Number of tickets needed: \_\_\_\_\_ Amount enclosed: \_\_\_\_\_