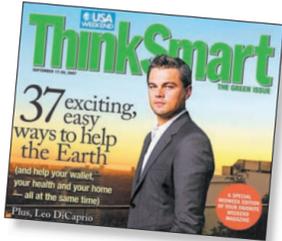


USA Weekend's ThinkSmart: The Green Issue

INSIDE TODAY'S NEWSPAPER



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Triple threat



ROCHESTER Democrat and Chronicle

THURSDAY, SEPTEMBER 20, 2007

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State pushes upstate sights

'I ♥ New York' campaign revived to offer deals for fall

JOSEPH SPECTOR
ALBANY BUREAU

ALBANY — Once focused mainly on drawing visitors to New York City, the "I Love New York" promotional campaign is making a renewed push to help bring tourists to upstate.

Gov. Eliot Spitzer announced Wednesday a partnership with JetBlue Airways, Amtrak and rental car company Zipcar to offer discounted rates this fall from

New York City or Toronto to upstate cities, including Rochester.

Ed Hall, president of the Greater Rochester Visitors Association, said the initiative may help an already growing industry in Rochester and the Finger Lakes.

Spitzer was in Manhattan to kick off a series of promotions around the 30th anniversary of the "I Love New York" campaign. Part of the deal calls for a limited

STORYCHAT DEMOCRATANDCHRONICLE.COM

Click on this story to share your thoughts about Rochester as a tourist destination.

number of \$30 one-way flights on JetBlue from John F. Kennedy International Airport to Rochester, Buffalo and Syracuse. "We are encouraging visitors

to explore all the things that New York state has to offer while also revitalizing the 'I Love New York' brand," Spitzer said.

The slogan was launched in 1977 to help boost the reputation of the state, especially New York City, which was plagued during the '70s by at least a perception of being a dirty, dangerous place.

The campaign has been credited with the city's turnaround as a premier tourist destination,

helping fuel what is now a \$43 billion statewide industry that employs more than 700,000 people. But the effectiveness of the campaign has been marginal outside of the city.

In February, Spitzer — who has pledged to revive the upstate economy — vowed to put more of a tourism focus on upstate, announcing that \$16 million in state

TOURISM, PAGE 2A

Attacking a big hurt

CLINICS FOR HIGH SCHOOL GIRLS TRAIN THEM TO PREVENT COSTLY KNEE INJURIES



SHAWN DOWD staff photographer

Hillary DuBeshter and her teammates on Pittsford Sutherland's volleyball team are among about 1,200 female athletes in Monroe County participating in a program designed to prevent knee injuries.

CHRIS SWINGLE
STAFF WRITER

Before starting volleyball practice, Pittsford-Sutherland High School girls leaped, crouched, hopped and zigzagged backward across the school gym, hoping to strengthen muscles and retrain themselves to move in ways that protect them from a dreaded knee injury. A torn anterior cruciate ligament could bench them for six months — or permanently.

The 36 varsity and junior varsity

Online Extra

DEMOCRATANDCHRONICLE.COM

See a photo gallery from the practice. Also, share your story about a sports injury in our story chat.

two University of Rochester Medical Center's University Sports

girls laughed at their odd-looking movements and cheered each other on as trainers corrected their alignment and urged them to crouch lower. "Soft landing!" called Missy Wilson, one of

Medicine trainers running the program. "Bend your knee more!"

About 1,200 female athletes playing soccer, volleyball and basketball at 24 high schools in Monroe County are learning how to prevent noncontact ACL tears at team clinics like the one in Pittsford. A two-year, \$101,295 grant from Greater Rochester Health Foundation pays for the effort.

Trainers plan to visit each team three times this year. Teams are

ACL, PAGE 9A

Civilian workers surging in Iraq

U.S. troops outnumbered by more than 180,000 contractors.

RICHARD LARDNER
THE ASSOCIATED PRESS

WASHINGTON — The United States has assembled an industrial army in Iraq larger than its uniformed fighting force and responsible for such broad duties that the military might not be able to operate without its contractors.

More than 180,000 Americans, Iraqis and nationals from other countries work under federal contracts to provide security, build roads, forge a financial system, and transport needed supplies.

That figure contrasts with the 163,100 U.S. military personnel in Iraq. There are an additional 12,400 coalition forces.

But it has its dangers. Employees for Blackwater USA were involved in a weekend shooting that left

Peace effort An inspired idea from Northern Ireland; other news of the day about Iraq, 3A, 4A

11 Iraqis dead.

The reliance on contractors in a war zone is partly the result of a leaner armed forces and the Bush administration's preference for contracting out functions to the corporate world.

It's also due to the nature of the war. Combat operations are going on at the same time as reconstruction efforts.

Pentagon spokesman Bryan Whitman said Wednesday that contractors fill necessary roles.

"You don't necessarily need to take a rifleman and turn him into a cook if you can contract for a cook," he said. □

Planet Aid's yellow boxes raising red flags

Nonprofit clothing recycler, often under fire, says criticism is unfair.

LARA BECKER LIU
AND BENNETT J. LOUDON
STAFF WRITERS

The recent appearance here of Planet Aid Inc., a national nonprofit organization, is jangling nerves and rousing suspicion among some community and nonprofit leaders.

The organization, which

has been given an "F" by the American Institute of Philanthropy, claims that those concerns are not rooted in fact and are merely a reaction to what it describes as unfounded rumor.

Recognizable by its yellow collection boxes, Planet Aid

PLANET AID, PAGE 9A

What's at stake

Assurance about where your donation ends up. Questions have been raised about whether proceeds from the clothes and other items collected by Planet Aid are properly distributed, although the organization disputes the claims. Also at issue is whether the arrival of another nonprofit, clothes-recycling group increases competition for donations.



A Planet Aid clothing recycling box in Henrietta is one of about 60 in the area. While some criticize the nonprofit for how it distributes proceeds, officials defend the operation.

JAY CAPERS
staff photographer

Pittsford man shot by police in Maryland

The case of an AWOL Army private from Pittsford took an unusual turn this week, when he was shot multiple times by a police officer at a Maryland hotel. Evan Parker, 22, is in serious but stable condition at a hospital in Aberdeen, Md. He went AWOL in August. □

STORY: 1B



CLOUDS TO SUN
77° 54°
Expanded Weather 6B

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