

FREE! TAKE ONE WITH YOU!

REBOUND:

Shrugging off a tough loss, East Hampton boys lacrosse pushes for a playoff spot. A16



AT HOME:
Fashionable gardening expert Dianne B. gives a tour of her East Hampton house. R1



IMPRESSIONS:
The East End as it once was, captured in words and images. B1

THE EAST HAMPTON PRESS

EAST HAMPTON, NEW YORK

WEDNESDAY, MAY 12, 2010

WWW.27EAST.COM

Rotary Honors Perchik

Cited for charitable work

BY ERIN GEISMAR

There isn't a project that exists in East Hampton Town that doesn't need money, says Rossetti Perchik, the founder and executive director of the Clamshell Foundation, a nonprofit group with the mission of looking for ways to raise and distribute that money.

The Clamshell Foundation, which Mr. Perchik created in 1991 and still runs largely on his own, and the many groups and individuals that it supports, are what led the East Hampton Rotary Club to name Mr. Perchik as its Person of the Year, said Rob Norrby, the Rotary Club president.

Mr. Perchik will be honored at a Rotary Club dinner on Monday, May 17, and given a commemorative plaque and a check to donate to the charity of his choice, said Mr. Norrby, who nominated Mr. Perchik for the honor.

"The Rotary Club's motto is 'service above self' and he exemplifies that," Mr. Norrby said. Through the Clamshell Foundation, Mr. Perchik founded East Hampton's first—and only—annual Sandcastle Contest and just last year he absorbed responsibility for the annual Great Bonac Fireworks Show, which has replaced the Boys Harbor fireworks, a 30-year tradition in East Hampton. Through the two events and yearlong fund-raising campaigns, Mr. Perchik has raised more than \$90,000 for the community since creating his foundation.

Proceeds from the Clamshell Foundation's events benefit local food pantries, which receive chickens and turkeys every year during the holidays; Toys for Tots; the Dory Rescue Squad, the East Hampton Town Trustees Rysam Fund; the Nature Conservancy shellfish program; the East Hampton Town Trustees shellfish programs; Boating Safety Week; The Odie Fund, which was set up to aid families in need; The Sanabria Humanitarian



Rossetti Perchik at his office in Springs.

ERIN GEISMAR

Award; and Camp Good Grief, a bereavement camp for children. If that is not enough, the foundation gives a \$500 scholarship to a high school senior for outstanding community service. It has also given another \$19,000 in other college scholarships for East Hampton High School seniors.

"And he undertakes all these things basically by himself," Mr. Norrby said.

Mr. Perchik, an architect who lives in Springs with his pet parrot Harry Two Feathers, said his goals are twofold: He aims to produce family-friendly, community-minded events, and to put the money made from those events back into the community.

"So that's what we do," he said. "We put on local events and give the money to local people who need it."

Mr. Perchik said he started the Sandcastle Contest not as a way to raise money but just as an event he thought the community would appreciate. When he took on the fireworks show last year, Mr. Perchik said he had just three months to put the whole show together but still managed to recoup the cost of the event and have some money left over to donate. But with a whole year to plan this year's show, which also happens to be the

30th anniversary of the fireworks show, he said he's redoubled his efforts and hopes a much larger portion of the money raised will go to outside organizations rather than to the cost of the show.

"We've already raised a large portion of the cost," he said. "I want to make it huge and take all that money and give it to the people," he said.

Mr. Perchik grew up in New York City and used to spend summers in East Hampton, where his grandparents lived. He lived in Tulsa, Oklahoma, for years while attending Oklahoma State University but was eventually homesick for the East Coast and in 1987 moved to East Hampton, where he still had family, he said. In 1990, Mr. Perchik opened his architectural firm, which he now runs from his home office.

Mr. Perchik said it will be an honor to receive the Person of the Year award from the Rotary Club this month and that knowing he was nominated has had a calming effect on him.

"It is a lot of work," he said of the Clamshell Foundation. "It's basically what I've been doing every day for almost 20 years. So the plaque really doesn't matter, but I do feel really, pretty good about things. It makes me sit back and think, 'Okay, it's going to work out.'"