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cordially invites
you to a joyful
celebration

CELEBRATION OF VANITY LICENSE PL8S DAY

Tuesday, April 1, 2025 from 6-10am

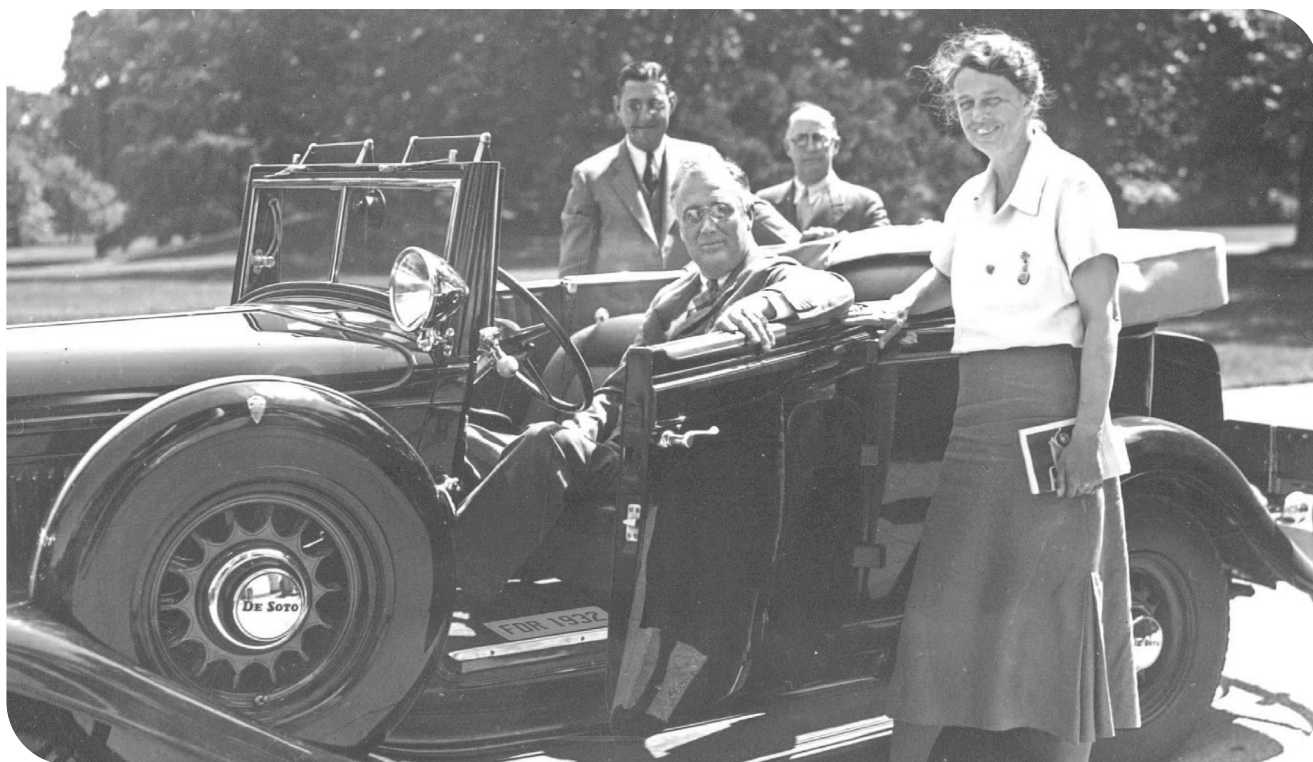
Franklin D. Roosevelt Presidential Library · Wallace Center
4079 Albany Post Road · Hyde Park, NY 12530 · 1-800-FDR-VISIT

A PUZLCAKE™ will be served

This event is in memory of Estelle Fryburg (1929-2016)

This event is FREE and Open to the Public!

*Limited Seating, so please R.S.V.P. to: Reservations@DrivingWithFDR.com
~ MH Fryburg + Stefan Lonce, Event Chairs*



Franklin and Eleanor inspect FDR's new 1933 DeSoto, equipped with hand controls, at the White House, in 1933.



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4 A BETTER WESTCHESTER +
NYS ASSOCIATION, INC.

PRESS RELEASE: MARCH 25, 2025

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CROTON-ON-HUDSON, NY 10520

LET'S CELEBRATE VANITY LICENSE PL8S DAY, ON APRIL 1, 2025, AT THE F.D.R. LIBRARY, IN A TELEVISED EVENT, FROM 6 – 9 AM!!!

The 4 A BETTER WESTCHESTER + NYS ASSOCIATION, INC. will host an event, to be held at the FDR Library (in Hyde Park, NY) on Tuesday, April 1, 2025, from 6 - 9 AM, to celebrate VANITY LICENSE PL8S DAY, and for Governor Hochul to sign the FRANKLIN AND ELEANOR ROOSEVELT MID-HUDSON BRIDGE bill into law (if the bill has passed by then, as anticipated).

The 4-1-2025 event, which is the “**2025 VANITY LICENSE PL8S DAY EXTRAVAGANZA**,” will include the announcement, by M.H. FRYBURG, of his new New York vanity license plate, which says, **[4SCHUMER]**; Mr. Fryburg's new vanity license plate celebrates New York's United States Senator, Chuck Schumer.

VANITY LICENSE PL8S [PLATES] DAY is a holiday invented by Mr. Fryburg and his partner, Stefan Lonce, which is celebrated annually on April 1st. According to Mr. Fryburg, “Stefan Lonce and I chose April Fool's Day as the day to celebrate VANITY LICENSE PL8S DAY because so many vanity plates are funny... and fun.”

According to Mr. Fryburg, “My new vanity plate, **[4SCHUMER]** celebrates Senator Schumer, whose actions, last week, to help pass the Continuing Resolution to fund the U.S. Government, in the U.S. Senate, are but the latest example of the wise and courageous leadership that Senator Schumer has evinced, ever since he was first elected to the United States House of Representatives, in 1980.”

The **4 A BETTER WESTCHESTER + NYS ASSOCIATION, INC.**, (a New York not-for-profit corporation) will host the **2025 VANITY LICENSE PL8S DAY EXTRAVAGANZA** at the FDR Library (at 4079 Albany Post Road, Hyde Park, NY) on 4-1-2025, and will present its FRANKLIN AND ELEANOR ROOSEVELT HISTORICAL LEGACY PRESERVATION AND ENHANCEMENT AWARD to: Dutchess County Executive Sue Serino, NY State Senators Michelle Hinchey, Pete Harckham and Shelley Mayer (who are co-sponsors of the FRANKLIN AND ELEANOR ROOSEVELT MID-HUDSON BRIDGE bill [S.5066] in the Senate), Assemblymember Jonathan Jacobson, FDR Library Director Bill Harris, FDR Library Public Programs Director Clifford Laube, former FDR Library Directors Lynn Bassanese and Paul Sparrow, to Marist College History Professor David Woolner (author of *The Last 100 Days: FDR at*

War and at Peace), and to Doris Kearns Goodwin, for *An Unfinished Love Story* (her most current book) and for *No Ordinary Time: Franklin and Eleanor Roosevelt: The Home Front in WWII*).

Senator Schumer, who has a granddaughter named Eleanor (in honor of Eleanor Roosevelt), has told Mr. Fryburg that he supports renaming the Mid-Hudson Bridge, which connects Poughkeepsie and Highland, NY, the FRANKLIN AND ELEANOR ROOSEVELT MID-HUDSON BRIDGE. New York State Senator Michelle Hinchey (whose district includes the Highland end of the Mid-Hudson Bridge), and Assembly-member Jonathan Jacobson (whose district includes the Highland and Poughkeepsie ends of the Mid-Hudson Bridge), are the sponsors of the FRANKLIN AND ELEANOR ROOSEVELT MID-HUDSON BRIDGE bill in the Senate (S.5066) and in the Assembly (A.5003).

In 1994, the Mid-Hudson Bridge was renamed the “FRANKLIN D. ROOSEVELT MID-HUDSON BRIDGE,” but almost no one knows this, because the signs on the highways that connect to the Mid-Hudson Bridge (Route 9, on the east side of the Hudson River, and Route 9W, on the west side of the Hudson) still say, “MID-HUDSON BRIDGE,” without any reference, whatsoever, to FDR. That’s why S.5066 and A.5003 both provide that the New York State Department of Transportation is to modify the signs on Routes 9, 9W, and other adjacent roads and bridges, to read, “FRANKLIN AND ELEANOR ROOSEVELT MID-HUDSON BRIDGE.”

Dutchess County Executive Sue Serino first introduced the FRANKLIN AND ELEANOR ROOSEVELT MID-HUDSON BRIDGE bill in 2021, when she served in the State Senate; her district included the Poughkeepsie end of the Mid-Hudson Bridge, and County Executive Serino continues to support the bill.

It is anticipated that Governor Hochul, who is a huge fan of Franklin and Eleanor Roosevelt, would sign the FRANKLIN AND ELEANOR ROOSEVELT MID-HUDSON BRIDGE bill into law at the FDR Library, in an event that would be televised, live, on national TV, on April 1, 2025 from 6 – 9 AM, which Dutchess County Executive Sue Serino would host, at FDR Library, which is located in Dutchess County. The FRANKLIN AND ELEANOR ROOSEVELT MID-HUDSON BRIDGE bill passed in the New York State Senate on June 7, 2023 (by a vote of 60-0), but it never came up for a vote in the Assembly.

#####



STAND UP FOR AMERICAN VALUES!™
LET'S RENAME THE MID-HUDSON BRIDGE
THE FRANKLIN AND ELEANOR ROOSEVELT
MID-HUDSON BRIDGE!

FIND THE  PLATE HIDDEN IN THE GRAPHIC ABOVE ↑

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STATE OF NEW YORK

5003

2025-2026 Regular Sessions

IN SENATE

February 14, 2025

Introduced by Sen. HINCHEY -- read twice and ordered printed, and when printed to be committed to the Committee on Transportation

AN ACT to amend the public authorities law, in relation to the ceremonial designation of the Franklin Delano Roosevelt Mid-Hudson bridge as the "Franklin and Eleanor Roosevelt Mid-Hudson Bridge"

The People of the State of New York, represented in Senate and Assembly, do enact as follows:

1 Section 1. The public authorities law is amended by adding a new
2 section 526-c to read as follows:

3 § 526-c. Ceremonial designation of the Franklin Delano Roosevelt Mid-
4 Hudson bridge. 1. The Franklin Delano Roosevelt Mid-Hudson bridge, as
5 defined in subdivision five of section five hundred twenty-six of this
6 title, shall be designated and known as the "Franklin and Eleanor Roose-
7 velt Mid-Hudson Bridge".

8 2. The chairperson of the New York State Bridge Authority shall
9 provide for the installation and maintenance of adequate signing of the
10 state highway system as designated pursuant to subdivision one of this
11 section within such time and in such manner as they shall deem appropri-
12 ate. However, to avoid confusion and to limit any possible disruption of
13 commerce, the designation called for pursuant to subdivision one of this
14 section shall be one of ceremonial nature and the official name of such
15 bridge shall not be changed as a result of this section.

16 § 2. This act shall take effect immediately.

EXPLANATION--Matter in italics (underscored) is new; matter in brackets
[-] is old law to be omitted.

LBD03351-01-5

A05066 Summary:

BILL NO	A05066
SAME AS	SAME AS S05003
SPONSOR	Jacobson
COSPNSR	
MLTSPNSR	

Add §526-c, Pub Auth L

Designates the Franklin Delano Roosevelt Mid-Hudson bridge as the "Franklin and Eleanor Roosevelt Mid-Hudson Bridge".

A05066 Actions:

BILL NO	A05066
02/11/2025 referred to corporations, authorities and commissions	

A05066 Committee Votes:

A05066 Floor Votes:

There are no votes for this bill in this legislative session.

A05066 Memo:

NEW YORK STATE ASSEMBLY
MEMORANDUM IN SUPPORT OF LEGISLATION
submitted in accordance with Assembly Rule III, Sec 1(f)

BILL NUMBER: A5066

SPONSOR: Jacobson

TITLE OF BILL:

An act to amend the public authorities law, in relation to the ceremonial designation of the Franklin Delano Roosevelt Mid-Hudson bridge as the "Franklin and Eleanor Roosevelt Mid-Hudson Bridge"

PURPOSE OR GENERAL IDEA OF BILL:

To honor both President Franklin Delano Roosevelt and First Lady Eleanor Roosevelt by designating the Franklin Delano Roosevelt Mid-Hudson Bridge as the "Franklin and Eleanor Roosevelt Mid-Hudson Bridge"

SUMMARY OF PROVISIONS:

Section 1 amends section 526-c of the Public Authorities Law by providing that the Franklin Delano Roosevelt Mid-Hudson Bridge shall be designated as the "Franklin and Eleanor Roosevelt Mid-Hudson Bridge".

Provides that the chairperson of the NYS Bridge Authority shall be responsible for the installation and maintenance of adequate signage within such time and manner as they shall deem appropriate. Furthermore, provides that this designation shall be of a ceremonial nature so as to avoid confusion and to limit any possible disruption of commerce.

Section 2 sets forth the effective date which is immediately.

JUSTIFICATION:

Few couples have left as an enduring mark on American History as President Franklin Delano Roosevelt and his wife, Eleanor Roosevelt. Prior to his election as President of the United States, Franklin Delano Roosevelt, a Hyde Park native, served as a member of the New York State Senate, Assistant Secretary of the Navy, and Governor of New York State.

Widely acknowledged as one of the most important figures of the 20th Century, Roosevelt served as President from 1933 up until his death in 1945. During his nearly four terms in office, President Roosevelt led the United States out of the Great Depression and to victory in World War II.

A trailblazer for women in politics, Eleanor transformed the role of First Lady by using it as a platform for social activism. At a time both issues were unpopular, Eleanor agitated for equal rights for women and African Americans. She also wrote a daily newspaper column and, while serving as a delegate to the United Nations, oversaw the creation and passage of the Universal Declaration of Human Rights. As Governor, Franklin Delano Roosevelt led the parade opening the Mid-Hudson Bridge with Eleanor by his side. The bridge was later renamed as the Franklin Delano Roosevelt Mid-Hudson Bridge.

Despite Eleanor's many achievements, however, no American landmark is named after both Franklin and Eleanor Roosevelt, so it is only apt that the Mid-Hudson Bridge be renamed to honor the celebrated couple's many contributions and highlight their important role in the rich history of New York's Mid-Hudson region.

PRIOR LEGISLATIVE HISTORY:

2019-2020: S7836 - Referred to Senate Transportation Committee

2021-2022: A10546 - Referred to Assembly Corporations, Authorities and Commissions S3938 - Referred to Senate Transportation Committee

2023-2024: A2340 - Referred to Assembly Corporations, Authorities and Commissions S4669 - Passed Senate

FISCAL IMPLICATIONS FOR STATE AND LOCAL GOVERNMENTS:

None.

EFFECTIVE DATE:

This act shall take effect immediately.

STATE OF NEW YORK

5066

2025-2026 Regular Sessions

IN ASSEMBLY

February 11, 2025

Introduced by M. of A. JACOBSON -- read once and referred to the Committee on Corporations, Authorities and Commissions

AN ACT to amend the public authorities law, in relation to the ceremonial designation of the Franklin Delano Roosevelt Mid-Hudson bridge as the "Franklin and Eleanor Roosevelt Mid-Hudson Bridge"

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11 section within such time and in such manner as they shall
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12 ate. However, to avoid confusion and to limit any possible
disruption of

13 commerce, the designation called for pursuant to subdivision
one of this

14 section shall be one of ceremonial nature and the official
15 name of such
16 bridge shall not be changed as a result of this section.
§ 2. This act shall take effect immediately.

EXPLANATION--Matter in italics (underscored) is new; matter
in brackets

[~~-~~] is old law to be omitted.

LBD03351-01-5

LET ME EXPLAIN WHY WE SHOULD RENAME THE MID-HUDSON BRIDGE THE “FRANKLIN AND ELEANOR ROOSEVELT MID-HUDSON BRIDGE”

By MH FRYBURG

LET ME EXPLAIN THAT, although they were the two most important and influential 20th century Americans, and although they were political as well as marital partners, according to archivists at the FDR Library, there is nothing in the United States that is named after Franklin AND Eleanor Roosevelt.

LET ME FURTHER EXPLAIN that we can right that historical wrong by renaming the Mid-Hudson Bridge (which connects Poughkeepsie, in Dutchess County, and Highland, in Ulster County) the FRANKLIN AND ELEANOR ROOSEVELT MID-HUDSON BRIDGE.

On June 7, 2023, the State Senate passed the FRANKLIN AND ELEANOR ROOSEVELT MID-HUDSON BRIDGE bill (S.4669), but the Assembly version of the bill (A.2340) never came up for a vote, so the bill did not pass.

On February 11, 2025, Assembly-member Jonathan Jacobson (whose district includes the Highland and Poughkeepsie ends of the Mid-Hudson Bridge) introduced A.5066, the latest version of the FRANKLIN AND ELEANOR ROOSEVELT MID-HUDSON BRIDGE bill.

On February 14, 2025, Senator Michelle Hinchey (whose district includes the Highland end of the Mid-Hudson Bridge) introduced S.5003, which is identical to A.5066.

Franklin and Eleanor Roosevelt provided the leadership that enabled Americans to overcome the Depression and to win World War II; they gave people hope.

FDR overcame polio, which paralyzed him from the waist down, in 1921, when he was 39 years old; ER helped nurse FDR back to health and became his eyes, ears... and legs; she overcame crippling shyness to become a sought-after public speaker without whose help FDR would not have been elected Governor, and President.

FDR, who graduated from Harvard College and from Columbia Law School, was a great law-maker. FDR's New Deal gave Americans laws providing for minimum wages and maximum working hours, laws allowing workers to unionize, and laws requiring honest disclosures in public stock and bond offerings.

The Social Security Act, which FDR signed into law on August 14, 1935, was the New Deal's greatest domestic accomplishment; Social Security has done more to alleviate poverty than any other government program in American history.

Because he was fluent in German, FDR understood the threat that Adolph Hitler posed to everyone...before almost anyone. Between 1937 and 1941, President Roosevelt rearmed America and helped the British stave off defeat by Nazi Germany. ER famously traveled around the world, promoting support for the war effort.

FDR founded the United Nations, where ER, as President Truman's U.N. Ambassador, led the drafting and adoption of the Universal Declaration of Human Rights, which incorporates FDR's "Four Freedoms" (freedom of speech and religion, from want and from fear).

I am grateful to Lieutenant Governor Antonio Delgado for supporting the FRANKLIN AND ELEANOR ROOSEVELT MID-HUDSON BRIDGE bill, to Senators Michelle Hinchey, Shelley Mayer, and Pete Harckham, for sponsoring and co-sponsoring the bill in the Senate, and to Assembly-member Jonathan Jacobson for sponsoring the bill in the Assembly.

I am also grateful to Dutchess County Executive Sue Serino who, when she was a State Senator (in 2020 and 2022), introduced the FRANKLIN AND ELEANOR ROOSEVELT MID-HUDSON BRIDGE bill, and who is now working with us (and with the 4 A BETTER WESTCHESTER + NYS ASSOCIATION, INC, our nonprofit corporation, which Stefan Lonce and I co-founded) to get the bill passed and signed into law.

LET ME FINALLY EXPLAIN THAT bridge names matter. When you cross the George Washington Bridge, you think of George Washington. Governor Hochul is a huge fan of Franklin and Eleanor Roosevelt, and we hope that she will help us persuade the members of the Assembly to pass A.5066, and Senators to pass S.5003.

Governor Hochul could sign the FRANKLIN AND ELEANOR ROOSEVELT MID-HUDSON BRIDGE bill into law at the FDR Library -- it's all arranged -- and recognize, in a tangible way, the accomplishments and legacies of Franklin AND Eleanor Roosevelt. Our next project, after the FRANKLIN AND ELEANOR ROOSEVELT MID-HUDSON BRIDGE bill becomes law, is to propose that Columbia Law School be renamed the FRANKLIN AND ELEANOR ROOSEVELT SCHOOL OF LAW @ COLUMBIA UNIVERSITY, which would be

a fitting honor for the two Americans who did more to preserve the rule of law in the United States (by passing the New Deal and its many legislative accomplishments, and then by winning WW2), than anyone since April 15, 1865, which is when Abraham Lincoln died, after being assassinated at Ford's Theatre in Washington.

M.H. Fryburg is an attorney in Croton-on-Hudson, NY; he helped draft S.5003 and A. 5066, and is the co-author of the forthcoming book, *4 A NEW USA – THE ROOSEVELT/REAGAN WAY! A CALENDRIAL MEMOIR* BY STEFAN LONCE + MH FRYBURG (www.4ANewUSA.com).

3-25-2025



Stefan Lonce (left) and M.H. Fryburg hold Mr. Fryburg's new vanity license plates, professing his support for Governor Kathy Hochul.

No foolin': VANITY LICENSE PL8S DAY

Croton-on-Hudson residents Stefan Lonce and M.H. Fryburg celebrated their proclaimed "VANITY LICENSE PL8S [PLATES] DAY" on Friday, April 1.

"In 2015, when Stefan Lonce and I invented a new holiday, to celebrate the many millions of fascinating, funny, clever and cryptic vanity license plates in the U.S.A. and Canada, we realized that the obvious date to celebrate VANITY LICENSE PL8S DAY is (April Fool's Day), and we publicly celebrated VANITY LICENSE PL8S DAY at parties we held in Croton, on 4-1-2015 and 4-1-2016," said Mr. Fryburg in a written statement.

"This year, because I am a huge fan of Governor Kathy Hochul, to celebrate VANITY LICENSE PL8S DAY, on 4-1-2022, I 'vanitized' my Honda Civic with a new vanity plate," which reads, "4 HOCHUL," he added.

"This year, on 4-1-2022, we celebrated VANITY LICENSE PL8S DAY with Croton resident and businessman, Mark Franzoso, who founded Franzoso Contracting; at my suggestion, Mr. Franzoso had vanitized Franzoso

Contracting's red, classic Chevy pickup with an eponymous plate," which reads—no surprise—"FRANZOSO."

In addition, the 4 A BETTER WESTCHESTER + NYS ASSOCIATION, INC., of which Mr. Fryburg and Mr. Lonce are co-founders, presented Franzoso Contracting, Inc. with its 4AGR8JOB [FOR A GREAT JOB] AWARD "in recognition of the great job that Mark Franzoso, and everyone else who works at Franzoso Contracting, does," Mr. Fryburg said.

Mr. Fryburg and Mr. Lonce say a VANITY LICENSE PL8S SURVEY they conducted with the American Association of Motor Vehicle Administrators in 2007 found that Americans had vanitized 9.3 million motor vehicles, and Canadians had vanitized 440,000. New York ranked 35th (out of 51 U.S. jurisdictions).

Every American state and the District of Columbia, and every Canadian province (except Labrador-Newfoundland), issues vanity license plates, which have motorists' messages of up to eight characters, depending on the



Mark Franzoso, right, with one of the personalized license plates for his 1950 Chevrolet pickup (above).

jurisdiction.

Both men are working on a book, "4 A NEW USA - THE ROOSEVELT/REAGAN WAY! - A CALENDRIAL MEMOIR," which "will celebrate the amazing connection between Franklin D. Roosevelt and Ronald Reagan, who was a huge FDR fan," says Mr. Fryburg. "Roosevelt and Reagan were both huge fans of vanity license plates. FDR had the first known vanity license plates, on his cars with hand controls he designed at the polio clinic he founded in Warm Springs, Georgia; the plates read 'FDR.'"

"On August 21, 1970, Governor Ronald Reagan signed California's vanity license plates bill into law; that law provides that the vanity plate fees are paid to the California Environmental License Plate Fund," Mr. Fryburg continues. "Today, thanks to Governor Reagan, California earns \$43 million annually for environmental protection projects, statewide!"

"Nancy Davis Reagan was one of California's earliest vanitizers; her 1970 California vanity plate (read) '111 NDR.' The '111' was meaningless and was designed to confuse onlookers, because California law enforcement was



concerned about Nancy Reagan's security and they didn't want her driving around California with a vanity plate which boldly proclaimed her initials.»



SLOW DOWN CROTON
SLOW DOWN CROTON • OBEY THE SPEED LIMITS • WATCH OUT FOR CHILDREN •



Stefan Lonce prepares to cut a piece of his PUZLCAKE as partner M.H. Fryburg, center, chats with Village of Croton-on-Hudson Trustee Robert Anderson. In the background at last Friday's marking of 'VANITY LICENSE PL8S DAY' is Mayor Dr. Gregory Schmidt--soon to have plates readin '4 CROTON.'

2ND 'VANITY LICENSE PL8S DAY'

Croton-on-Hudson residents M.H. Fryburg and Stefan Lonce celebrated their second annual "VANITY LICENSE PL8S DAY" last Friday at the village's Municipal Building.

Among the Croton officials on hand for the informal noontime ceremony was Mayor Dr. Gregory Schmidt who, the day before, apparently succumbed to both men's suggestion the he "vanitize." Indeed, in the near future, Dr. Schmidt is expected to replace the state Department of Motor Vehicles' standard-issue license plates on his personal vehicle with new ones reading, "4 CROTON."

"VANITY LICENSE PL8S DAY" is an event Mr. Fryburg and Mr. Lonce invented--appropriate, they say, to be celebrated each April Fool's Day--to highlight "some of the clever and cryptic vanity plates in the U.S.A." and elsewhere. (Canada is not immune.)

Mr. Fryburg says vanity plates are a fun and (usually) light-hearted way to promote one's self, profession or a cause every day of the year and relatively inexpensively.

Keeping the momentum going, the ceremony was marked with the cutting of a cake from Homestyle Desserts in Peekskill designed by Mr. Lonce. The PUZLCAKE, as it is appropriately named, contains depictions of two license plates; before eating, those in attendance are challenged to identify differences between the two.

Sponsoring Friday's ceremonial cake was local real estate broker Bridgette Bacon -- whose personal vehicle's license plates read, "ISELUBY" ("I sell you buy").

One of the projects the two men's organization -- 4 A BETTER WESTCHESTER + NYS ASSOCIATION, INC. -- has gotten behind is support of state legislation that would authorize the Department of Motor Vehicles to raise revenue by selling gift cards for vanity license plates. A bill introduced by state Assemblywoman Sandra Galef (D-95) a couple of years ago reportedly made it as far as being passed by the Assembly Transportation Committee.

Another project supported by the 11-year-old, not-for-profit organization is the proposed naming of the replacement for the Tappan Zee Bridge (which if formally named in honor of the late Gov. Malcom Wilson) in honor of Hudson Valley natives Franklin and Eleanor Roosevelt.

Last year, Mr. Fryburg, an author and attorney, successfully asked Croton's Board of Trustees to support the state-level proposal, as well as a second, at the county level, to name Westchester's Croton Point Park "Pete Seeger Croton Point Park."

Mr. Fryburg said he considers the Roosevelts to be the most important people of the 20th century, considering "(their) achievements in combatting the Great Depression and winning World War II." Mr.

Fryburg says people in this country and the world would be living in a much different environment had the U.S. not won the war which the Roosevelts championed.

Mr. Lonce, an author, graphic designer and editor of The Montauk Sun, credits the payment of survivor's benefits, resulting from the creation of Social Security--another Roosevelt initiative--for having saved his family from financial ruin after his father died at an early age.

While F.D.R. was president and Eleanor Roosevelt was first lady, history tells that she was instrumental in the progress of many of the successful initiatives of her husband's administration, thus warranting inclusion of her name in an honorary naming of the new span, Mr. Fryburg said.

As a tie-in with the organization's promotion of vanity license plates, according to Mr. Fryburg, F.D.R.'s convertible, on exhibit at the late couple's estate and library at Hyde Park, Dutchess County, was the first to have a vanity license plate: "FDR." (The vehicle features hand controls the president designed to allow him to personally drive the car despite his affliction with polio.)

Mr. Fryburg's and Mr. Lonce's 4 A BETTER WESTCHESTER + NYS ASSOCIATION, INC. is actually seeking public support for the naming of three New York bridges, including the Brooklyn Bridge, in honor of the late New York Gov. Mario Cuomo, and the Verrazano Narrows Bridge, in honor of the late President Ronald Reagan--who signed federal legislation in 1983 stabilizing Social Security--and his recently deceased wife, Nancy Reagan.

More information on Mr. Fryburg and Mr. Lonce's organization and its initiatives (and how to order a PUZLCAKE) is available online at: www.TakeBackOurFutureNow.org.



A 'PUZLCAKE' sponsored by Croton real estate broker Bridgette Bacon.



HAPPY VANITY LICENSE PL8S DAY!

April 1st is VANITY LICENSE PL8S DAY, a holiday I invented; because so many vanity plates are funny -- and fun! -- it was obvious that our new holiday should be celebrated on April Fool's Day.

Last year, on 4-1-2015, at the Croton Free Library in my hometown of Croton-on-Hudson, NY, we held the world's first VANITY LICENSE PL8S DAY celebration. On 4-1-2015, we made history by celebrating the power of vanity license plates as message platforms that empower motorists to promulgate phrases or to promote their favorite causes... including their businesses.

Connecticut issued the first vanity plates, in 1937. Today, every state (and the District of Columbia) issues vanity plates. According to the VANITY LICENSE PLATES SURVEY, which I conducted in 2007 with the American Association of Motor Vehicle Administrators, which represents the American and Canadian departments of motor vehicles, Americans have vanitized 9.3 million motor vehicles, and Canadians have vanitized 440,000 vehicles. New York ranked 35th out of 51 American jurisdictions in the survey.

I inspired Ken Giustino, the publisher of *The Montauk Sun* (and my boss!) to vanitize; his MTK SUN vanity plate helps him promote our illustrious publication... and also helps him find his car in crowded parking lots!

According to the *Wall Street Journal*, Donald J. Trump, the NY real estate developer and presidential candidate, is vanitized, with a plate that proclaims his initials, DJT. I have met Mr. Trump, who has worked with my sister-in-law's siblings, who operate a construction business.

Although he is a tough competitor in business and in politics, in person, Donald J. Trump is clever and charming -- as befits one of NY's earliest vanitizers. Donald Trump is also personally generous and thoughtful: when my sister-in-law's nephew had cancer, DJT went to great lengths to help him get the best doctors and treatments.

Other famous NY vanitizers have included Franklin D. Roosevelt, who had the first-known vanity plates, which said FDR, on his cars, with hand controls he designed, at the polio clinic he founded in Warm Springs, Georgia. The official state car for NY's governors, including FDR and his successors, is vanitized with a special low number plate, which says 1; our lieutenant governor's offi-

cial car has a plate that says 2.

According to *The New Republic* magazine, before he became Governor, Andrew M. Cuomo had a vanity plate that said AMC ESQ -- a reference to his initials and his career as an attorney.

This year, I hope to persuade a car dealer to celebrate VANITY LICENSE PL8S DAY by offering free vanity plates to customers on 4-1-2016; I shall let you know how that turns out.

As *Montauk Sun* readers know, my vanity plate, LCNS2ROM -- pronounced LICENSE TO ROAM -- is the title of my forthcoming book about the vanity plates phenomenon. Although I have been working on LCNS2ROM for a decade, I have been unable to persuade any book publisher to recognize that LCNS2ROM would appeal to the almost 10 million North American vanitizers, and to unvanitized readers who love great stories, told on vanity plates, like this one:

"Allison Masry is always with her husband, Rudolph, even when they're miles apart. That's because, in 2003, Ally donated a kidney to Rudy, who suffered from end stage renal failure. Ally's NY vanity plate says, DONOR, and Rudy's plate says DONEE."

That's why I have decided to reposition the book as a memoir called *4 A NEW USA - THE ROOSEVELT/REAGAN WAY!*, which shall recount my efforts to start a business selling books, calendars, greeting cards, and other products, all with vanity plates.

In *4 A NEW USA - THE ROOSEVELT/REAGAN WAY!*, I shall explain how Franklin Roosevelt and Ronald Reagan inspire me.

FDR was paralyzed by polio on 8-10-1921, when he was 39 years old; although he couldn't walk after polio paralyzed him, FDR could drive, using hand controls he designed, which enabled him to get back into politics and get himself elected as NY Governor, in 1928, and as President in 1932. FDR found opportunity in adversity; I agree with Eleanor Roosevelt, who wrote that polio "proved a blessing in disguise [because] it gave Franklin strength and courage he had not had before."

Ronald Reagan overcame poor eyesight to become a football player at Eureka College. Reagan was a huge FDR fan, who, like FDR, had a voice made for the radio. Reagan got his first job after college as a radio broadcaster by copying FDR's confident, yet conversational, style of speaking on the radio. "FDR's fireside chats made an indelible impression on me," Reagan later wrote.

Like FDR, Reagan found opportunity in adversity. Reagan's mellifluous voice helped him become a movie actor in 1937; when his movie career fizzled out, he became a TV star, hosting "General Electric Theater" from 1953 -- 1962. When "GE Theater" was cancelled, Reagan segued in to politics and got himself elected Governor of California in 1966.

Like FDR, Ronald Reagan was a great fan

of vanity plates. On 8-21-1970, Governor Reagan signed the law authorizing California to issue vanity plates, which provides that the plate fees are paid to the California Environmental License Plate Fund. Today, thanks to Governor Reagan, California's 1 million vanity plates EARN the state \$38 million annually for environmental protection programs, statewide. Nancy Davis Reagan was one of California's earliest vanitizers; her plate said: 111 NDR.

After he was elected in 1980, President Reagan enthusiastically authorized the construction of the FDR Memorial, near the White House in Washington, and, in 1983, preserved and strengthened FDR's greatest domestic legacy, Social Security, when it was on the verge of insolvency. Today, thanks to President Reagan, Social Security has amassed accumulated surpluses of \$2.8 trillion.

I shall tell you more about the amazing Roosevelt-Reagan connection, in *4 A NEW USA - THE ROOSEVELT/REAGAN WAY!*, which I plan to publish as an e-book on June 1, 2016, in order to try to persuade NY's State Senators and Assembly-members to pass legislation, introduced last year in the State Senate and Assembly at my behest (a nonprofit I co-founded hired a lobbyist), to name the new Tappan Zee Bridge, spanning the Hudson between Westchester and Rockland Counties, the FRANKLIN AND ELEANOR ROOSEVELT BRIDGE.

In order to pass the FRANKLIN AND ELEANOR ROOSEVELT BRIDGE legislation, I propose to amend the bills to also provide for renaming the Verrazano Narrows Bridge the RONALD REAGAN BRIDGE. This would win support for the bridge-naming bills among the Democrats, who control the Assembly, and the Republicans, who control the Senate. The Legislature is expected to adjourn for the year on or about 6-30-2016.

I also think that NYC should rename the Brooklyn Bridge the MARIO CUOMO BROOKLYN BRIDGE, which would be an appropriate way to celebrate our former Governor, who died on 1-1-2015.

For many years, before he went into politics, Mario Cuomo practiced law on Court Street in downtown Brooklyn, near the Brooklyn Bridge.

I shall let you know how all this turns out. In the meantime, I hope that, on 4-1-2016, my friends in Montauk and elsewhere will make a special effort to look for vanity plates. If you can speak with any vanitizers, ask them, as I do, what their plates mean, and what inspired them to vanitize. I have met hundreds of clever and creative people, some of whom have become my friends, by asking them about their vanity plates. Who knows, you might make some new friends that way, too!

Inaugural Vanity License PL8S Day Celebrated in Croton

By Rick Pezzullo

A new holiday was celebrated on April Fool's Day in the Village of Croton---Vanity License PL8S Day.

The history-making day was created by Croton resident MH Fryburg and Long Island monthly newspaper editor Stefan Lonce, who share a unique fondness and passion for vanity license plates.

"Today is a day that will live in history," Fryburg told a curious crowd at the Croton Free Library.

"Vanity plates are fascinating and fun and always help you find your car in a crowded parking lot," Lonce said. "Vanity plates are great conversation starters that turn strangers into neighbors and neighbors into friends."

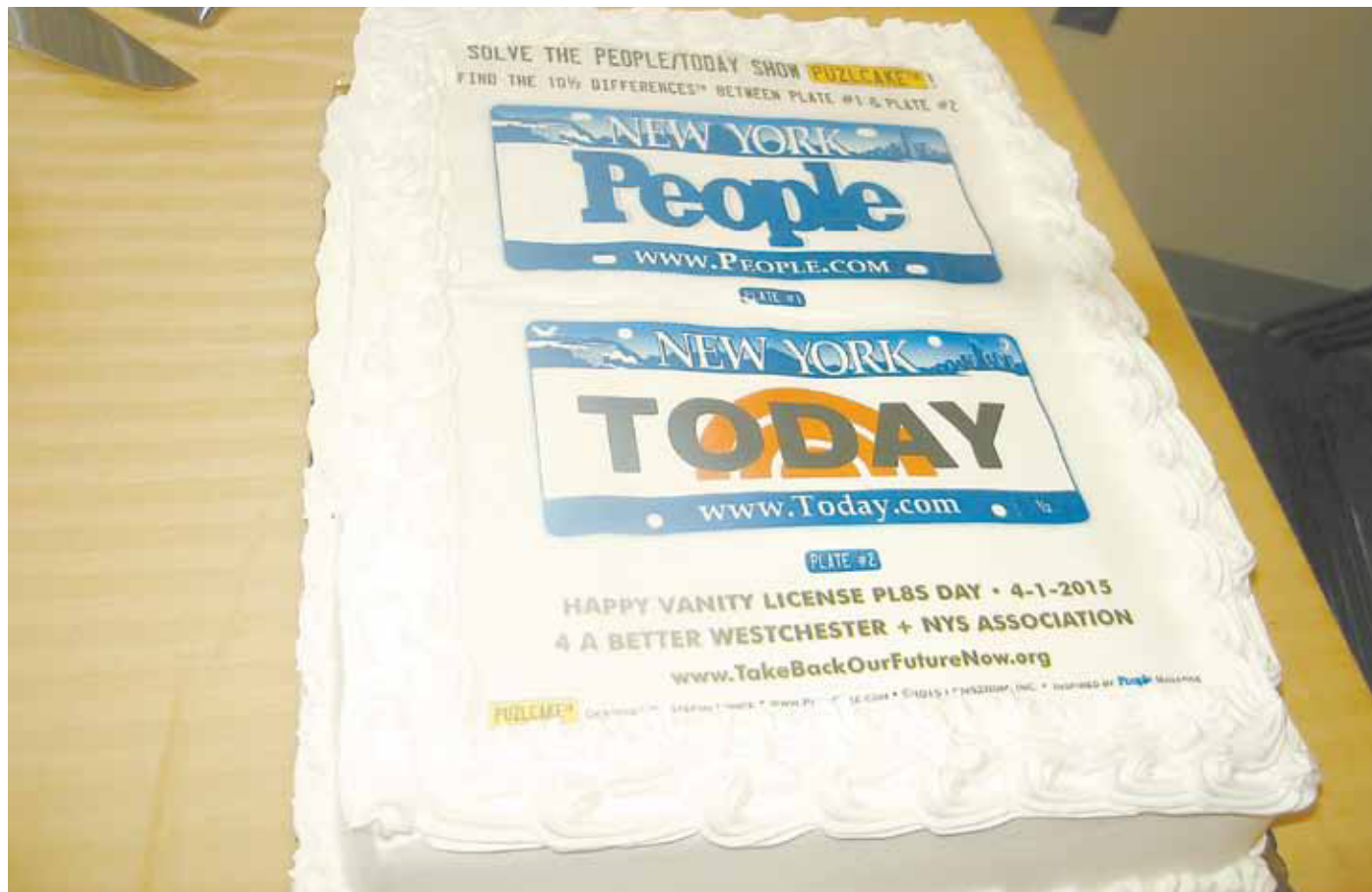
Fryburg and Lonce handed out a dozen awards to individuals who display vanity license plates. One of the recipients of a GR8PL8S award was Westchester County Legislator Catherine Borgia (D/Ossining), whose car has a plate that reads simply "CBORGIA," which she said was a gift from her husband.

"One bad thing is you can't do anything wrong ever," she quipped. "Vanity license plates have made me a better and more considerate driver and my husband is not allowed to drive my car."

According to a 2007 survey, 9.3 million Americans sport vanity license plates. New York drivers rank 35th in the nation in having vanity plates. Fryburg and Lonce were working on a book called "License 2 Roam," but are now repositioning it as a memoir.

The pair did publish a biographical/collectible calendar last year called "Driving With FDR," who Fryburg said was "America's first known vanitizer," with the plate FDR.

Meanwhile, as part of another effort entitled New York 4 A Better Westchester & NYS Association (www.TakeBackOurFutureNow.org), Fryburg and Lonce are lobbying to have the new Tappan Zee Bridge named after Franklin and Eleanor Roosevelt and Croton Point Park re-



RICK PEZZULLO PHOTOS

A PUZLCAKE created by Stefan Lonce.

named after folk singer Pete Seeger.

"They are two of the most influential people in the 20th Century," Fryburg said of the Roosevelts. "Naming the Tappan Zee Bridge after them is a no-brainer."

On March 15, the Croton Village Board of Trustees passed resolutions supporting the bridge and park renaming proposals.

"We just want to lend our support," Croton Mayor Leo Wiegman said. "We're hoping we sent something in motion."

Borgia said a resolution renaming the bridge has been introduced to the county board's Parks and Recreation Committee, while changing county-owned Croton Point Park in honor of Seeger will be discussed in the near future.



MH Fryburg expresses his enjoyment of vanity license plates at Croton Free Library.

RF Joyce, CPA

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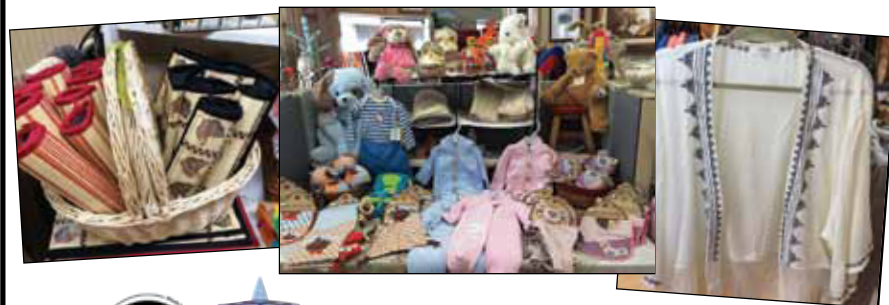
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