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Issue 58 • June 2020

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FANWOOD OBSERVES MEMORIAL DAY VIRTUALLY

This year the public was asked to respect social distancing due to the Covid-19 pandemic restrictions and participate in Memorial Day observances by watching at home on Fanwood TV and on the Fanwood, NJ Facebook page. A Memorial Day Remembrance Ceremony was held at the Library at 9 a.m. It included a wreath laying ceremony. At 3 p.m. residents were asked to join to pay tribute through a nation-wide moment of silence while the Fanwood and Scotch Plains churches tolled their bells in recognition of the sacrifice of all of our fallen heroes.

Memorial Day weekend activities included Hometown Hero Banners of current and veteran members of the military being hung on Martine and South Avenues.

There is a Gold Star tribute to the 14 Fanwoodians who have made the ultimate sacrifice. Twelve of these 14 soldiers have streets in Fanwood named in their honor. A Gold Star Tribute video, and a virtual concert with performances by Fanwood residents was played on Fanwood TV and can be found on Fanwood, NJ Facebook page. The Memorial Day Committee has developed a map for the Gold Star Tribute. The map traces the route among all of the twelve streets in Fanwood that are named after fallen service members. Each street sign now has a gold star. The Committee also placed a placard with a history of the fallen at the base of the street sign.

Photos by Fanwood Borough



(above) A Memorial Day Remembrance Ceremony was held at the Library including a wreath laying ceremony.

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ECRWSS



(above) Major Patrick Moore with Wife Michele, Mayor Mahr, and family, upon his surprise return from deployment earlier this year. A Fanwood police escort delivered the Major to School One for the emotional reunion. We are proud to have this military family call Fanwood home and salute Bronze Star medalist, Major Moore, for his continuing dedication to keeping America safe.



(above) Mayor Mahr with placards depicting the history of Fanwood's fallen heroes.

A list of Fanwood service members who made the ultimate sacrifice appears on page 2.

*****ECRWSEDDM*****
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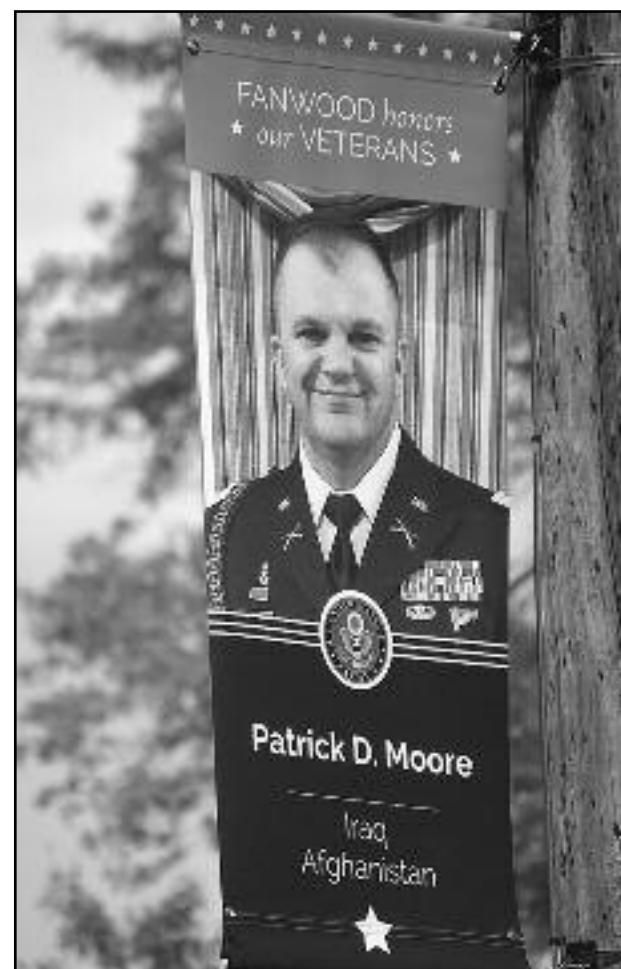
Community service organizations, schools and sports teams are encouraged to submit news of upcoming events or highlights and photos from recent events.

Organizations who are interested in submitting content, please email

editor@rennamedia.com

FANWOOD SERVICE MEMBERS WHO MADE THE ULTIMATE SACRIFICE

- William J. Brohm Second Lieutenant, US Army
- Charles S. Burns III Captain, US Army
- Eugene W. Hendricks Staff Sergeant, United States Air Force
- Edward M. Klaniecki Specialist Four, US Army
- Hugh MacLennan Warrant Officer Class II, Royal Canadian Airforce
- Donald E. Vinton Petty Officer, Third Class, US Navy
- John T. MacDermott Second Lieutenant, US Army
- Theodore F. Ginder Private, US Army
- Walter R. Stewart Staff Sergeant, US Armed Air Force
- Edward Stagaard Sergeant, US Army
- Ernst Ashworth Petty Officer, First Class, US Navy Reserve
- Richard W. Gere Petty Officer, Third Class, US Navy
- John J. Rau Second Lieutenant, US Army
- Robert H. Wood Corporal, US Marine Corps



*(above) Hometown Hero banner
Major Patrick Moore*

FANWOOD RECREATION OFFERING SUMMER CAMP ONLINE

Fanwood Recreation will offer an online summer camp. For all the Harry Potter fans and creative kids out there, registration is now open for 'World of Wizardry Camp!' This camp has sold out every summer for the last several years

when it was offered in person, and the same thing is expected to happen online. Space is limited, so if you have a student of the magical arts in your house between the ages of 8 and 13, don't delay—register today!

For more information about other online summer camp offerings, and to register for this camp, please go to fanwoodrecreation.org.

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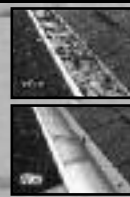
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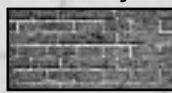
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AN IMPORTANT MESSAGE FROM THE FANWOOD POLICE DEPARTMENT

Grandparent scams have been around for a long time. However, scammers are coming up with a new twist based on the coronavirus. COVID-19 grandparent scams are playing on the fears many people have right now, that they might lose a loved one.

WHO IS IT TARGETING:

Phone and email users.

WHAT IS IT:

A grandparent scam is a phishing scam that claims your family member is in trouble.

WHAT ARE THEY AFTER:

Scammers are posing as grandchildren who claim they are sick and need money to pay their hospital bills or a loved one is in prison and needs to be bailed out. The information is easily

gleaned from social media accounts, giving the caller a name that the person knows to use in their scam. In the current times of the coronavirus, COVID-19 grandparent scams can be particularly compelling.

HOW YOU CAN AVOID IT:

- Never make a payment over the phone to anyone you do not know or were not expecting to hear from.
- Resist the urge to act immediately, no matter how dramatic the story is.
- If you receive a call like one of these, say that you have to go to the store or bank to secure the money and have them call you back; during that time contact Fanwood Police Department at (908) 322-5000.

POLICE DEPARTMENT COLLECTING FOOD AND TOILETRIES

In a collaborative effort to replenish the local Food Banks, Fanwood Police Chief Richard Trigo and Scotch Plains Police Chief Ted Conley have joined together and have set up food collections sites at their respective police departments.

The police department is accepting any of the following:

Vegetables, Potatoes, Jelly, Peanut Butter, Pasta, Pasta Sauce, Tuna Fish, Coffee, Canned Fruits, Snacks, Cake Mix, Mac and Cheese, Full-Size Toiletries, Soap, and Toilet Paper.

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KNIGHTS OF COLUMBUS SUPPORTS STRUGGLING FOOD PANTRIES

The Knights of Columbus recently donated \$50,000 to Catholic Charities of the Archdiocese of Newark, one in a series of donations to food banks and food distribution programs totaling \$1 million across 18 U.S. cities, part of their Order's efforts to help those in need during the coronavirus (COVID-19) pandemic.

One of New Jersey's oldest and largest social service agencies, Catholic Charities of the Archdiocese of Newark helps over 60,000 individuals and families each year to improve the quality of their lives and enhance their self-worth and dignity. The donation from the Knights of Columbus will be used to purchase food to be distributed to Catholic Charities' Emergency Food and Nutrition Network, a program that coordinates the bulk food collection and distribution through a network of 80 volunteer-run food pantries and shelters throughout the Archdiocese. This donation comes at a vital time, as many of the food pantries are reporting an increase in demand. With these funds, Catholic Charities will be able to purchase food in bulk and distribute the packages to food pantries throughout the Archdiocese of Newark, and will provide over 8,600 households with approximately 36,000 meals.

According to John Westervelt, Chief Executive Officer of Catholic Charities, "We are grateful to the Knights of Columbus for this most generous donation. As the days go by, more and more families are going without pay. We anticipate that the demand at food pantries will only keep increasing, and from people who might never have sought out help from a food pantry before. This donation is a true blessing for people in need during the coronavirus pandemic."

ABOUT CATHOLIC CHARITIES OF THE ARCHDIOCESE OF NEWARK

Tracing its roots to 1903, Catholic Charities of the Archdiocese of Newark is a not-for-profit social service agency of the Roman Catholic Church within the Archdiocese of Newark. As one of New Jersey's oldest and largest agencies, Catholic Charities serves over 60,000 individuals and families each year in over 87 programs. Catholic Charities as a ministry of the Archdiocese of Newark participates in the Church's social mission by recognizing the inherent dignity and worth of all people and responding with sincere

Christian compassion to the corporeal needs of the poor and marginalized. The service of Catholic Charities is inspired by faith in Jesus Christ, Sacred Scripture, and the continuing exposition of Catholic social teaching. Through these activities, Catholic Charities strives to assist individuals in need, strengthen families, and provide those it serves with an experience of God's mercy. Catholic Charities' programs provide shelters for the homeless, food to the impoverished; care for the elderly and mentally ill, and education to children with developmental disabilities. Catholic Charities is a concrete illustration of the Church's commitment to ease suffering and bring social justice and hope to all, without regard to religion, race or culture. Last year, the Emergency Food and Nutrition Network provided over 164,000 pounds of food to over 27,000 households.

For more information about Catholic Charities or naming opportunities, please contact Catholic Charities at (973) 596-4100, or visit our website at www.ccannj.org for more information.



(above, l-r) Catholic Charities staff including John Westervelt, Chief Executive Officer; Sharon Reilly-Tobin, Director of Volunteer Services; John Blomquist, Esq. General Counsel & Chief Administrator of Human Resources, and, Elizabeth McClendon, Associate Executive Director

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IT TAKES A VILLAGE SERVING THOSE WHO HAVE SERVED OUR COUNTRY



Submitted by Susan Baldani

There is something remarkable happening in Scotch Plains and Fanwood right now. These two communities have come together like never before to help feed the over 100 veterans at Valley Brook Village. What started off as a one-time request for food has turned into a recurring outpouring of love and respect.

The residents and business owners of these two towns have consistently been extremely supportive of Friends of Valley Brook, an organization that assists previously homeless veterans living at Valley Brook on the VA campus at Lyons. Containers can often be seen in delis, pizzerias, butcher shops, barber shops, pet food stores and other establishments in these towns, and donations have always been generous. Business owners who collect this money give back 100% of these donations in the form of food, products or services. Every cent donated is used to help our veterans, and many of these business owners give back even more than collected. Money is never handled by FOVB volunteers; all donations go directly to the small businesses that support its causes.

Now, however, due to Covid 19, patrons are no longer allowed into the stores and therefore do not have the ability to donate in this way. Unfortunately, this is also the time when the veterans are in greatest need. Since many don't have transportation, they have always relied on weekly van excursions to supermarkets. These trips have been temporarily discontinued due to the virus. To make things even more dire, many of these veterans are also now out of work. These combined events created a scarcity of food for these brave men and women.

When the founder of Friends of Valley Brook, Steve Hackenberg, approached a local Realtor, Maria Ackerman (whose entire family was already actively involved with the organization) for help with feeding the veterans, an amazing phenomenon was born.

Maria put out the word and set up a table in her driveway for people to drop off donations on Tuesdays by 4:00 p.m. Within a week, over 200

meals were picked up and distributed at Valley Brook Village.

The second week, an additional day (Friday) was designated for drop offs. Before long, there was a line of cars outside Maria's house on Mountain Avenue in Scotch Plains. Many of the meals and desserts were homemade, and some were also donated by restaurants, including one in Cranford. People also selflessly donated hard-to-find items such as paper towels, toilet paper and home-made masks. Since Friends of Valley Brook also includes the Help Vets Pets program, people dropped off cat litter and dog and cat food as well.

To ensure everyone's safety, everything is done while practicing social distancing. Along with the adults taking part in this remarkable undertaking, many local teenagers are also volunteering their time. They help pack up individual meals in their homes, and then load them into the vehicles making the deliveries. Some even take part in handing out the food to the veterans. Seeing the gratitude on the veterans' faces is one of the greatest rewards for all their hard work.

The veterans at Valley Brook Village are overwhelmed with the outpouring of love and support, and appreciate everyone involved, from those who spend hours cooking, to those buying supplies, to the people and the restaurants who so generously donate. They are also thankful to the volunteers who transport it all to their facility.

To find out how you can get involved, go to the Friends of Valley Brook Facebook page.

"THANK YOU again for a delicious meal for me and my fellow Valley Brook Village residents!! We just finished up the meals from the other day and some were wondering, 'NOW what do we do?' And lo and behold, here comes Hackenberg and Co. with more food!!! We don't have the words to be able to thank you enough. God bless you and everyone involvedSemper Fidelis (always faithful.)"

- Dave Merchant, U.S. Marine, and Valley Brook Village resident.

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VIRTUAL FARMER'S MARKET IN WESTFIELD

Submitted by Gene Jannotti, CEO - GWACC

The Greater Westfield Area Chamber of Commerce (GWACC) organized the first Virtual Farmer's Market at the North Avenue Train Station Parking lot in Westfield on Saturday, May 3, 2020 and will continue with deliveries every Saturday morning. The Governor's March 21, 2020 Executive Order explicitly cited Farmer's Markets as essential businesses and this new-look Farmer's Market offers a combination of online shopping and weekly pick up to keep shoppers connected with local farmers and producers.

Customers can place their online orders all week until 11:59 p.m. on Thursday night. Each vendor will prepare and package the individual orders on Friday and bring them to the market on Saturday morning. The vendors will place the purchases in your car trunk at a scheduled time slot arranged alphabetically by last name starting at 10 am and completing by 12 noon. Pick up is by car only. If you don't have a car, please ask a friend to retrieve your order. Car windows should remain closed while in the market area. Nothing is available for purchase at the market and all orders must be placed online by Thursday night. The volunteer market managers are Chris and Lisa Devine and they have worked many hours to make this Virtual Farmer's Market a reality.

At this writing the Virtual Market is averaging over 200 customer orders each week and continues to grow. All social distancing protocols are followed. The vendors and volunteers directing traffic have appropriate face coverings

as the purchases are loaded into car trunks by the vendors.

To begin the ordering process, please go to the GWACC website, gwaccnj.com/farmers-market and click on "Place Your Order Here". There are a wide variety of products currently available and additional products and suppliers will be added each week. The current market vendors are Clifford Family Farm, Donaldson's Farm, Old Village Farm, Goat Hill Farm, Reason's Wine and La Bon Bake Shop. Additional vendors are expected to be included each week.

If you have any questions, please contact the GWACC office by email at info@gwaccnj.com.

For 71 years, the Greater Westfield Area Chamber of Commerce (GWACC) has been connecting commerce and community. The GWACC promotes the economic prosperity of businesses primarily in Fanwood, Garwood, Mountainside, Scotch Plains and Westfield. It is the largest association of businesses and nonprofits in our area. Members include business owners, professionals, managers and operators. Membership cultivates the opportunity to build relationships, partner, make referrals, increase business, attend lunch and learns, and support the community.

For more information about the GWACC, visit gwaccnj.com. Our office remains closed during the pandemic but you are welcome to call the office at 908-233-3021 and leave a message. A member of the staff will return your call. For any additional information regarding the GWACC Foundation, please contact the Chamber Office.



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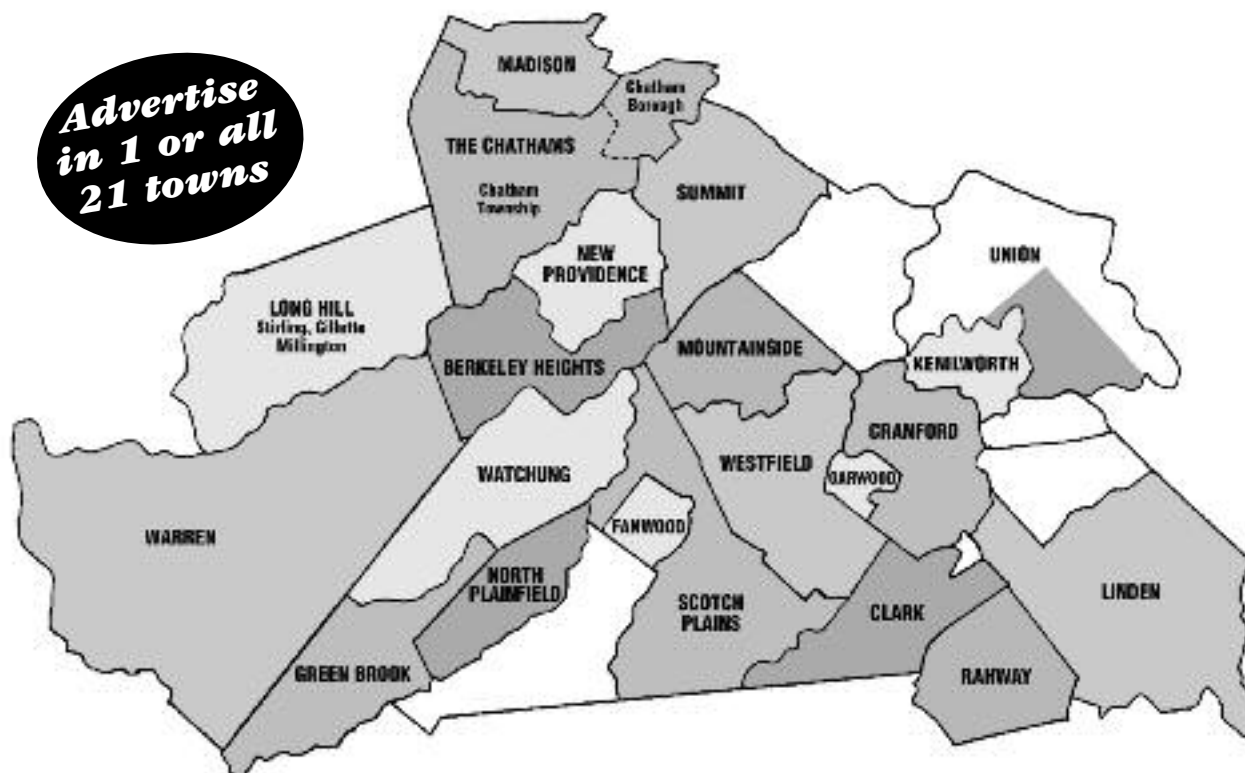
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NEWSPAPER AD RATES

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

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Howdy Partners!

Online Marketing is like the Wild West

Too many carpetbaggers are exploiting business owners, making empty promises that don't materialize.

Too many businesses are stuck in contracts with no return on investments, no way to check if the work is getting done, and needing to invest more to make things right.

The following is a guide to Renna Media services and costs that you can compare to your present provider.

I highly recommend doing an independent audit of your website!

Contact Walter Watson at walter@www-online-enterprises.com

He does a great job analysing and making recommendations.

It is only \$250 and can save you time, money and headaches.

Thank you. - Joe Renna

Full Service Online Marketing



Online Marketing Items

- Website ads and Social Media Posts, Classified ads\$20 per item
- Special bulk price.....Block of 20 items \$100
Including: Press releases / Classified Ads
Web Page / Calendar Event / Monthly Banner ads

Extra Boost:

- Blast your online ad or press release to a targeted market:\$100
- National Press Release Distribution
to 300 to 500 news outletsBudget choice from \$300 to \$500.

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

Video advertising

Production:

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

Do not commit to a service unless you have a solid marketing plan and budget.

Your plan should work on paper before you spend dime one. Don't waste money just trying something. There is no magic bullet.
Call Joe for a free consultation.

Call Joe Renna 908-447-1295
Email: JoeRenna@RennaMedia.com

Check out Joe Renna's Hyper Local Network on You Tube. Call 908-447-1295 if you want your business featured on line and in print. See sample show below.



JENNIFER ALARCON - THE INSPIRATION BEHIND MEXICAN SPICE

I was born and raised in Mexico City, and now a happy resident of Chatham NJ for the last 13 years, I have searched for what I would call authentic and delicious Mexican food. Disappointed with my local findings, I decided to start my own little catering business to my friends and neighbors.

Business took off amazingly! In a matter of 3 years I went from making Salsa Verde in my own kitchen, to setting up a commercial kitchen, growing the team (or better said, building a team), participating in local Farmers Markets and catering countless events and parties.

We are now at two brick-and-mortar locations, and have exciting plans for continuing to grow.

Oh and did I mention the super-chic-amazing-fun-classy-fabulous Food Truck? Mexican Spice has a Food Truck which is the cutest little thing and we take it around New Jersey to cater special events like birthdays, weddings, and of course, to the local Food Truck Festivals.

I am passionate about the Mexican culture, the infinite flavors, colors and traditions, and I love that I am able to share "A little taste of Mexico" with the community.

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Prices
per yard

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Red Dyed.....\$32

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QP\$36

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3/4 Red Stone\$70

3/4 Goose Egg\$94

1 1/2-3 Goose Egg.....\$98

3/4 Arctic White.....\$94

3/8 Riverbed / Pea Gravel.....\$60

1 Riverbed\$68

1 1/2-3 Riverbed.....\$76

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