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Issue 29 • May 2020

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## EMERGENCY SQUAD ASKS FOR THE COMMUNITY'S SUPPORT

*Annual Fund Drive Became a Lower Priority Amidst Pandemic Preparation Efforts*

We have a confession to make - the members of the Chatham Emergency Squad have been a little busy as of late. Covid-19 has not spared the Chathams.

We are proud that we have been able to provide the same level of rapid, safe and responsive care to all our patients, regardless of their reason for calling us and the challenges of this pandemic.

Our staff is well trained and prepared for any emergency, as we have been for 84 years, but the pandemic has forced on us an enormous amount of new protocols which have required so much of our attention to adapt, implement and learn. Not surprisingly, this included a renewed emphasis on Personal Protective Equipment (PPE) which is expensive. Our focus has been fixed on keeping our community - and ourselves - safe. Everything else, including our annual fund drive efforts, has taken a backseat.

But now, more than ever - we are asking for your financial support. No amount is too small.

Our squad is made up entirely of volunteers, each of whom provide superior service and care to helping those in need. We go through extensive training and preparation, which far exceeds the



requirements by the State of New Jersey. Your contribution keeps us staffed 24 hours a day, 7 days a week, 365 days per year and allows us to equip our crews with the best PPE, properly maintain our ambulances, train our members and much more.

All contributions are 100% tax-deductible, and thanks to the CARES Act, contributions of \$300 per taxpayer (\$600 per married couple) are eligible for above-the-line adjustment, even if you don't file the long form or itemize your taxes, which reduces your annual gross income (AGI) taxes.

We promise to be there for you during your time of need; please be there for us during this time.

Contributions can be made via check and mailed to the attention of Fund Drive Manager, 45 Spring Street, Chatham NJ 07928. Contributions can also be made online via a credit card or PayPal transaction at [www.ChathamEmergencySquad.org](http://www.ChathamEmergencySquad.org).

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# THE CHATHAMS NJ

The Chathams is published by Renna Media. 7,400 newspapers are printed monthly and mailed to every business and resident in Chatham.

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# FLAGS ACROSS THE CHATHAMS

Submitted by Curt Ritter

America has always been resilient. Knock us down and we always come back stronger, always. Despite the challenges we are collectively experiencing, this time will be no different. We've already seen examples of this resiliency around the country and in our own community.

We've heard stories of residents coming together to help and support others during a time where the only constant is uncertainty. Whether it's collecting or making medical supplies, or raising funds and delivering food to those on the frontlines, many in our community and elsewhere have found ways to show their support and express their gratitude to those working to protect and serve our community.

I had originally planned to launch Flags Across The Chathams in early May as a challenge to our community to see if we could get every home in the Chathams to erect an American flag in advance of Flag Day on June 14. ACE Hardware had even offered a 10% discount on any flag purchase. Given the circumstances today, I thought we could advance the launch. I hope that you might consider hanging the American flag outside your home as a way of recognizing the many heroes on the frontlines working to protect, serve, and assist all Americans during these

challenging times.

Whether it's the doctor or nurse, first responder, the delivery person dropping off a meal or package, grocery store clerk or cashier, the garbage collector and many others, let's raise the Stars and Stripes as a visible reminder to them and to one another that we stand together, united.

So pull Old Glory out of your garage or attic, order one online, or support our local small businesses and purchase one at ACE Hardware on Shunpike the next time you're shopping for groceries. Once you've erected your flag, share it on Facebook for others to see at fb.me/FlagsAcrossTheChathams.

We will get through this together. I appreciate your consideration.



## THE 1,000 MASKS CHALLENGE IS ON AT THE LIBRARY OF THE CHATHAMS!

Sue Hoag, president of the Friends of the Library of the Chathams, has announced that they have launched a new project to help with the serious problems the Coronavirus has brought to Chatham. Called the "1,000 Masks Challenge" it is an idea proposed by Chatham Librarian Karen Brodsky, which entails the purchase of yards of fabric, spools of thread and elastic for the sewing of face masks needed during this dangerous and trying time.



Many of the Friends including Susan Tackaberry, Debbie Fabian, Maureen Kelly, Nellie Brogan, a library employee, and a local resident Maria Osinski, cut the lengths of fabric needed and made up the kits, including design and sewing instructions. Each kit contains enough for 24 masks which are then put into special reusable "Library of the Chathams" tote bags provided by ECLC Pride.

A special thanks goes to the owners of Colony Cleaners who have done a great service by cutting many yards of fabric and making 300 masks. When the kits are all packed more Friends, including Phyllis and Kent Stevens and Betsy Maltby deliver them to the volunteers to sew into the masks. When they are finished they are delivered to the Chatham Emergency Squad where they are sanitized and delivered wherever needed.

All of the library staffers and Friends who have worked on this have been especially giving and are much appreciated.

The most recent count has the number of masks close to 900 towards the 1,000 mask challenge. However, due to the demand for these masks there will soon be kits available for at least 2,500 more. The Friends welcome all those who are interested in helping with this very worthwhile project. This is probably the most difficult thing any of us have faced in our lifetime and it is a time for all of us to reach out and help in any way we can. If you would like to be a part of this project please call (862) 246-6108 or go to the Library of the Chathams website for more information. The Friends of the Library of the Chathams welcome all those who wish to help.

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### ADJUSTING TO COVID-19

Dr. Leicht's podiatry office is doing what can be done to operate in the best interest of all patients and staff. To that end, we're taking the following measures:

1. As an essential service, the office will remain open on a limited schedule Monday-Saturday. We may adjust hours according to demand.
2. The goal of our office remaining open is to keep our patients safe, out of danger and out of Emergency Rooms. This refers to people with emergencies such as injuries, wound care, infections and our regular at-risk patients with conditions such as diabetes and severe circulatory/vascular issues.
3. If you have an urgent matter such as an infection or injury, we will work to get you in for an appointment as soon as possible. We have an x-ray in the office, so you do not have to visit a separate facility if you are in need.
4. If you are ill or have a fever, please stay home. Just give a call and we will reschedule at a later date.
5. Due to the social distancing recommendations, at the office we request that you come alone. If not possible, then bring no more than one person with you.

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## MAY EVENTS AT THE LIBRARY OF THE CHATHAMS

The Library will be hosting a variety of virtual programs during its closure to the public.

Accessible programs from home for adults, teens, and children include story times, book talks, philosophical discussions, yoga and

meditation classes, gardening lectures, art lectures, museum tours, business workshops and more.

Please join us on our website at [chathamlibrary.org/events/](http://chathamlibrary.org/events/)

## COVID-19 SCAM WARNING

The New Jersey Division of Consumer Affairs is alerting consumers to be aware of a number of apparent scams related to COVID-19. To avoid this and some of the tactics being reported as possible scams, the Division recommends:

Don't let CDC imposters into your home. Representatives from the Centers for Disease Control and Prevention are not going door-to-door seeking information or conducting surveillance on COVID-19. Imposters should be reported to local authorities and the Division.

Don't fall for fake cures. Beware of in-store or online advertisements for products that claim to cure or prevent COVID-19 or other similar offers. No cure or preventative medicine has been approved for sale.

Look out for phishing emails. Cybercriminals may take advantage of global concern and interest in COVID-19 to try to convince email recipients to open links or attachments that may direct them to malicious websites or deliver malware. Stay away from COVID-19 related information that does not come from a trusted

source, to avoid exposing your personal information.

Keep in mind not everything online may be factual. The internet is full of information, but be mindful of its accuracy. As false reports spread regarding the origination and spread of COVID-19, rely only on trusted sources for information.

Be wary of unsolicited calls. Whether they are offering health insurance, including to supplement Medicare or Medicaid benefits, or a cure or treatment for COVID-19, refrain from sharing your personal information over the phone, unless you have initiated the call.

Avoid internet adoption scams. Scammers are falsely misrepresenting themselves as CDC employees, and asking victims to send money overseas to adopt a pet being held at a quarantine station. The CDC does not quarantine pets or would not ask for payment to bring an animal into the U.S.

For more information please visit [njconsumeraffairs.gov](http://njconsumeraffairs.gov)  
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National Poppy Day this year will be May 22, the Friday before Memorial Day. Since the 1920s, the American Legion Auxiliary have distributed millions of poppies across the country in exchange for donations that go directly to assist veterans, and their families in need.

The poem "In Flanders Fields" written by Lt. Col. John McCrea during World War I described blowing red fields of poppies among the battlegrounds of the fallen. All these years later, the poppies return as if to perpetuate a pledge that freedom should never die.

The poppy flowers flourished in France and Belgium after World War I. Scientists attributed the growth of the poppies to the enriched soil from the rubble left by the war. From the dirt and mud grew a beautiful red poppy, a symbol of the resilience shown by our nation's service members, as well as a symbol of the sacrifice of lives in war, and embodies the hope that none have died in vain.

Poppy funds raised by Auxiliary Unit #43 volunteers during last year's distribution have been used for Ward Parties and Off Station Parties at the Veterans' Hospital at Lyons, New Jersey, as well as providing funds to Post #43 to

provide for monthly Bingo parties there. Poppy Funds also have provided funds for activities at the three New Jersey Veterans' Nursing Homes - Menlo Park, Paramus and Vineland as well as financial support to Veterans Haven North and Veterans Haven South that offer shelter to Homeless Veterans. During the holidays the Unit delivered gifts to Women Veterans domiciled at Lyons VA Hospital and adopted a local vet. In February, adult coloring books and coloring materials were delivered for "Salute to Veterans' Week" to be used in therapy sessions.

Because of the current health emergency, volunteers will not be able to distribute poppies in our communities this May, as they have done in the past. If you would like to support veterans' programs at this time, Unit #43 would be happy to accept a donation by mail. Cash or a check made out to ALA Unit #43 can be mailed to:

American Legion Auxiliary #43  
Att: MaryBeth Valentino, President  
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We thank you in advance for supporting our continued service to our veterans.

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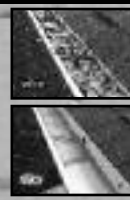
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## CALLING ALL GEEKS, NERDS, AND GAWKERS

Renna Media is putting a call out to the Geeks among us to appear on their podcast *Mind Your Own Local Business*. The show will showcase local businesses and people who are starting or growing a business, especially those in creative fields or doing something they have a passion for. Owner, Joe Renna, started his business in 1984 as a graphic designer that grew his studio into a marketing and advertising company. Now, along with his wife Tina, publishes 21 community monthly newspapers mailing out 135,000 to every home and business.

Joe says "I started my business right out of college and thought I would get a job if it didn't work out. It's been thirty five years and I never looked back. I thank all those who mentored me along the way, experienced business owners who were generous with their time and taught me best practices in running a businesses and the pitfalls to look out for."

As a way of paying it forward, Joe offers business and advertising advice to local business. This service is the focus of a new YouTube show. Joe Renna's Hyper Local Network is the YouTube Channel of Renna Media. *Mind Your Own Local Business* is the prime show. Its first episode will feature Katya Stec of Clark, New Jersey who launched her production company All Ages of Geek. Katya has teamed up with Renna Media made her platform, with over 100,000 subscribers, available to Renna Media advertisers and organizations.

Renna Media is recruiting businesses to participate. If you're a Geek or just Geek curious, a variety of advertising opportunities exist, from product placement to fully customized shows. All online advertisers will also be featured in the *Mind Your Own Local Business* column in 135,000 newspapers!

To learn more call Joe Renna at 908-447-1295 or email him at [joerenna@rennamedia.com](mailto:joerenna@rennamedia.com).



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## KATYA STEC LAUNCHES ALL AGES OF GEEK

Geek culture knows no bounds. It crosses every social barrier and unites an eclectic group of people who share specific interests. The label, which usually is thrust upon a person, is now worn with pride. Geeks who historically existed at the fringes of the pop culture are now mainstream. Their ranks are filled with regular folks. And the nerds of the baby boomer generation have joined the ranks.

The internet has given rise to a secret society. The image of a nerd playing video games in his parents' basement has been shattered. Geeks are among the masses, living, working, and playing next to regular folk. All Ages of Geek is a multimedia production company that speaks to them.

Katya Stec is a self-proclaimed geek from Clark, New Jersey who formed All Ages of Geek in 2019, with the core focus of producing content in tandem with the geek culture. She has been creating videos for eight years and has over 700 episodes posted on her website and on YouTube. She now has over 100,000 subscribers clocking over 20 million views!

Katya, who is a talented voice over artist and writer, is a product of home schooling where she was able to cultivate her interests. Now, at 26 years old, she has a career, doing what she loves.

Throughout 2020 All Ages of Geek will be traveling to several geek culture events, conventions, and expos. They aim at making some of the best high-quality content. At the same time, mass awareness and promotion campaigns would be in swing to set the base for their big launch in January 2021.

Katya has built a team of talented, creative fans who work together in producing podcasts and shows. All Ages of Geek has an article section on their website titled "This Just In." Their writers, who are from all parts of the world, submit weekly articles covering geek

culture events, topics and all forms of creativity.

Currently, they are also producing several video series and podcasts. The company is hopeful of churning out some of the best content and gathering a good base of loyal fans that would engage with the whole community and keep sharing their content to help them amass even more views, exposure, and popularity.

Katya says "Geek culture is what brings the world together. Despite our differences in race, religion, sexuality, and background. One thing is certain about geek culture, it unites us. All Ages of Geek's mission isn't just to entertain; it's to unite the geeks of all ages as part of an interactive community."

The company has a strong interactive community on YouTube and Twitch. The sense of community is both important and powerful and it does wonders when it comes to promoting the firm in the long run.

Their content spans different genres and caters to kids and adults alike. No doubt, if their vision manages to take the due shape, they are likely to become a massive hit among people, especially anime, video games and Dungeons and Dragons fans alike who would finally feel like they too truly belong.

All Ages of Geek has plenty of free content but viewers can access a lot more features by becoming paid members on Patreon or Twitch. They have over 300 members to date with a goal of 1,000 by 2021. They offer advertising opportunities, and their production team can produce original content for businesses and organizations.

To learn more about All Ages of Geek visit: [allagesofgeek.com/](http://allagesofgeek.com/)

Email-id: [pr@allagesofgeek.com](mailto:pr@allagesofgeek.com)

Website: <https://allagesofgeek.com>



(above) Katya Stec on set in her home studio in Clark, New Jersey, where she produces shows for her All Ages of Geek broadcasts. Photo by Tatiana Szewczuk.

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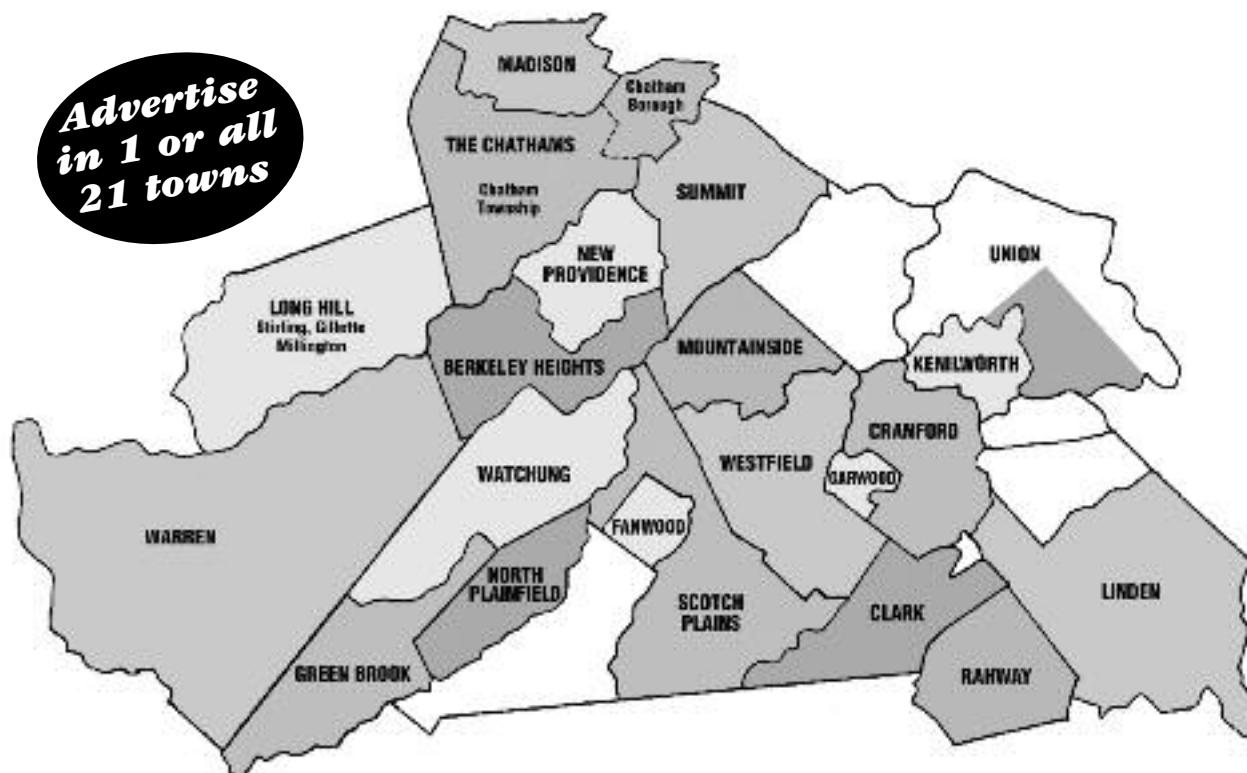
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**tinarena@rennamedia.com**

**Joe Renna 908-447-1295**  
**joerenna@rennamedia.com**

**202 Walnut Avenue**  
**Cranford, NJ 07016**  
**info@rennamedia.com**

**Advertise**  
**in 1 or all**  
**21 towns**



**Qty: 4,800**  
 Mailed to every  
 home and business.  
**Zip: 07922**



**Qty: 7,400**  
 Mailed to every  
 home and business.  
**Zip: 07928**



**Qty: 6,700**  
 Mailed to every  
 home and business.  
**Zip: 07066**



**Qty: 9,800**  
 Mailed to every  
 home and business.  
**Zip: 07016**



**Qty: 3,000**  
 Mailed to every  
 home and business.  
**Zip: 07023**



**Qty: 2,200**  
 Mailed to every  
 home and business.  
**Zip: 07027**



**Qty: 3,000**  
 Mailed to every  
 home and business.  
**Zip: 08812**



**Qty: 3,600**  
 Mailed to every  
 home and business.  
**Zip: 07033**



**Qty: 17,400**  
 Mailed to every  
 home and business.  
**Zip: 07036**



**Qty: 3,600**  
 Mailed to every home  
 and business in Gillette,  
 Millington and Stirling.  
**Zips: 07933,  
 07946, 07980**



**Qty: 6,300**  
 Mailed to every  
 home and business.  
**Zip: 07940**



**Qty: 2,900**  
 Mailed to every  
 home and business.  
**Zip: 07092**



**Qty: 4,900**  
 Mailed to every  
 home and business.  
**Zip: 07974**



**Qty: 8,300**  
 Mailed to every  
 home and business.  
**Zips: 07060,  
 07062, 07063**



**Qty: 12,400**  
 Mailed to every  
 home and business.  
**Zip: 07065**



**Qty: 9,600**  
 Mailed to every  
 home and business.  
**Zip: 07076**



**Qty: 9,600**  
 Mailed to every  
 home and business.  
**Zip: 07901**



**Qty: 5,500**  
 5,000 mailed to  
 homes and businesses.  
**Zip: 07083**



**Qty: 6,200**  
 Mailed to every  
 home and business.  
**Zip: 07059**



**Qty: 2,800**  
 Mailed to every  
 home and business.  
**Zip: 07069**



**Qty: 11,800**  
 Mailed to every  
 home and business.  
**Zip: 07090**

**NEWSPAPER AD RATES**

Rates are per month. Artwork included in price.  
 Newspapers are black on white.

Units	Size	RATE FOR ANY 1 NEWSPAPER	RATE FOR ANY 3 NEWSPAPERS	RATE FOR ANY 6 NEWSPAPERS	RATE FOR ANY 9 NEWSPAPERS	RATE FOR ANY 12 NEWSPAPERS	RATE FOR ANY 15 NEWSPAPERS	RATE FOR ANY 18 NEWSPAPERS	RATE FOR ALL 21 NEWSPAPERS
<b>1 Unit (Business card)</b>	3.25" x 2"	<b>\$60</b>	<b>\$150</b>	<b>\$250</b>	<b>\$350</b>	<b>\$400</b>	<b>\$450</b>	<b>\$500</b>	<b>\$550</b>
<b>2 Units</b>	6.5" x 2" or 3.25" x 4"	<b>\$100</b>	<b>\$250</b>	<b>\$400</b>	<b>\$500</b>	<b>\$600</b>	<b>\$700</b>	<b>\$800</b>	<b>\$900</b>
<b>4 Units</b>	3.25" x 8" or 6.5" x 4"	<b>\$180</b>	<b>\$450</b>	<b>\$700</b>	<b>\$900</b>	<b>\$1100</b>	<b>\$1300</b>	<b>\$1500</b>	<b>\$1700</b>
<b>6 Units</b>	6.5" x 6.25" or 10" x 4"	<b>\$240</b>	<b>\$600</b>	<b>\$900</b>	<b>\$1200</b>	<b>\$1400</b>	<b>\$1600</b>	<b>\$1800</b>	<b>\$2000</b>
<b>9 HALF PAGE</b>	6.5" x 9" or 10" x 7"	<b>\$320</b>	<b>\$800</b>	<b>\$1000</b>	<b>\$1300</b>	<b>\$1600</b>	<b>\$1900</b>	<b>\$2200</b>	<b>\$2400</b>
<b>12 Units</b>	10" x 8"	<b>\$360</b>	<b>\$900</b>	<b>\$1200</b>	<b>\$1500</b>	<b>\$1800</b>	<b>\$2100</b>	<b>\$2400</b>	<b>\$2700</b>
<b>18 FULL PAGE</b>	10" x 14"	<b>\$400</b>	<b>\$1000</b>	<b>\$1400</b>	<b>\$1800</b>	<b>\$2200</b>	<b>\$2500</b>	<b>\$2800</b>	<b>\$3000</b>
<b>2 PAGE SPREAD</b>	21" x 14"	<b>\$700</b>							
<b>BACK PAGE</b>	10" x 14"	<b>\$500</b>							
<b>FRONT PAGE BANNER</b>	8.25" x 2"	<b>\$320</b>							
<b>FRONT PAGE BOX</b>	1.5" x 4.5"	<b>\$240</b>							

**PREPAY FOR 6 MONTHS AND GET 1 FREE**

Make Checks payable to Renna Media, 202 Walnut Avenue, Cranford, NJ 07016

**Visit RennaMedia.com for online publications.**  
**Photo albums, video and advertising opportunities.**

Back cover, front page banner and front box reserved on first come,  
 first served basis. Current advertiser has right of first refusal.

## LATEST "MIND YOUR OWN LOCAL BUSINESS" SHOWS

on Joe Renna's Hyper Local Network on YouTube



See how businesses and organizations are getting by during the Covid-19 crisis on Joe Renna's Hyper Local Network on YouTube.

## RENNA MEDIA COLLABORATES WITH ALL AGES OF GEEK

Katya Stec reached out to Joe Renna of Renna Media when she was a teen exploring opportunities to express her creativity in his newspapers. Renna Media publishes twenty-one community newspapers and has an active web presence and social media network. Through the years, Katya has developed her own online media production platform and made her service available to Renna Media's readership and advertisers.

Renna Media has been in business since 1984. The focus of its publications is to promote community service organizations to a hyper-local market. Joe and his wife Tina deliver marketing, advertising and publishing services to local businesses and organizations, in-print and on line. They have joined forces with NJlocalinfo.com to offer website, SEO and social media services. By collaborating with All Ages of Geek they are able to offer video production and hosting.

Joe admits he has Geeky tendencies and shared "I have many Geeks among the folks I deal with on a day to day basis. The Geek culture is prevalent and is revealed when you get to know colleagues on a personal level. It would be fun to showcase businesses and people in my newspaper and in video. It is a great marketing tool and an ice breaker to connect businesses to like-minded customers."

Renna Media and All Ages of Geek has developed a simple inexpensive menu of production services for businesses to make a foray into online marketing. The all inclusive packages are:

- Product placement \$250
- 30 second commercial \$500
- 3 minute spot \$1,000
- 30 minute show \$1,500
- 3 hour shoot - \$2,000

All videos will also be blasted through the extensive social media network and the business will be featured in the newspapers, driving readers to the websites. The approach follows the model of Renna Media's newspapers: Delivering hometown community service news to a hyper-local audience, at affordable rates.

Businesses or organizations who would like more information or help with their marketing plans can call Joe Renna at 908-447-1295.

Email [joerenna@rennamedia.com](mailto:joerenna@rennamedia.com)

Visit: [RennaMedia.com](http://RennaMedia.com)

[NJlocalinfo.com](http://NJlocalinfo.com)

[AllAgesofGeek.com](http://AllAgesofGeek.com)

or find and like us on [FaceBook.com](https://www.facebook.com)

**RENNA  
MEDIA  
.COM**

**Stay Strong...Stay Healthy  
A Little Help for Businesses  
Going Through a Tough Time.**

**PLACE AN AD  
FOR FREE ON  
NJLOCALINFO.COM**

**NJLocalInfo.com**

Businesses are suffering substantial economic injury as a result of the Coronavirus crisis. Many have to change the way they do business. This is an open invite to post a FREE ad or press release on [NJLOCALINFO.COM](http://NJLOCALINFO.COM).

**This is an easy, DO-IT-YOURSELF website.**

Register one time for free in three easy steps. and post your ads.

1) Hit like to "Create Account" in nav bar in [NJLOCALINFO.COM](http://NJLOCALINFO.COM)

2) Enter a "User Name" (one word) and Email address

3) Create password as per instructions

Use "Post an Ad" link and use the user interface to create an ad page.

Follow four steps to upload text and images.

**Use discount code "RELIEF" at checkout for zero charge.**

**Classified ad options include:**

- Up to 500 words
- Upload up to five images, up to 500KB each
- Up to 10 key words
- Links to YouTube videos and other websites
- Choose start and end date
- Choose from dozens of search classifications.
- Sharable web page
- Add Google Maps link
- Each ad includes a unique email address keeping your address private

Live Tracking!

Each ad has a live view counter showing daily and total visits.



**INCREASED VISIBILITY.**

We help people find your ad by cross-posting to several social media sites and by indexing in search engines.  
[facebook.com/NJLocalinfo](https://facebook.com/NJLocalinfo) • [facebook.com/RennaMedia](https://facebook.com/RennaMedia)

## WEBSITE / SEO SERVICES

- **Website Audit/Analysis and recommendation plan: \$250**
- **Website creation/update: \$2,400 (Cost for average website: 12 pages, contact form, SEO friendly, responsive design)**
- **Website Hosting: \$300 per year**  
Includes website hosting, software updates, monthly website content updates
- **SEO Services - average cost \$1,000 - \$2,000 per month**  
Custom tailored solutions: Google Ranking, Local SEO, Social Marketing
- **Blast your online ad or press release to a targeted market \$100**
- **National Press Release Distribution to 300 to 500 news outlets.**  
Budget choice from \$300 to \$500.

**CONTACT JOE FOR DETAILS 908-447-1295**

**[joerenna@rennamedia.com](mailto:joerenna@rennamedia.com)**

**Visit [RennaMedia.com](http://RennaMedia.com) or [NJLocalInfo.com](http://NJLocalInfo.com)**



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*We are the Gerckens Family, lifelong area residents. We love older homes and **where others see “tear downs,” we see “diamonds in the rough.”** So we may **pay more**, and **never destroy—only enhance**—your home after the sale.*

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