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# Clark Monthly NJ

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Issue 11 • July 2012

## ALJ CLASS OF '72 REUNION

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for the  
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## CLARK REC OFFERS UP HOT FUN IN THE SUMMERTIME

Clark Recreation is currently holding their 6 week summer camp. The program is having a record number of children attending this year topping over 600 per day.

Recreation Director Ralph Bernardo attributes the popularity of the camp to the low cost, great entertainment daily, safety, and a wide variety of things to do.



(left) Water day had a visit from Combat Sports Water Tag Counselor Kyle O'Conner cools off one of the campers.



(right) High School and college counselors gave daily instruction on the fundamentals of tennis on the brand new tennis courts.



(left) Mr. Ray sings along with campers.



(above) An estimated 12,000 people came out to enjoy the music, food and fireworks on the Fourth of July.



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## DR. WM. ROBINSON MUSEUM

The Dr. Wm. Robinson Museum is gearing up for our fall schedule. On September 16th we will be having discussions regarding the history of Dr. Robinson and there will also be documents available to view. On October 20th & 21st we will be participating, along with other historic sites, in Union County's "Four Centuries in a Weekend". The weekend will showcase the local history of Union County and allow visitors to tour historical landmarks free of charge. During the weekend the Dr. Robinson Museum will be presenting demonstrators who are experts in early American trade. We will be showcasing a blacksmith, hearth cooker, rug maker, beekeeper, wash woman and a spinner.

We will also have experts on hand to discuss the Revolutionary War, the Civil War and the French and Indian War. This is a two day event, with many activities so be sure to check the calendar on the website in September for more information. On November 20th we will have an open house for tours. We end our 2012 season with our Annual Holiday Celebration weekend on December 1st and 2nd. There will be pictures with Santa, hearth cooking and time for some shopping for last minute holiday gifts. More information can be found on our website at [www.DrRobinsonMuseum.org](http://www.DrRobinsonMuseum.org) or email [drrobinsonplantation@hotmail.com](mailto:drrobinsonplantation@hotmail.com). You can also follow us on Facebook.

## GIVE AND SHARE PROGRAM BACK TO SCHOOL

The Clark Give and Share Program have been collecting schools supplies (pens, pencils, erasers, note pads, gently used or new back packs) and new toys for our "Christmas in July" toy drive.

Anyone interested in dropping off schools supplies or non-perishable food items may do so

Monday-Friday between 8:30 a.m. -3:00 p.m. at the Clark Municipal Building, 430 Westfield Ave., Room 18.

Since its inception in January 2011, the Give and Share Program through generous donations from schools groups, volunteers and many anonymous donors have provided food, health and beauty supplies, baby items, toys etc. to many appreciative people in need during these tough economic times. The program is able to sustain itself with your help.

Anyone with question can call Nancy Raymond, Health Officer at 732-428-8405.

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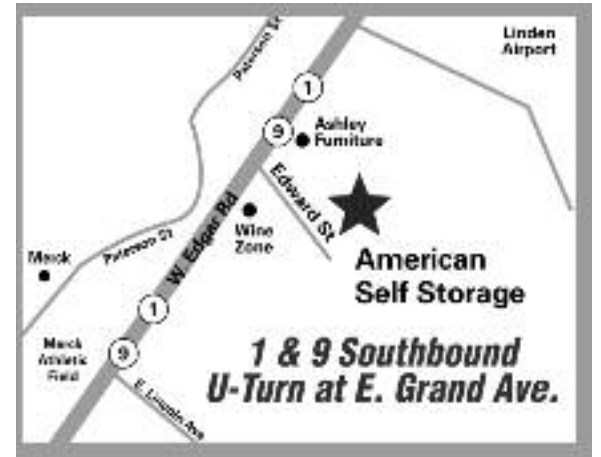
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(above) Allen Jacobson stands in his no-frills showroom which is filled with the newest models of home appliances and the latest in flat-screen TVs.



(above) Allen and Pat Muscaritolo display one of those new fangled microwave ovens first introduced by Amana in 1967.

## JACOBSON'S HAS BEEN SUPPLYING CLARK WITH APPLIANCES FOR OVER 60 YEARS

Nathan and Mae Jacobson opened Jacobson's Distribution Company in December 1949. Originally the business was called Jacobson's Tire and Battery Company because in addition to selling TV's and appliances it also sold auto parts. The business stopped selling auto parts years ago and has concentrated on home appliances and TV's while adding bedding to the mix. Jacobson's is still at the same location, still family owned and operated and still the most successful distributor in the area.

Upon their retirement in 1975, Nathan and Mae passed the business on to their son Allen.

There is no secret to Jacobson's success. All one has to do is walk in to the show room and notice the vintage interior decorating. Shoppers are greeted with original tin ceiling tiles, dated wood paneling and scuffed floor tiles. It has never been Jacobson's style to try to impress its customers with superficial amenities but with the lowest warehouse to customer prices around.

By keeping his overhead low Jacobson's can offer discounted prices and concentrate more on service. For instance they can offer free delivery on appliances or free assembly of gas grills. When competing with the big mega-stores Jacobson's service cannot be matched.

For those shopping strictly for the lowest price Jacobson's guarantees to be the lowest of any authorized dealer. If he doesn't have the lowest price already, Allen will gladly beat any offer on any item he carries.

What makes Jacobson's operation unique is

the size of his warehouse that is on premises at 725 Rahway Avenue in Elizabeth and his staff. Allen is able to buy in bulk and keep a large inventory, a savings that is passed on to the consumer. He maintains his own delivery and warehouse staff where others must pay third party services.

Jacobson's also carries a wider variety of brands than most appliance stores. Customers have hands on access to a large selection of appliances that fill a variety of needs in price and size, from apartment dwellers to homeowners. Jacobson's is also the favorite for many home remodeling and building professionals.

The seasoned decor of the store is accompanied by a sales staff that matches in longevity. Pat Muscaritolo has been a sales person for Jacobson's an astounding 35 years. Ken Gartner clocks in at 31 years and newcomer Tarek Metwally has 19 years under his belt. The combined experience of the staff and Allen adds to the customer's feeling of security of knowing that they are getting expert advice and that they can count on continued support even after the sale is made.

The consistency of good service at low prices over the years is the reason for the loyalty that customers have shown Jacobson's. Allen has literally sold appliances to families spanning four generations. Return and referral business is a testimony to the value he offers. No one lasts for sixty years in business without an impeccable reputation of customer satisfaction.



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We also clean leather!



(left l-r) Jacobson's store front from 1959 and 2012. Being located in a designated Urban Enterprise Zone allows Jacobson's to charge only 3 1/2% sales tax, an additional savings for the customer.



(above, l-r) Tarek Metwally, Pat Muscaritolo and Ken Gartner combine for 85 years of employment at Jacobson's.

(above, l-r) Pat, Linda Mzikovsky, Joan Dobson, Nathan Jacobson and Allen from a 1993 photo.

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Sixth grade students traded in their book bags and jeans for briefcases and business suits to participate in “Who will be the next C.H.K. C.E.O.?” at Carl H. Kumpf Middle School in Clark, New Jersey. As a culminating interdisciplinary project, students created business plans to market a product provided by the international cosmetic and beauty product manufacturer L’Oreal, located in Clark. Students were divided into 35 teams to accomplish objectives designed by each discipline including the creation of advertisements, takeaways, PowerPoint presentations based on product research, price comparison charts, and Glogsters explaining the historical evolution of the product.

The teams then presented their work to L’Oreal representatives Adriana Gemelli and Christopher Pang who evaluated the projects and picked first, second, and third place winners. The winners, who marketed the product Sublime Sunscreen, received lunch of their choice.

The L’Oreal representatives noted the teams’ creativity, work ethic, and teamwork. All of

those involved agreed it was a tremendous learning experience for the students that helped them understand the relationship among all subjects as well as how what they learn extends beyond the classroom. It was also a wonderful opportunity to strengthen ties between the educational and business communities.



*(above, l-r) The Winning Sixth Grade Team with L’Oreal Representative Andre Costa, L’Oreal Representative Christopher Pang, Daniel McMahon, Amanda Pratt, Kristina Palella, L’Oreal Representative Adriana Gemelli, and Anthony Brown.*

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## FRANK K. HEHNLY SCHOOL TO CREATE ARCHIVED DISPLAY HIGHLIGHTING NAMESAKE

During a central office clean up this past Spring, an interesting archive turned up: the file of former superintendent of schools Frank K. Hehnly. Inside the file was a vintage picture of Dr. Hehnly with the then Board of Education from 1956, a letter from Dr. Hehnly humbly thanking the Board of Education for naming the soon to be constructed elementary school on Raritan Road in his honor, Dr. Hehnly's 1959-1960 contract for \$5,700, and a whole treasure trove of vintage documents.

Superintendent of Schools Kenneth Knops, a history buff, thought it would be a nice idea to create a display in the main hallway of the Frank K. Hehnly Elementary School for the purpose of introducing a new generation of students, parents, and teachers to Dr. Hehnly, a distinguished educator whose career ran from 1932 to 1960 in Clark. Second grade teacher Erika Barrett has voluntarily taken on the task of researching Dr. Hehnly's life and career, reaching out to contemporaries from Dr. Hehnly's time in the District, and creating a lasting display in the school hallway.

Ms. Barrett has requested that anyone with any knowledge, artifacts, pictures, or stories to share regarding Dr. Hehnly's tenure in the Clark School District should contact her at ebarrett@clarkschools.org.

It is anticipated that the hallway display honoring Dr. Hehnly will be unveiled at Back to School Night in September.



(above) Superintendent of Schools Kenneth Knops and Frank K. Hehnly School Second Grade Teacher Erika Barrett look through the archived documents.

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## METRO LIQUORS IS ALL ABOUT CUSTOMER APPRECIATION

Vinil Patel has worked for Metro Liquors since 1999, first as an employee and then in 2006 he became the owner. Although the store is large in size, Vinil operates it in the style of a neighborhood mom-and-pop shop.

The store, located at 1179 St. Georges Avenue in Linden, NJ sits among a strip of stores fronted by a massive parking lot. It is the site of the former National Wholesale Liquidators Mall. The lot is still identified by the Mall even though the business shut down several years ago.

Vinil always saw opportunity for business and had faith in twp of Linden even as large business around him were closing to expand the liquor store. The store's eight foot shelves covering nearly 5,000 square feet are neatly stocked with a wide variety of product. The store is well lit, the temperature is controlled, and it is impeccably clean.

What makes the business special is the personal service that the customers receive. Vinil has grown to know many of the people who frequent the store on a personal level. He says "I know some of my customers for thirteen years. I've seen them celebrate birthdays, weddings and having babies. We are very much a part of the customer's special events and parties."

Metro draws its customers from Linden along with neighboring towns, Rahway and Clark and Vinil makes sure to support the community service organizations in those towns. Metro has responded generously to support events for first responders and school programs.

What else gives Metro its local flavor is the staff, who are local residents, another priority for Vinil. Many of his hires were able to work

their way through college. Business at the counter is mixed with friendly conversation between neighbors.

As a businessman, Vinil is all about value. With so much competition, he knows he must make his service special. Metro offers a larger variety of products and offers them, even high quality brands, at discounted prices. Metro also runs different special offers on a continual basis. In-store displays announce special offers or customers can visit the store's Facebook page.

The promotional events that Metro hosts in the store are a big part of the unique shopping experience at Metro. Tasting events where customers have the opportunity to sample product are common. Metro usually couples

these events with free giveaways or contests. For instance, this Fourth of July, Vinil served free hot dogs to customers while they had the opportunity to sample Zyr, a Russian Vodka.

Vinil's promotions are a way for him to show his appreciation for his customers. On June 21, 2012, Vinil hosted a customer appreciation dinner at III Amici's Ristorante located in Linden. Invited guests were treated to a full course dinner and enjoyed samplings of Dewars Scotch as part of a presentation on the history and qualities of the brand.

It just takes a few visits to Metro Liquors for customers to get familiar with the pleasant, outgoing staff. Leaves little to wonder why Metro has such a long-lasting loyal customer base.



(above, l-r) Four brands of Dewars Scotch, Regular Blend, 12 year old, 18 year old and 27 year old Signature, were presented to valued customers of Metro Liquors at at III Amici's Restaurant. Pictured: Rich Martell and Nikul Patel of Fedway Associates, suppliers of Dewars Family of Scotch; Kevin Petruzhnick of Bacardi/ Dewars U.S.A., owners of the Dewars brand; Metro Liquors owner Vinil Patel; Dewars brand Ambassador Gabe Cardarella & Metro employee Sanjay Patel.

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Sunday: 12 pm - 2 am    Kitchen Open: 12 pm-1 am

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**EVERY FRIDAY NIGHT: 3PM - 10PM**

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## BUSINESS GROUP KICKS OFF NEW LOCAL BNI CHAPTER

The world's largest networking organization, BNI (Business Network Int'l) will host a Kickoff Networking Breakfast of its newest chapter, BNI Synapse, on Tuesday, July 24, 2012 from 7 to 9 am at the Holiday Inn, Clark.

BNI is a business organization that allows only one person per profession to join its chapters. "Each chapter has one realtor, one photographer, one business banker, and so on," says Claudia MacDermott, Senior Director Consultant. "BNI members become a close knit sales team and focus on helping one another's businesses grow. Using a "Givers Gain" mentality, members learn to keep an eye open



for new business contacts that might benefit other members". Meetings are held weekly, and referrals are exchanged in a very structured manner.

Wayne Zuhl, residential realtor with Hallmark

Realtors and the chapter's President says "Referred business is the best business. BNI has a time-proven program to help business people generate word of mouth referrals. It makes sense for us to team up and create this new chapter." BNI members carry each other's business cards and will actually hand them out to someone who needs the services of one of the members.

BNI was started 27 years ago and is now in 50 countries worldwide. For more information on how to join BNI or just to visit, contact chapter President Wayne Zuhl at (908) 917-4189. Meetings are held every Tuesday at 7:00 am at the Clark Holiday Inn.



## Introducing our new outdoor patio dining!

Our outdoor dining area will be open Fridays and Saturdays from 5pm to 11pm. We will be featuring will feature entrée specials from our new grill, including grilled mahi mahi with apricot Couscous, grilled 8oz filet with our signature steak sauce, and grilled salmon with pink grapefruit pinot noir sauce. Our full menu will also be available which features our made to order pasta dishes. We will feature our signature cocktails, the Aria Freeze and the Indigo Martini.



Weekend brunch will also be served on our patio. Our signature made to order omelets and waffles with handmade maple pecan butter will be featured along with our complete breakfast menu.

For Reservations call: 732-340-0076

Hotel Indigo Rahway – 1 Carriage City Plaza Rahway, NJ 07065

Bring this coupon in to receive 15% off of your bill\*\*

\*\*Alcohol, tax and gratuity not included in discount.

## Family Buffet

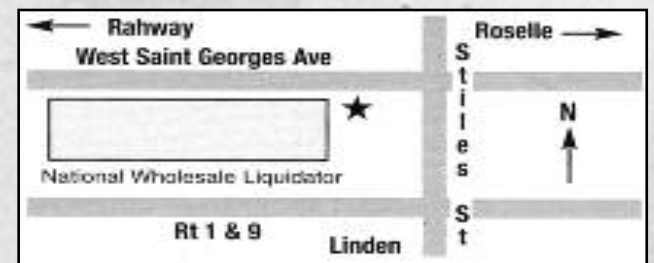
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**Lunch Buffet**  
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Dine-in only. With Coupon. Not to be combined with any other offer. Expires 8-20-12.

## SUMMER READING PROGRAMS

Pirate School, the opening event of the Clark Public Library Summer Reading Program for children is enjoyed by happy "bookaneers".



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## UPCOMING EVENTS AT THE CLARK PUBLIC LIBRARY

Registration is required for all programs listed, unless otherwise noted. Visit our online calendar at clarklibrary.org or call 732 388 5999 for more info.

*Enjoy these free events for people of all ages.*

**Thursday, July 26 at 1:30 p.m.**

*Robodyssey*

An introduction to programming robots using Microsoft's Visual Basic. Kids will compete in Blind Bot's Bluff, a maze challenge for children in grades 5 - 9.

**Thursday, July 26 at 7:00p.m.**

*Exploring Mars with Paul Cirillo*

Discover how NASA is exploring Mars by learning about the Mars Rovers and other spacecraft that have been sent to explore the mysterious red planet!

**Monday, July 30 at 2:00 p.m.**

*Own the Night - Star Jars*

Make your own glow-in-the-dark star jar for teens in grades 6 - 12.

**Monday, July 30 at 7:00 p.m.**

*Stuffed Animal Sleepover*

Wear your pajamas and bring one of your stuffed animals to the library for a very special story time! Kids will go home, but the stuffed animals will stay for their very own sleepover at the library. This program is open only to Clark residents.

**Monday, July 30 at 7:00 p.m.**

*Nutrition Seminar*

Join expert Mike Cowen as he covers the basics of good nutrition.

**Monday, August 6 at 7:00 p.m.**

*Lego Club*

We provide the Legos; you provide the inspiration. For children in grades 1 - 6.

**Tuesday, August 7 at 3:30 p.m.**

*Play-Shop: Stone Soup*

Join Youth Stages in a retelling of Stone Soup. Children will provide sound effects, physical movements, and lines of dialogue as they help bring this story to life for children age 3 through 9.

**Ongoing; Monday at 2:00 p.m.**

*Beginner Microsoft Word Class*

Learn to use Microsoft Word to type documents such as letters, resumes, and more! This class is designed for beginners. Basic mouse skills required.

Class meets for six weeks. Contact library for details.

**Ongoing; Tuesday at 11:00 a.m.**

*Basic Internet Class*

Learn how to surf the internet with confidence! Get comfortable using the mouse and the computer. No prior computer experience necessary.

**Ongoing; Thursday at 11:30 a.m.**

*Intermediate Internet Class*

For those adults who have mastered the basics and want to learn more about the world wide web and searching databases, such as Ebsco, Novelist, and the Job & Career Accelerator. Contact library for details.

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## PRESIDENTIAL PHYSICAL FITNESS AWARD

First year Physical Education teacher, Caleb Bain, led the students of Frank K. Hehnly Elementary School through the Presidential Physical Fitness Challenge. The challenge served to monitor the Hehnly students' physical fitness in relation to other students nationwide. Students earned either the Presidential, National or Participant Award. In order to earn the Presidential Award, students had to reach levels, based on age, in all five activities: curl-ups, shuttle run, sit and reach, ½ mile distance run and pull ups. The levels represented the top 15% of children's fitness levels in the USA. Out of 500 students at Hehnly, 25 students qualified

for the Presidential Award. Mr. Caleb Bain, proudly presented his students with their awards, signed by President Obama. The following students earned this prestigious award: Joseph Ortega, Nina Sanguiliano, Talia Dawson, Adam Vargas, Vittorio DeMartinis, Julia Bowen, Vincent Gioffre, Rylie Weber, Katherine Ledden, Justin Sheaffer, Connor Morgan, Abigail Granrath, Biagio Bonanno, Victoria Venezio, Gia Colicchio, Cassandra Smith, Hunter Dawson, Matt Zukowski, Tyler Ashley, Max Carmino, Melissa Lettieri, Lindsay Becker, Christina Sheaffer, Federico Veltre and Emily MacMillian.



## BREAKFAST BUDDIES



Some of Miss Lewis's second grade students at the Frank K. Hehnly School in Clark were invited to join her for breakfast. These students earned their spots by either completing one hundred math facts correctly in under five minutes or by using their Lewis Loot, which is an incentive program. A fun time was had by all celebrating their achievements.

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## SENIORS TREATED TO A DAY OF BEAUTY

L'Oreal recently treated the Clark Senior Citizens to a day of beauty. About 25 L'Oreal employees assisted the Clark seniors in applying their makeup including face and nails, while explaining various new products. The seniors were sent off with a bag full of makeup. This has been a yearly tradition for the last three years which the seniors look forward to.



## PROGRESSIVE MATHEMATICS INITIATIVE (PMI) TEACHER TRAINING AT KUMPF MIDDLE SCHOOL

Teacher training for the Progressive Mathematics Initiative (PMI) began at Carl H. Middle School in Clark. Dr. Robert Goodman, the Executive Director of the New Jersey Center for Teaching and Learning (NJCTL) and the leader of this innovative approach to mathematics instruction, was present for the kickoff of this extensive three-day training. All teachers who will be working with the program this upcoming September were also present along with Mr. Kenneth Knops, Superintendent of Schools, and Mr. Edward Grande, Director of

Curriculum/Secondary Education/Technology. Students will be engaged via SMART Boards and hand-held responders; the responders will allow the teachers to instantaneously assess student learning and modify the instruction that is to follow based on these results. In addition, students will strengthen their social skills by being required to work in small groups. PMI has gained statewide and national support and recognition and is one of only a handful of programs that is genuinely aligned to the new Common Core State Standards for Mathematics.



(above) Dr. Goodman poses for a picture after his well-received and informative introduction to PMI with former Interim Director of Curriculum Mr. William Feldman, Superintendent of Schools Kenneth Knops, and current Director of Curriculum Ed Grande.

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## ERA AGENTS AWARDED BY NATIONAL ASSOCIATION

Three realtors associated with ERA Village Green Realty, a local real estate office, were recently awarded the prestigious "Realtor Emeritus" status by the National Association of Realtors. The recipients, Grace Ginesi, Harry Brandt and Anthony D'Agostino, have collectively over 120 years of experience listing and selling real estate in North Central Jersey. "This status is awarded in recognition of 40 years or more of valuable and lasting contribution to the real estate profession in the community, and I was very proud to accept this

status," said Anthony D'Agostino, broker/owner of ERA Village Green Realty. "Grace and Harry, with over 40 years of experience each, are exceptional agents. In addition, some of our other staff members have 20 to 30 years of experience in real estate."

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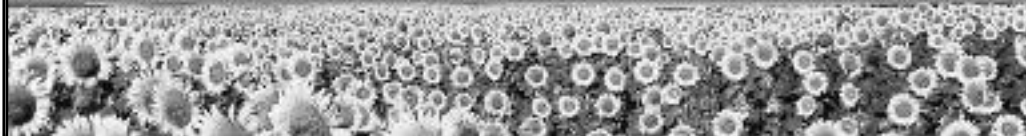
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Budwesier Family (Cans) 24pk	\$15 <sup>99</sup>
Bud Family (Loose Bottles) 24pk	\$15 <sup>99</sup>
Coors Lt (Loose Bottles) 24pk	\$15 <sup>99</sup>
Coors Lite (Cans) 30pk	\$19 <sup>99</sup>
Corona 24pk (Bottles)	\$25 <sup>99</sup>
Guinness Pub (Bottles) 24pk	\$26 <sup>99</sup>
Heineken and Amstel Lt 24pk	\$24 <sup>99</sup>
Miller Lite (Cans) 30pk	\$19 <sup>99</sup>
Modelo Especial (Cans) 24pk	\$17 <sup>99</sup>
Sargres 24pk (Bottles)	\$16 <sup>99</sup>
Smithwick's 24pk	\$27 <sup>99</sup>
Sam Adams Lager 24pk	\$26 <sup>99</sup>
Stella Artois 24pk	\$24 <sup>99</sup>
Tecate 24pk (Cans)	\$15 <sup>99</sup>
Yuengling Lager (Loose Bottles) 24pk	\$15 <sup>99</sup>
Zyweic (11.2oz) 24pk	\$19 <sup>99</sup>

We also have a large  
selection of craft beers,  
European beers  
and kegs on sale!

**10% Off**  
ANY PURCHASE OF 6 BOTTLES OF WINE  
OR  
**15% Off**  
ANY PURCHASE OF 12 BOTTLES OF WINE  
MINIMUM PURCHASE REQUIRED. EXcludes BEER, SANGRIA, CIDER, LIQUOR. TAXES, FEES, AND OTHER CHARGES APPLY. MUST PRESENT COUPON.

**10% OFF**  
**TWO BOTTLES OR SIX  
PACKS OF MICRO BEERS,**  
LIMITED TO CERTAIN SELECTION  
MUST PRESENT COUPON