

# CRANFORD MONTHLY<sub>NJ</sub>

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## GIRLS SCOUTS AMBASSADORS BRIDGE TO THE FUTURE

Submitted by Kerry Rokicki

The Girl Scouts of Cranford (Service Unit 48) recently honored the commitment and service of 22 Ambassador Girl Scouts who are concluding their scouting careers as they graduate from high school. A Girl Scout Ambassador is the sixth level in Girl Scouts and is open to girls in grades 11 and 12. Although social distancing guidelines prevented the girls from gathering in person, an online recognition program was held with the seniors and their volunteer leaders. For most in the group, this year was the conclusion of 12 or 13 years in Girl Scouts. Many were also recipients of Bronze and Silver Awards, two of the highest awards offered by Girl Scouts USA.

Three of the seniors were also awarded scholarships of \$500 each for their distinguished and exemplary service. The Girl Scouts of Cranford Scholarship Recipients for 2020 are Julia Butka, Rebecca Gathercole and Desiree Santos. Julia Butka will attend Rutgers University in the fall to study nursing. Rebecca Gathercole will attend Ramapo College to study communication arts, and Desiree Santos will study at Savannah College of Art and Design (SCAD) to pursue a bachelor of fine arts in animation.

“This is a unique group. Regrettably, you’ve missed out on a lot of things this year, like prom and other senior year traditions, but we could not let this milestone pass uncelebrated,” Elayna Torsone, manager of Service Unit 48, told the group. “You girls are an example for all our Girl Scouts in town. With the foundation of your families, the town of Cranford and Girl Scouts, I think you are all going to knock it out of the park in your next steps and new adventures.”

Torsone noted that it was not only a milestone for the seniors, but for their families and volunteer troop leaders as well.

“This has been such a rewarding experience,” commented Terry Gathercole, leader of Troop 40073. “We’ve watched these little girls grow up into the awesome young women they are today. They are an accomplished group and we can’t wait to see what the future holds for them.”

The graduating Ambassador scouts bridging to adulthood are listed here along with their post scholastic plans:



(above) Scholarship Recipient Rebecca Gathercole will attend Ramapo College to study communication arts.



(above) Girl Scouts of Cranford Scholarship Recipient Julia Butka will attend Rutgers University in the fall to study nursing.



(above) Scholarship Recipient Desiree Santos will study at Savannah College of Art and Design (SCAD) to pursue a bachelor of fine arts in animation.

**Troop 40050:** Marina Nunziato (Scranton University), Paige Brogan (University of Rhode Island), Morgan Reitzel (Rowan University), Maia Pryor (Union County College), Alexis Lahrheim (Quinnipiac University), Laurel Teel (Gettysburg College), Grace Power (Siena College), Amanda Espasa (University of West Virginia)

**Leaders:** Kathryn Teel and Kim Reitzel

**Troop 40073:** Victoria Lima (Penn State University), Isabelle Hunt (Stevens Institute of Technology), Julia Butka (Rutgers University), Rebecca Gathercole (Ramapo College), Madison Weischadle (Union County College), Mikaylee Grohol (University of Vermont), Lucia Pizarro (Deep Springs College)

**Leaders:** Diane Butka and Terry Gathercole

**Troop 40113:** Kayla Haywood (Iona College), Ashleigh Cotter (University of Notre Dame), Desiree Santos (Savannah College of Art and Design), Gabriella McIver (Kean University), Kimberly Fonseca (Union County College), Caroline Pascal (New Jersey Institute of Technology)

**Leaders:** Nilda Haywood and Kristin Santos

**Troop 40229:** Grace Caldwell (Case Western Reserve University)

**Leader:** Anne Weisenfeis

The Girl Scouts of Cranford boasts over 1,139 Girl Scout Members in 71 troops and Juliette’s making it one of the largest non-profit organizations in town. The Cranford Service Unit is a part of the Girl Scouts Heart of New Jersey (GSHNJ) Council which is part of the Girl Scouts of the USA. If your family is interested in learning more about local Girl Scouts or to find out more information on the Girls Scouts of Cranford, please visit [cranfordgirlscouts.com](http://cranfordgirlscouts.com).



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## TODD SWEENEY OF CRANFORD FIRST AID SQUAD AWARDED SCHOLARSHIP

Todd Sweeney, a physician assistant student at Philadelphia University and volunteer at the Cranford First Aid Squad, has been awarded the Gail Lawrence Scholarship by the EMS Council of New Jersey.

The Gail Lawrence Scholarship is awarded to a single volunteer by the EMS Council. The recipient must be working toward an advanced degree in any medical field. The grant was established in memory of Lawrence, a mobile intensive care nurse, advanced practice nurse, and educator with Rutgers University.

Todd recently spent several weeks at Cranford First Aid, helping the organization and township by working as an EMT during the peak of the COVID-19 crisis. He said "Before I joined the Cranford First Aid Squad, I knew very little about medicine and the roles I'd be able to fill, both as an EMT and as a professional. I just wanted to help. My time at the squad during high school

gave me the foundations of knowledge and hands-on experience that I needed to thrive in my undergraduate coursework, but it also enabled me to give back. As I learned more each semester in college, I was able to apply what I learned, and lead by example within the squad when I returned on breaks. The Cranford First Aid Squad, and all the people in it, taught me the true meanings of community, responsibility, and leadership and I am excited to carry those things with me into my career as a physician assistant. "

Todd is now starting the clinical portion of his education as a physician assistant. He will be going to hospitals as far away as Louisiana for his direct patient experience in various medical disciplines such as pediatrics, primary care, general surgery and internal medicine.



*(above) Todd Sweeney recently spent several weeks at Cranford First Aid Squad, helping the organization and township by working as an EMT during the peak of the COVID-19 crisis.*



*(above) Todd Sweeney, physician assistant student at Philadelphia University and volunteer at the Cranford First Aid Squad.*

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# CRANFORD HIGH SCHOOL CLASS OF 2020 GRADUATES

**TO THE CLASS OF 2020,**

Twelve years ago we began our schooling unaware of the great lessons, experiences, and challenges that it would afford us. We have built bonds with one another that are irreplaceable. So, I think I speak for all of us when I say how difficult it is that we couldn't finish the last months of our high school years the way we had always hoped to. It's a bad hand that this class did not deserve—a class of brilliant, talented, and kind individuals. This pandemic has been an architect of adversity for nearly everyone in every facet of life, but for the class of 2020, it has taken away experiences that we will never be able to make up or relive. While we could easily let the negatives of our current situation hinder us, we

can just as easily find the positives.

I am a firm believer that out of hard times, strength and character are built. So, as a class what have we learned from this? I know that I have learned a few important lessons that I believe will resonate with all of us. First, I learned that you control only what you can: You can't change the weather, but you can change how you dress. Secondly, I learned that your situation is only as bad as you, and those around you make it. Next, appreciate what you have while you have it because nothing is guaranteed. I think that the last lesson will be easy to relate to for most of us. If we had known that our last real day of high school was March 12th, we probably wouldn't have taken for granted all of

the amazing things that walking through the doors of CHS gave us or talked at length about how bad we wanted to get out of there. Moving forward, we can either let the last few months of our high school career be a forlorn memory or a lesson that goes beyond the walls of the classroom.

Thank you all for being my classmates, teammates, but most importantly my friends. Growing with all of you has been an honor, truly. Good luck in the next chapter of your lives, and I wish you all the best. Godspeed.

*Liam Loughlin*  
*Cranford High School 2020 Class President*



*Justin Alpaugh-McLean*



*Jacob Anderson*



*Thomas Arch*



*Amy Arce*



*Brianna Arias-Baratto*



*Jehki Armstrong*



*Nicholas Assaf*



*Ryan Aszklar*



*Gabrielle Aubrey*



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*Nicholas Batista*



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*Emma Baumann*



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*Kristen Bellrose*



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*Caitlyn Bishop*



*Grace Bishop*



*Erin Blake*



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*Connor Blazek*



*Quinn Bobbitt*



*Jack Bowers*



*Paige Brogan*



*Alexis Brophy*



*Jada Brown*



*Lauren Brown*



*Genesis Brunton*



*Kevin Buckman*



*Tyler Burns*



*Carly Bush*



*Julia Butka*



*Grace Caldwell*



*Claire Callahan*



*Bofan Cao*



*Chloe Carracino*



*Gianna Carroll*



*Makayla Cartnick*

**Not Pictured:** Anthony Alfano, Ryan Baker, Nasim Broadnax, Genesis Brunton, Jameson Chang, Brianna DiGrado, Benjamin Helmstetter, Sarah Khan, Williams Marotta, Evan Nardone, David Pereira, Jacob Piloza, Deanna Rosa, Alexander Ruskulis, Martina Gianna Torretta, Gisel Smith.

# CRANFORD HIGH SCHOOL CLASS OF 2020 GRADUATES



*Madalyn Castle*



*Matthew Chan*



*Caitlin Chiodo*



*Jenna Cianciulli*



*Nelvia Clark*



*Autumn Clarke*



*Elizabeth Cohen*



*Aidan Cole*



*Alexandra Comas*



*Joshua Cooper*



*Mandara Corlett*



*Daniela Correia*



*Joseph Coyne*



*Sabrina Cuji-Tapia*



*Catarina Da Silva*



*Brittney Daddato*



*Alyssa Darling*



*Ariel Daryani*



*Madison Davison-Flynn*



*Paul DeBole*



*Anthony DeCostello*



*Joel Delgado*



*Nicholas Demcher*



*Charles DeSimone*



*Jack Devaney*



*Henry Devenny*



*Patrick Devlin*



*William Dewey*



*Jake DiClerico*



*Andrew Dinspechin*



*Ava DiRusso*



*Kayla Ducusin*



*Sabrina Duverglas*



*Amanda Espasa*



*Christian Esposito*



*Andrea Esquivel*



*Ava Estep*



*Mark Esteves*



*Caroline Ewing*



*Dylan Fahy*



*Michael Fanelli*



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*Sarah Fletcher*



*Colin Flynn*



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*Ava Gall*



*Claire Ganley*



*Jack Gard*



*Jack Garrison*



*Rebecca Gathercole*



*Alexander Gebert*



*Christopher Georgiou*

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Isabella Gomez



Roilan Gonzalez



Ryan Gormley



Colleen Gosselin



Sullivan Grace



Gabriel Graceffo



Mikaylee Grohol



Thomas Guydan



Jack Harris



Christopher  
Hecht



Abigayl Heller



Emma Horsch



Christian Hoy



Isabelle Hunt



Michael Hurban



Andrew Iacovano



Isabella  
Iacoviello



Brad Inglesby



Colin Jaros



John Jarosz



Claire Johnson



Isiah Johnstone



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Benjamin Jones



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Victoria Lima



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# CRANFORD HIGH SCHOOL CLASS OF 2020 GRADUATES



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*Brittney Malko*



*Dean Manfra*



*Kaylee Marchese*



*Jack Markham*



*Riley Martin*



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*Jaysiah Martinez*



*Anthony Massoni*



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*Shannon  
McCarthy*



*Jillian McGovern*



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Melchiorre*



*Emily Melise*



*Sofia Mena*



*Joseph Meola*



*Sean Merkel*



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*Michael Murphy*



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*Margaret Murray*



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*Kyle Podeszwa*



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*Maia Pryor*



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*Meghan Quinn*



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*Devin Quirin*



*Julia Ramirez*



*Ana Paula Ramos*

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Morgan Reitzel



Julianna Renna



Ella Rinaldi



Megan Robertson



Shannon Roman



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# CANCER SURVIVORS AND THEIR CAREGIVERS NEED YOUR SUPPORT

*Submitted by Ruthanne Brown, American Cancer Society (Northeast Division)  
Media & Publicity Senior Volunteer*

I'm a volunteer for the American Cancer Society, writing on behalf of cancer survivors and their caregivers. I write out of concern for this sector of the population because of the effect Covid-19 has had on them. Eleven percent of New Jersey's Covid fatalities have been individuals who were already battling cancer, then later contracted the virus. This pandemic has caused a myriad of obstacles for cancer patients who've been recently diagnosed or who require continued long-term care.

87% of cancer patients are experiencing disruptions in treatment and testing regimens. This crisis has made it difficult to maintain contact with health care providers, all of whom are overwhelmed and overworked at this point in time. Regular access to treatment is difficult to come by, which increases the probability for cancer cells to spread or even return in some patients. A number of research studies have been temporarily suspended; not a good thing when time is of the essence. All of this, plus the financial burden of paying health insurance premiums and medical co-pays is causing widespread anxiety for patients and caregivers alike.

We collectively, must stand together to protect our most vulnerable members of society. We

must make this a priority. We must NOT leave cancer patients behind.

I implore readers to make a contribution to the American Cancer Society. Over the past three months, gifts from donors have decreased dramatically. Many ACS fundraising events have been postponed or cancelled. However, please know we are ALWAYS here for you with cancer help and information when you need it. Call us ANYTIME day or night at 1-800-227-2345 or visit us on the web [www.cancer.org](http://www.cancer.org).

Your generous donations are graciously accepted to insure that cancer patients receive services they need NOW, and continue to have their needs met in the future.

We at the American Cancer Society are optimistically looking toward the future. Our dedicated volunteers are working on a safe social distancing plan so we may host community events soon. We are especially excited about "Bark For Life of Central NJ", our statewide Dog-Walk & Festival to raise funds and awareness in the fight against cancer.

Visit our webpage

[www.RelayForLife.org/BarkCentralNJ](http://www.RelayForLife.org/BarkCentralNJ)

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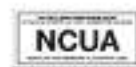
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Our ice cream truck will be getting around town to celebrate your success with complimentary ice cream for you and your families!

Please call or text Barbara Zeckman 908-418-3503 to schedule the ice cream truck to be at your home!

It's no surprise that many who live outside of the suburbs have accelerated their search to buy a home in a town like Cranford in pursuit of a new lifestyle. Schools are always a significant factor. The walkability of our community is a bonus! Homebuyers have never valued a backyard as much as they do now. And, with 1 or 2 people in the same house working from home these days, having extra rooms to do so is at a premium.

### **JUST LOOK AT THE CRANFORD NUMBERS....**

- As of the middle of June, there are 72 Cranford properties that are under contract! Many of these homes had multiple offers.
- There are only 24 single family homes for sale (a real supply shortage)  
It's a win/win for both buyers and sellers. Sale prices are good for sellers.
- Interest rates hovering around 3% is good for buyers.

### **REACH OUT TO BARBARA, DIANA OR LORYN FOR:**

- For Homebuyers: 8 Things Not to Do When Applying For A Mortgage
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# DR. PAUL TRUCHE RECEIVES HARVARD DEGREE

Dr. Paul Truche, a Cranford High School and Rutgers RW Johnson medical school graduate, received his Masters of Public Health degree from the TH Chan School of Public Health at Harvard University.

A Cranford native and Cranford First Aid Squad member, Truche became an EMT as a high school junior, and began responding to emergency medical calls. Truche said "We were very short-staffed at the First Aid Squad then, so I was able to ride as many shifts as I wanted. I practically lived at CFAS and went on hundreds of calls. I gained experience that very few high school students could get."

Dr. Truche, also a global surgery fellow at Harvard's Paul Farmer Global Surgery program, will return to complete his residency in general surgery at Robert Wood University Hospital.



## TWO CRANFORD DETECTIVES EARN TRAFFIC SAFETY SPECIALIST DESIGNATION

Detectives Steven D'Ambola and Shayne Temple of the Cranford Police Department received the Traffic Safety Specialist Leadership designation during the New Jersey Police Traffic Officers Association online event held on Wednesday, June 3, 2020. Detective D'Ambola was awarded Level 2 Traffic Safety Specialist, while Det. Temple was awarded Level 1.

The Traffic Safety Specialist (TSS) program was brought to New Jersey from Maryland, in order to recognize police officers who have attained notable experience, education, training, and proficiency in Highway Safety Enforcement methods and procedures.

Notably, Detective D'Ambola completed a comprehensive traffic study for the intersection of Commerce Drive and Jackson Drive in Cranford. Detective D'Ambola's study and modifications to the intersection resulted in a 91% reduction of motor vehicle crashes.

This Traffic Safety Specialist Leadership program was first piloted in NJ through the Ocean County Police Traffic Officers Association in February 2016. This year, thirty-two officers were awarded Level 1 Specialist, and five were awarded Level 2 Specialist statewide.

Both Detectives D'Ambola and Temple are assigned to the Cranford Police Department Traffic Bureau.



*(above) Detectives Steven D'Ambola and Shayne Temple with their Traffic Safety Specialist Leadership awards.*

Photo by Cranford Police Department

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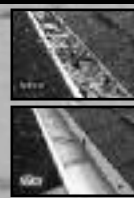
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(above) The Floraphile Garden Club of Cranford recently worked on beautifying the outside of the Cranford First Aid Squad.

## FLORAPHILE GARDEN CLUB BEAUTIFIES THE CRANFORD FIRST AID SQUAD

*Submitted by Jenna Doscher*

Members of the Floraphile Garden Club of Cranford recently helped to clean up and beautify the Cranford First Aid Squad. Founded in 1950, Floraphile has been an active and integral part of the Cranford community for 70 years. Currently, there are 26 members of all ages and gardening abilities. Community service is one of the core tenets of the group. Besides giving back to the First Aid Squad, members participate in the yearly clean-up and beautification of Girl Scout Park, Orange Ave. Pool and the Cranford Community Center. The Floraphiles have also offered horticultural therapy programs at the Atria of Cranford and have recently started hosting garden workshops for seniors through Cranford's Recreation & Parks Department.

Members also participate in monthly programs

on garden-related topics. This past year the club enjoyed a presentation on the Empress Josephine by Garden Historian Lesley Parness, fall container planting at Dreyer Farms and learned about the gardens of Northern California's Wine Country. In the spring, members take tours of various gardens around the state, like Presby Memorial Iris Garden in Montclair or Greenwood Gardens in Short Hills. The club also participates in many exciting, hands-on workshops. This past year, participants were instructed on how to make beautiful stained glass and cement stepping stones for their gardens. Some of these stepping stones were donated to the Cranford First Aid Squad.

If you are interested in learning more about the Floraphile Garden Club, please visit us on Facebook at [facebook.com/floraphilegardenclub](https://facebook.com/floraphilegardenclub).

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## MOBILE MEALS OF WESTFIELD RE-OPENS

Mobile Meals of Westfield re-opened on June 29 after the Corona Virus statewide shutdown. Following state and CDC guidelines for safety, Mobile Meals continues to provide lunches and dinners for those unable to provide meals for themselves. The organization serves the communities of Clark, Cranford, Fanwood, Garwood, Mountainside, Scotch Plains and Westfield.

All state and CDC protocols will be in place to ensure the safety of clients, staff and volunteers. Delivery will be to coolers at client homes rather than face-to-face.

For questions, or to receive the service or to volunteer, email [mobilemealswestfield@hotmail.com](mailto:mobilemealswestfield@hotmail.com), or call 908-233-6146, or visit the website at [mobilemealsofwestfield.org](http://mobilemealsofwestfield.org) where donations are accepted online.

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Mobile Meals serves a hot meal and an optional cold meal. The hot meal consists of soup and crackers, an entree of meat or fish, a vegetable and a starch, bread and butter, a dessert and a beverage (milk or juice). The cold meals consist of a sandwich, a dessert and a beverage.

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## CRANFORD BOY'S CAMP/CRANFORD WEST

Submitted by Vic Bary, Cranford Historical Society

With summer now at hand, it seemed time to write an article about Cranford Boy's Camp, which has been a longtime staple of Cranford summers.

Reverend Kenneth D. Martin arrived as Curate of Cranford's Trinity Episcopal Church in 1916 and was made Rector in 1918. Soon thereafter, he began taking its Boy Scout troop, which he oversaw, on annual two-week camping trips. Because he had to find an available camp site to rent, the dates of the trip and the camp site varied each year based on site availability. Sites in Rhode Island, Delaware, and New Jersey were used.

Wesley Stanger, who Martin had invited to join the continually enlarging troop, suggested that they search for a camp they might acquire so that the same site would be used each year. And thus begins the tale of the Cranford Boy's Camp.

A suitable camp site was found in 1925 at Silver Lake in Hope New Jersey and negotiations begun for its purchase. Entertainments, including a tennis match in which local tennis star Dean Mathey played against 1920-1925 world tennis champion Bill Tilden, had already been held to raise funds for the future purchase of a campsite. The newly formed Cranford Rotary (of which Kenneth Martin was president) and the Boy Scouts both raised significant amounts, and the

Rotary said it would provide maintenance for the camp if established. A new fund-raising campaign to bring the total funds to \$10,000 towards the purchase and equipping of the Silver Lake camp site was fully subscribed to within one week.

On February 18, 1926 a New Jersey incorporation certificate was issued to the Cranford Boy's Camp Association. The incorporators resigned and trustees for the Cranford Boy's Camp Association were elected. Cranford Boy's Camp was officially launched.

One of the first things the Cranford Boy's Camp Association did, on April 27, 1926, was to empower camp director Kenneth Martin to permit authorized and organized bodies of boys and girls, properly chaperoned, to occupy the camp site without payment of any fee. In return they were asked to do any work they might be able to do to put the camp site in shape for further use.

The first few years the boys included clearing and building a proper camp among their activities. These resulted over time in a lodge, five cabins, a new sanitary kitchen and dining room, and chef's and camp director's cabins. The camp was closed 1943 and 1944 due to WW II. At the conclusion of the war, the camp was fully electrified, pressure type water and new septic systems were installed, and a new building with concrete floors was constructed for a washroom, showers and modern toilets. The camp was re-opened.

Sometime during the late 1940s or early 1950s the Lions Club appears to have taken over management of the Camp. In 1954 it was announced that the Cranford Boy's Camp would not submit a goal to the United Fund for 1955 and would become non-participating. The expense and effort of running and maintaining the Camp seems to have ultimately become too much for the volunteer organization.

The "1972 Year in Review" Cranford

Chronicle 12/28/1972 entry reported that the Camp's directors would donate the 20-acre Cranford Boy's Camp property to the Cranford community for recreational use. In 1974, the camp site was re-opened by Cranford as "Cranford West", available only to township residents for recreational use.

Cranford West cabins, or concrete tent pads, could be rented for a song by any Cranford resident age 21 or older during its beginning of July to the end of September season. The September 19, 2002 Cranford Chronicle reported that during that year's season, 31 families had rented cabins and 19 had rented tent sites for \$15 each. Those fees generated \$1,125 of income to offset \$6,075 of operating expenses, excluding insurance costs. Clearly, it was an offer like none other available to residents of surrounding towns, and significantly underwritten by the Township. By 2002, 11 of the camp site's original 20 acres had been sold off, perhaps to offset operational expenses or to reduce the camp site size to something more manageable for Township maintenance.

In spite of concerns raised in 1999 that failing buildings might need to be torn down, as late as 2013, an article by local realtor Sharon Steele stated that Cranford West offered cabins, sheds, restrooms and showers, as well as canoes, a floating dock and a sandy beach area. By then the rental fee had risen to \$25 a night, but was still a bargain.

Today, the cabins are no longer in use but the tent pads are still there and the dock, floating dock, kayaks, picnic tables, showers and restrooms are still in good service. The site is maintained through the cooperative efforts of the Township, the Jaycees and the Cranford West Conservancy.

Cranford West was scheduled to open for its 45th season July 4 – September 27, 2020 before the pandemic struck; whether there will be a 2020 season and how long is uncertain at this writing.



(above) Cabins 1970

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# CRANFORD WEST CAMP GROUNDS RE-OPENING FOR SUMMER SEASON



(above) This undated photo of the camp staff includes the chef and camp director Stan Grayson, who was camp director from 1948 to 1954. Many of the professional grade photos found in the CHS collections have Mr. Grayson's name stamped on the back.

The Cranford Recreation and Parks Department is pleased to announce that Cranford West will be re-opening on July 3 through September 27. New this year is weekday camping, Tuesday-Thursday, in addition to the standard weekend camping, Friday-Sunday (2 night minimum on Holiday weekends). The camp is closed on Mondays except for Labor Day.

Cranford West is a rustic style camp located in Hope, New Jersey. Tent sites are \$25 per night with a limit of one site per night per family. Residents must be 21 and older and show proof of residency.

This year reservations have been changed to online and may be accessed at [register.communitypass.net/cranford](http://register.communitypass.net/cranford). For more information, call the Recreation and Parks Department at 908-709-7283.



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## ABIGAYL HELLER RECEIVES ALESSANDRA LOCONTE MEMORIAL FUND SCHOLARSHIP

On June 4, thirty-four community scholarships were awarded virtually to Cranford High School (CHS) students from the class of 2020. Among those college-bound seniors honored was Abigayl Heller, recipient of this year's community scholarship from The Alessandra LoConte Memorial Fund, awarded annually to a CHS senior in recognition of his/her dedication to the performing arts. Abby was chosen not only for her dedication to dance, both at CHS and at Fusion Dance Centre, but for her significant contributions to the Shining Stars Network as a mentor for children and teens in our local special needs community. Abby's future plans include studying early childhood education and special education at Pennsylvania's West Chester

University.

In addition to providing this annual scholarship, The Alessandra LoConte Memorial Fund has enhanced the CHS Dance Academy program by supporting master classes with guest artists, field trips, costuming needs, and professional choreography since its inception in 2016. The Fund, a 501(c)3 non-profit corporation, was created to honor the life of Ali LoConte, a 2011 CHS graduate and a gifted dancer who exhibited the same strength, poise, and spirit she had on the stage in her fight against Ewings Sarcoma.

To make a tax-deductible contribution to the Fund, or to order a T-shirt showing your support of CHS dancers and the Fund, please visit: [gofundme.com/AlessandraFund](https://gofundme.com/AlessandraFund).

## POSTMASTERS SHARE TIPS FOR PET OWNERSHIP

Last year 169 letter carriers were victimized by dogs in New Jersey, including 16 in Union County. The 15 postmasters serving the 21 municipalities in Union County are therefore raising public awareness of the importance of responsible pet ownership in helping prevent dog bites.

To prevent dog bites, Union County Postmasters recommend the following responsible pet ownership tips:

- Obedience training can teach dogs proper behavior and help owners control their dog in any situation.
- When the letter carrier comes to your home, keep your dog inside, away from the door, in another room, or on a leash.
- Dogs can be protective of their territory and may interpret the actions of letter carriers as a threat. Please take precautions when accepting mail in the presence of your pet.
- Dogs that haven't been properly socialized, receive little attention or handling, or are left tied-up for long periods of time frequently turn into biters.

By following these few simple tips, pet owners can significantly improve neighborhood safety for everyone.

The Postal Service has a short animated dog bite video available on its YouTube site, USPS TV at: <https://www.youtube.com/watch?v=GpqmrNBJAos&feature=youtu.be>.

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(above) The Postal Service has a short animated dog bite video available on its YouTube site, USPS TV.

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## LITERACY NEW JERSEY CELEBRATION HIGHLIGHTS ADULT ESL STUDENTS' SUCCESS

On June 4 over 120 students and volunteer tutors came together via Zoom to celebrate a year of commitment and success in learning English. Literacy New Jersey's English as a Second Language (ESL) program provides free classes to adults who want to improve their language skills in order to find jobs, help their children in school, and become more involved in the community.

Thanks to the generosity of Literacy New Jersey volunteer tutors, the celebration included a raffle of \$1,700 in gift cards, with students earning raffle tickets based on the number of ESL classes they attended. The raffle was the highlight of the night for students, many of whom have faced difficult challenges due to Covid-19. Students also received award certificates for 50+ instructional hours, with some students completing over 100 hours in the program.

The majority of students attended classes at the Elizabeth Public Library until closure due to Covid-19. Not to be deterred, students and tutors quickly transitioned to online platforms such as Zoom, Skype, and Whatsapp to finish out the year and successfully complete their studies.

Literacy New Jersey generally provides daytime and evening classes at libraries throughout Union County. In addition to English classes for immigrants, Literacy NJ offers GED prep classes and support for adults who struggle with reading and writing.

Online classes are planned for the fall semester. For more information about the Literacy New Jersey program, or becoming a volunteer tutor, please contact Barbara Bagger, Program Director at 908-486-1777 or [bbagger@literacynj.org](mailto:bbagger@literacynj.org) or visit the website at [literacynj-unioncounty.org](http://literacynj-unioncounty.org).

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## STATE ASSISTANCE FOR RENTERS

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Those who gave their lives in service to our country.

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You can email us with any information  
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Please help us to fund our continuing mission to tell the stories and see the faces of all 86 Hometown Heroes.

Email: info@cranford86.org  
or call Don Sweeney at 908-272-0876

The Statewide Open Enrollment Site for the COVID-19 Emergency Rental Assistance Program (CVERAP) will be open on Monday, July 6, 2020, at 9 a.m. until Friday, July 10, 2020, at 5 p.m.

The COVID-19 Emergency Rental Assistance Program (CVERAP) will provide temporary rental assistance to low- and moderate-income households that have had a substantial reduction in income or became unemployed due to the COVID-19 pandemic. Applicants may be eligible for a maximum of up to six months of emergency rental assistance. The assistance will

be capped at DCA's fair market rent standard or the total of the rent, whichever is lesser. All participants will be reviewed at the three-month interval to see if they are still in need of assistance. Persons applying must meet all applicable CVERAP income and eligibility requirements. You must be eighteen years of age or older to apply or be an emancipated minor. Only one pre-application per household will be accepted. All participants will be selected through an online lottery process.

For more information visit  
nj.gov/dca/divisions/dhcr/offices/cverap.html

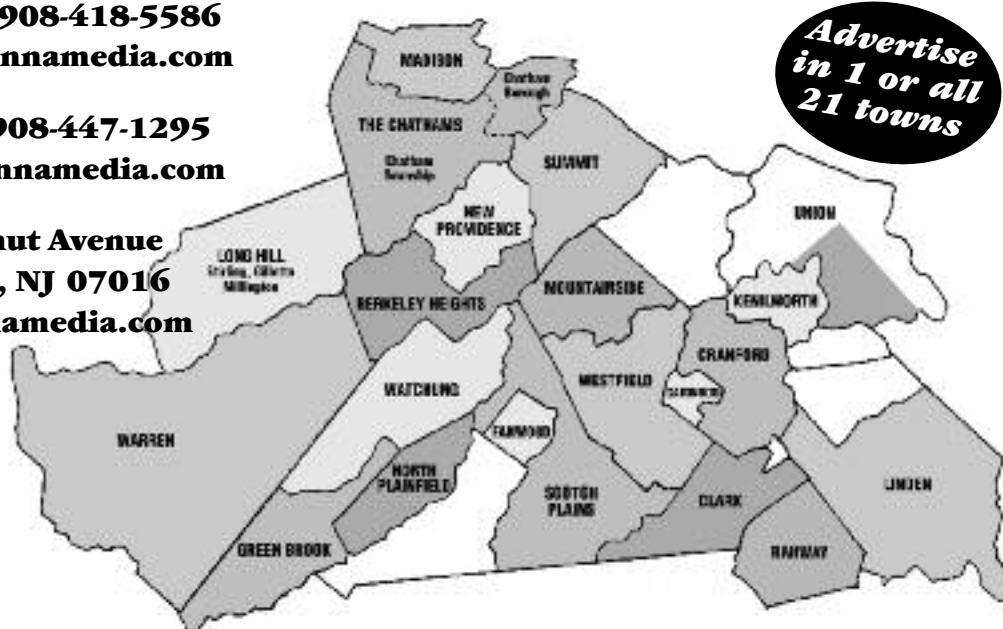
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<b>Kenilworth</b> NJ Qty: 3,600 Mailed to every home and business. Zip: 07033	<b>LIFE in LINDEN</b> NJ Qty: 17,400 Mailed to every home and business. Zip: 07036	<b>Long Hill LEADER</b> NJ Qty: 3,600 Mailed to every home and business in Littleton, Millington and Spring. Zip: 07935, 07946, 07988	<b>MADISON MONTHLY</b> NJ Qty: 6,300 Mailed to every home and business. Zip: 07940	<b>MOUNTAINVIEW</b> NJ Qty: 2,900 Mailed to every home and business. Zip: 07092	<b>New Providence NEWS</b> NJ Qty: 4,900 Mailed to every home and business. Zip: 07974	<b>The PRIDE of North Plainfield</b> NJ Qty: 8,300 Mailed to every home and business. Zip: 07068, 07063
<b>OUR TOWN Rahway, NJ</b> Qty: 12,400 Mailed to every home and business. Zip: 07065	<b>Scotch Plains NJ</b> WHAT'S HAPPENING IN SCOTCH PLAINS Qty: 9,600 Mailed to every home and business. Zip: 07076	<b>Summit 3 Times</b> NJ Qty: 9,600 Mailed to every home and business. Zip: 07901	<b>Spirit of UNION</b> NJ Qty: 5,500 Mailed to every home and business. Zip: 07083	<b>WARREN MONTHLY</b> NJ Qty: 6,200 Mailed to every home and business. Zip: 07059	<b>Watchung Post</b> NJ Qty: 2,800 Mailed to every home and business. Zip: 07069	<b>Westfield MONTHLY</b> NJ Qty: 11,800 Mailed to every home and business. Zip: 07090

#### NEWSPAPER AD RATES

Rates are per month. Adwork 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							

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

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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](mailto: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 outlets.....Budget 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](mailto:JoeRenna@RennaMedia.com)**

Check out Joe Renna's Hyper Local Network on YouTube. Call 908-447-1295

if you want your business featured online and in print. See sample show below.



## BOB MARKEY - SAVE THE TREES OF RAHWAY

During the past 20 years, over 2000 of Rahway's street trees have died or were removed and never replaced. Resident Bob Markey is producing a three-episode video which provides viewers with a sobering look into this serious crisis affecting Rahway's trees. The video also provides a toolbox to fix the tree problems and to rebuild Rahway's urban forest. There is a plan to accomplish it, but the effort needs help and support.

Markey states, "This crisis didn't happen overnight, nor is it the fault of any individual, city department or elected official. Over the years mistakes and oversights have been made."

The Arbor Day Foundation certified Rahway as a Tree City USA Community in 1997 with two primary requirements: Form a Tree Board and Enact a Tree Ordinance.

The video is to raise awareness and solicit help in the effort to rebuild, restock and restore Rahway's urban forest.

Folks can help by sending an email to [Help@SaveTheTreesofRahway.org](mailto:Help@SaveTheTreesofRahway.org), and by subscribing to Save The Trees of Rahway YouTube Channel, and by following the group on Facebook.

**SCAN QR CODE TO OPEN  
OUR YOUTUBE CHANNEL**





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