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## JEFFERSON GIRL SCOUTS GIVE BACK TO THEIR COMMUNITY

*Submitted by: Troop 40916*

To achieve the Bronze Award, Girl Scout troops have to undertake a service project and see it to completion. They have to identify something that they believe can make their community better, then come up with a plan to implement it. Girl Scout Troop 40916, wanted to leave behind a legacy of sorts for Jefferson Elementary school as they were moving onto the sixth grade. The troop decided to give their school a Little Free Library (LFL).

A Little Free Library allows people to "take a book, leave a book." It is a free book exchange of sorts. The idea is to create a library where people can get books for free! The library was about more than just reading though, it was about creating a safe space for all ages where they could come and have something to do. Before the troop could do anything else, they had to get permission from their principal Dr. Hung. She was very supportive of the girls and their efforts. Next, they researched Little Free Libraries. Some girls drove around town looking for libraries while others checked the internet. The girls had decided that building a library from scratch wasn't in their skillset, they were exploring other options.

The girls decided to use their troop funds to buy the necessary supplies. They learned much about managing costs and budgets, and decided that an affordable LFL kit was the

best option. The girls were able to reach out to local businesses for assistance. The owner of South Avenue Arts, facilitated a session with the girls during which time they came up with a design and color options. She helped them create a prototype on paper of the LFL. Home Depot in Garwood, provided the troop with space to design and paint the parts of the LFL. Some of the girls got their family members to assist with the building of the library. The girls had finished building and painting the library and were excited for the installation when all of a sudden, March came in and the world so to speak shut down!

The troop split themselves into small groups and continued working virtually on completing the project. They kept in contact with Dr. Hung to arrive on a suitable date for the install. Thanks to Dr. Hung's encouragement and support, the library was installed during the first week of September, and formally inaugurated on September 18, 2020.

Over the course of the Bronze Award project, the girls learned many skills. They learned how to research an idea and turn it into a plan. They learned money management skills, and how to create a timeline and stick with it. Most importantly, they learned how to come up with an idea and turn it into a reality. Girl Scout troop 40916 truly, believes it has left behind a part of themselves at their elementary school!



*(above) Girl Scout Troop 40916 girl scouts Ivonne Collazo, Mahie Panjwani, Regan Stevens, Kayla Yip, Madeline Schlitzer, Eileen Jackson, Julianna Beebe, Aida Ibrahim, Madelyn Ferrara, Sophia LaVigne, Madeline Cortes, Madeline Burkey, Marissa DiChiaro, Madison Jennette, and Hanna Salerno.*



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## YMCA SERVES AS DROP-OFF LOCATION FOR WESTFIELD FOOD PANTRY

The Westfield Area YMCA is pleased to be continuing its partnership with the Westfield Food Pantry by opening the doors to the vestibule of the Main Y, 220 Clark Street, for food pantry donations from 8:00 a.m. - 5:00 p.m. Monday through Friday.

Items especially needed are canned soup, canned meals, canned vegetables, peanut butter, jelly and personal care products such as toothpaste, deodorant, shampoo, soap and

hotel samples.

Each time the bins are full, the Westfield Police will pick up the items and bring them to the food pantry to be packaged, then the police will help deliver to people in need.

The mission of the Y is to serve the needs of the community. The Westfield Area YMCA would like to thank the Westfield Police Department for helping make this happen.

## WESTFIELD AREA YMCA CLOTHING DRIVE

The Westfield Area Y's clothing drive in June was so successful we decided to host another one! Maybe you just finished cleaning out some closets, or maybe it's a good excuse to start channeling your inner Marie Kondo. Either way, on Thursday, October 8 from 7:30 a.m. - 2:00 p.m., we invite you to drop off clothes, shoes, belts, handbags, curtains, towels, bedding, stuffed animals and small plastic toys on the tarp in the parking lot of the Main Y, 220 Clark Street. Please note: we cannot accept pots and pans, books, electronics, furniture or appliances.

All goods will be sorted and shipped by A & E

Clothing Corp. to second hand stores worldwide.

Proceeds benefit the Y's financial assistance program which ensures that no one who is experiencing a bona fide financial hardship and lives or works in Westfield, Cranford, Garwood or Mountainside is turned away for inability to pay for Y programs or memberships. The majority of awards enable participation in the Y's early learning and school age child care programs.

Questions? Please email [bcohen@westfieldynj.org](mailto:bcohen@westfieldynj.org) or call 908-301-9622 x240.

# SAM'S LANDSCAPING

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# COMPUTING STUDENT WINS FULBRIGHT AWARD FOR SECURITY RESEARCH



(above) Matthew Cherrey is NJIT's latest Fulbright Scholarship winner

Submitted by Dean Mudgett

Matthew Cherrey, of Westfield, NJ, never traveled overseas — no high school trip to Europe, no semester abroad as an undergrad, no spring breaks in exotic, far away locales — but he always wanted to do so, particularly to Germany where his family has roots. Now he's getting an opportunity, representing NJIT next year as a Fulbright Research Award Scholar.

The Ying Wu College of Computing alumnus and future graduate student will travel to Darmstadt, just south of Frankfurt, to spend several months at the Darmstadt University of Technology. Working with a team led by prominent Internet security expert Prof. Marc Fischlin, Matthew's research will address the growing need for stronger, safer Internet security protocols. Cherrey previously was a software engineering intern at Facebook.

Beyond the family connections to the country — his parents lived there as newlyweds when his father served in the military, his aunt and uncle lived there, and his cousin was born there — chose Germany because of the European Union's strong focus on data privacy. Germany, with its vibrant industrial sector, is leading the charge among EU nations to improve computer privacy and security. Experts like Fischlin are actively working on new solutions to these challenges.

"When you apply for a Fulbright study/research award, one of the first things they ask you to do is to identify a researcher in the host

country with whom you would like to work, and I was eager to connect with Professor Fischlin," said Cherrey, who received his B.S. in computer science last May. "I was immediately drawn to his expertise in cryptography and network security protocols and I am excited to work with him to develop and implement a general model of a safe network security protocol."

"I am proud that a talented young computer scientist like Matthew will represent YWCC and the United States as a Fulbright Scholar," said Craig Gotsman, dean of the college. "International collaboration is a fertile breeding ground for good ideas and can only benefit science and technology. I look forward to hearing about Matthew's experience in Germany and how he can continue that here at NJIT as a graduate student working with our own strong cybersecurity research group."

Cherrey hopes that his work with Fischlin will result in a new security protocol that experts can begin testing and eventually use in their efforts to improve Internet security in Europe and elsewhere.

When not in the lab, Cherrey said he's eager to explore the country where his parents lived, get to know about the culture and people and experience daily life in a different part of the world.

Cherrey is NJIT's second recent Fulbright winner. Hillier College of Architecture and Design student Daniel Meza also won the award.

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# CREATIVE HANDS SERVICE GROUP DONATES TO RAPHAEL LIFE HOUSE

Submitted by Carezza Motley

Covid 19 did not stop the seniors of Second Westfield Senior Citizens Housing (SWSCH) from knitting and crocheting items for the Raphael Life House in Elizabeth.

The Creative Hands Community Service Group at SWSCH consists of 20 talented women: Beryl W., Denise A., Mille B., Millie A., Madeline A., Joan K., Helene G., Roula F., Beverly K., Anna Marie W., Mary Rose A., Gussie Ann V., Jean T., Liz H., Bernadine L., Carmen Z., Franca R., Eleanor I., Martha C., and

Estelle M. These ladies continued to knit and crochet in their homes during Covid 19 and donated an amazing number of hand knitted and crocheted assortment of baby blankets, baby and mommy scarves and hats to the Raphael Life House on September 14.

The ladies began this project in early Fall 2019 and the bulk of the yarn used for this project were from donations received around our community.

“We are deeply appreciative of these beautifully made blankets, especially during this difficult time with Covid 19. The hats and scarves

for the little ones and their moms are beautiful! These blankets are so special for keeping the little ones warm as they are made with love. We want the seniors to know that we feel that love!” said by Lori Ruzich, Volunteer Manager at Raphael Life House.

The mission of the Creative Hands Community Service Group is to build a community of women whose intent is to spread love and warmth with their knitted and crocheted items to those in need. Since 2014, these ladies have grown in number and are dedicated to this purpose.

Our Community Service Group would be grateful to receive donations of yarn/wool to continue their projects. We would like to thank the community for their generous yarn donations. If you would like to donate any yarn, please contact: Carezza Motley, Recreation Director at 908-518-9586 ext. 5.

Raphael’s Life House is Covenant House New Jersey’s Mother and Child program, created to help homeless and pregnant young women secure a brighter, more stable future for themselves and their newborn babies.

Second Westfield Senior Citizens Housing, 1129 Boynton Avenue in Westfield, NJ opened in October, 1995. The building is a three-storied, elevator equipped building for low-income senior citizens. It is designed specifically for seniors, and meets all of the Americans with Disabilities Act requirements.



(above) Lori Ruzich, Volunteer Manager at Raphael Life House, holding a sculpture painting by Judith S.



(above, l-r) Beryl W. and Denise A. pictured with donations to the Raphael Life House.



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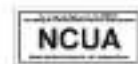
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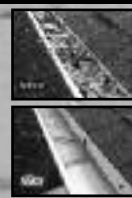
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# HONORING DAN SULLIVAN, A MAN WHO LIVES A LIFE OF SERVICE

Submitted by Susan Baldani, a life member of the Scotch Plains Rescue Squad

The Scotch Plains Rescue Squad wouldn't exist without its volunteers who answer calls day and night, on weekends and holidays. One of these volunteers, Daniel Sullivan, is now being recognized for all he does for his community.

Mayor Al Smith issued a proclamation naming Dan the Scotch Plains Male Volunteer of the Year at the town council meeting held on September 15. The actual award will be given on Scotch Plains Day on October 4.

Dan is one of the rescue squad's longest active members. Joining just shy of his 16th birthday, he celebrated his 50th anniversary with the organization on September 16, 2020. Through the

years, he has answered 12,717 calls to date and has held various positions, including President (current), Captain, 1st Vice President, 1st Lieutenant, and Delegate (current).

He was also a member of the Westfield Rescue Squad for a number of years where he answered 2,389 calls.

When New York City was attacked on September 11, 2001, he was one of the members who responded to calls for help in the days following this tragedy. More recently, he took on many additional shifts during the COVID-19 pandemic.

Dan was born in Westfield, moved with his family to Fanwood in 1956, and then moved to Scotch Plains in 1959, where he has lived ever since. His parents and two out of three siblings are now deceased.

"As a resident, my family instilled in us that the community provides things, but that you have to give back," he says. "Because of my mother and father's instilled values I continue to serve."

He and his wife, Judith, who will be celebrating their 42nd wedding anniversary in December, raised their son Sean and daughter Erin in Scotch Plains. Dan works as a Clinical Data Analyst for Hackensack Meridian Health / JFK University Medical Center.

The best part about being an Emergency Medical Technician (EMT) on the Scotch Plains Rescue Squad, he says, is helping people who need assistance.

"As a member of our squad, it is rewarding that you are making a difference in a patient's

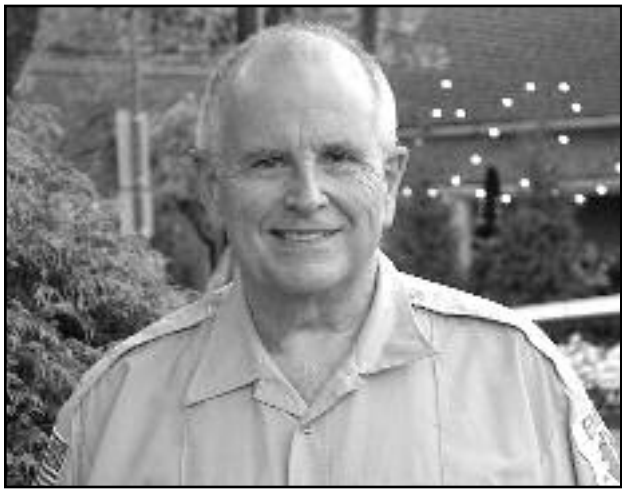
life," says Dan. "You actually could be the reason that the person is alive to live another day."

Besides his full-time job and duties on the squad, Dan also generously gives his time to an impressive list of organizations. He is the Vice President of the Northern NJ Chapter of the Military Officers Association of America (MOAA), an Ambulance Standards Chair on the Emergency Medical Services Council of NJ, an Adjutant/Secretary for the 102nd Cavalry Regiment Association -The Essex Troop, an appointed member of the Scotch Plains Township Zoning Board of Adjustment, an appointed Member of the New Jersey State Emergency Medical Service for Children Council, and a Volunteer EMS Representative with the NJ State Emergency Medical Services Basic Life Support Committee. He is a significant contributor to Friends of Valley Brook, a veterans' assistance organization. Dan served in the Army Reserve and National Guard as well.

Even with all of these accomplishments, Dan was still surprised when Mayor Smith contacted him about the award.

"I was actually shocked and speechless when I got the call," he says. "I am truly humbled. We have a great team at our squad that is not only a team, but is also family. When I joined, I figured I would volunteer for a couple of years. But now it's been 50 and I'm still volunteering."

Congratulations to Dan on the recognition of all he has done throughout his life to give to others. He is a man who truly deserves this award.



(above) Dan Sullivan was named Scotch Plains Male Volunteer of the Year at the town council meeting held on September 15. He was a member of the Westfield Rescue Squad for a number of years where he answered 2,389 calls.



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## ST. JOSEPH SOCIAL SERVICE CENTER VIRTUAL FUNDRAISER TO BE HELD ON OCTOBER 17

St. Joseph's serves the materially poor and homeless community of greater Elizabeth. The economic fallout from the pandemic has created an unanticipated increase in the demand for basic human needs such as food and medications. Since the end of March, we have distributed thousands of bags of food to more than 600 families. We have also shared thousands of sandwiches, toiletries, and personal protective equipment.

This year, more than ever, we could harness the support and participation of the community in our annual fundraiser. Because we want to make sure that everyone stays safe and healthy, we've modified the format, from an in-person dinner to a "Virtual Fundraiser."

Here's How to Support Our Virtual Fundraiser  
 Online: To purchase Virtual Dinner tickets, sponsorships, or to donate online, please visit [eventbrite.com](http://eventbrite.com) and search for St. Joseph Social

Service Center- 2020 Virtual Annual Fundraising Dinner. A link can also be found on our website, [sjeliz.org](http://sjeliz.org).

Mail: To purchase raffle tickets, Virtual Dinner tickets, sponsorships, or to donate by mail, please download the form, which can be found on [sjeliz.org](http://sjeliz.org).

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St. Helen's Parish Center, 1600 Rahway Avenue, Westfield, NJ 07090 - Marilyn Ryan, 908-232-1214 x113

We hope you'll support us with ticket purchases, sponsorships, and donations and join us via Facebook Live on October 17.

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**This Week in Westfield Rotary**

Rotarians are always honored to be amongst our bravest. As part of their monthly distribution the Community Hope shelter for homeless veterans at Lyons VA, duffel bags filled with essentials were distributed by General Needs Ltd., Morristown Rotary Club, and Westfield Rotary Club.

The highlight of the event was a 60 year old friend of Lonnie Sherman ( founder General Needs) who suffers from Alzheimer's, handmade 100 "Thank you for your service" cards for the veterans.

If you would like to share in the satisfaction of serving those who served our country, contact Rotary Club of Westfield, NJ [www.westfieldrotary.com](http://www.westfieldrotary.com) or Burim Regjaj at [outtahandpizza@gmail.com](mailto:outtahandpizza@gmail.com).



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# FIRST DAY OF SCHOOL IN WESTFIELD PUBLIC SCHOOLS

Submitted by Mary Ann McGann

It was a rainy start to the school year but spirits were not dampened, as many students returned to their classrooms in Westfield Public Schools on September 10th. Like other districts across New Jersey and the country, Westfield schools opened with a hybrid combination of in-person and remote instruction. Last month, approximately 84% of survey responses representing more than 6,100 students selected the hybrid model, with the remaining respondents choosing to begin the school year with all-remote learning.

“I am so grateful to our administrators, teachers and staff whose smiling faces welcomed their students – both in-person and remote – to a school year that no one could have predicted,” said Superintendent Dr. Margaret Dolan. “I also appreciate the patience and support of our families and school community as we work together to get this right.”

Earlier in the week, educators took part in two full days of professional learning organized by Assistant Superintendent of Curriculum, Instruction, and Programs Paul Pineiro and his

team. On September 1-3, 40 new staff members, socially distanced and divided into three cohorts, attended an in-house orientation as part of the New Staff Institute (NSI). The NSI is a two-year program designed to support first-time educators and those who are new to the district. The comprehensive program is organized by Human Resources Specialist Barbara Ball and her staff, along with a leadership team comprised of seasoned Westfield educators.

Photos by Westfield Public Schools



(above) Physical education teachers stand ready to welcome 6th graders to Edison School.



(above) High School principal Mary Asfendis checks that health questionnaires are complete.

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(above) Wilson School third grade teacher Maureen Willis exchanges elbow bumps with her students.



(above) Floor decals and other signage are in place in Westfield Public Schools to help remind students of important health and safety protocols.

## TOWN-WIDE ADDAMSFEST RETURNS IN OCTOBER

Submitted by Kim Forde

If isolation and distancing were an art, The Addams Family would be the masters. This year, their dynamic is on-brand as the wildly successful AddamsFest returns for a third year – this time, in a pandemic-friendly manner, and once again transforming Westfield with a uniquely exciting celebration honoring its own Charles Addams and his penchant for the macabre with a wide variety of events.

Dubbed “Alt AddamsFest” for 2020, the festivities will be shaped by creative approaches to gatherings that provide a safe environment while maintaining the initial spirit of the celebration.

Born in 1912 and raised in Westfield, Charles Addams was one of the country’s premier cartoonists, with his work prominently featured in *The New Yorker*. His most successful creation, *The Addams Family*, was inspired by his hometown surroundings. The characters that began as illustrations grew into a television series, a live action movie franchise, a Broadway musical, and last year’s *Addams Family* animated movie. In October, he will be posthumously inducted into the New Jersey Hall of Fame. What better place to honor Addams’ talent and creativity than the town where he grew up?

“The return of AddamsFest is a wonderful way to provide the community with a celebration and connectedness during a year that has challenged us all,” said Mayor Shelley Brindle. “I’m thrilled that we are able to find innovative ways to have these festivities safely and keep the spirit of AddamsFest in Westfield for its third year.”

Mark your calendars for a variety of events to be held throughout an October like no other.

**Wicked Windows of Westfield:** Once again, AddamsFest promises to transform Westfield into a fanciful, spooky, kooky destination. Throughout October, residents and visitors can support Downtown Westfield and South Avenue businesses while taking in the Wicked Windows of Westfield, an artistic celebration of Halloween and *The Addams Family*.

**Haunt Your House Contest:** Back by popular demand! Get in the spirit of the season with Westfield’s third annual Haunt Your House contest. Once again, community members will tour Westfield to view the entries and vote for their favorites using an online map of participating homes. After spending so much time at home in 2020, the expectations are high – registration opened September 14.

**Draw This in Your Own Style – The Addams Family:** The “Draw This in Your Style Challenge” is a viral trend that emerged over the



past few years on social media and art-oriented websites. The challenge begins with a posted piece of artwork and then challenges others to reinterpret that drawing or character in as many different styles as possible, often with amazing and inspiring results. AddamsFest will invite the public to participate in this contest by drawing one of Charles Addams’ specific iconic cartoons in their own style and sharing their entries on social media.

**Mystical Mindowaskin:** One of Westfield’s most picturesque destinations will be the site of a family-friendly, self-guided stroll that will evolve throughout October and include features such as the Painted Pumpkin Path, showcasing works of art presented by the Westfield Public Arts Commission; Quest for the Halloween Fairy Doors, a hunt to locate these hidden portals on various trees; an Enchanted Forest; the return of the Addams Family House on Mindowaskin Pond; and a variety of innovative photo stops along the way.

**Maniacs’ Carving Contest:** Join Brooklyn’s beloved Maniac Pumpkin Carvers via Zoom for a hands-on jack-o-lantern carving tutorial, and enter your creation for a chance to win prizes from local businesses.

**Dudley’s Drive-In (October 23 and 30):** A little bit retro and naturally socially distant, a drive-in is the perfect addition to the 2020 Alt AddamsFest line-up. The South Avenue train station lot will host four drive-in movie screenings:

**Friday October 23, 6:30 p.m.:** It’s a Halloween pajama party for the families! Get comfy, put the kids in the car, and settle in for – what else? -- *The Addams Family* movie, set right here in New Jersey.

**Friday, October 23, 9:00 p.m.:** The second shift is for the braver audiences, with a screening

of the classic thriller *Psycho*.

**Friday, October 30, 7:00 p.m.:** Pajama family screening of *Hotel Transylvania*.

**Friday, October 30, 10:00 p.m.:** Calling all Brads and Janets (age 18+)! AddamsFest tradition lives on for a late-night screening of *The Rocky Horror Picture Show*. Maybe hold on to that scarce toilet paper from this year and bring it along.

**Tamaques Haunted Trail (October 24 and 25):** Cars near and far are summoned to load up with passengers and drive through this new and immersive Halloween experience in Tamaques Park. By day, the Trick or Trail will welcome families for a spooky, age-appropriate event, while the distinctly haunted Trail of Terror will be held at night for more mature attendees seeking a frightful drive. Through a combination of live action and digital simulation, this innovative attraction for a pandemic-friendly environment aims to bring the spirit of the season to a variety of age groups.

**Charles Addams: A New York State of Mind (October 29):** Missing Manhattan? Join a virtual conversation with Kevin Misericchi, Director of the Tee & Charles Addams Foundation, as he regales us with tales of the saucy side of his friend, Chas, and introduces us to the new book featuring illustrations of Addams’ beloved New York City, *Addams’ Apple: The New York Cartoons of Charles Addams*. Get a behind the scenes glimpse of Charles and Tee Addams’ home in the Hamptons (“The Swamp”), visit the pet cemetery where they were married, and explore the mysterious home where Charles Addams’ creations were born.

“Perhaps now more than ever, the essence of Charles Addams’ creations ring true with their odd, macabre take on everyday life, and themes of home and family at the core,” said Councilwoman Dawn Mackey, AddamsFest Chairperson. “We are thrilled to bring back this celebration of one of Westfield’s most notable residents in a newly reimagined way that is reflective of the challenges, silver linings, and resiliency of 2020.”

Further details about this year’s line-up, as well as community partner events and additional surprises, will be announced in the coming weeks. Stay tuned as the altogether ooky events continue to unfold on the AddamsFest website ([addamsfest.com](http://addamsfest.com)) and social media channels (@addamsfest on Facebook and Instagram). All events are subject to change in accordance with public health guidelines. For more information on sponsorship and volunteer opportunities, please email [info@addamsfest.com](mailto:info@addamsfest.com).

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# VOTING IN UNION COUNTY THIS NOVEMBER

The Union County Board of Elections continues to update voters on what to expect as Election Day, November 3, 2020, nears under Governor Phil Murphy's order for a primarily vote-by-mail election.

A video with step-by-step instructions for voters wishing to vote-by-mail can be accessed on the County Clerk's elections website, unioncountyvotes.com.

The video was produced to address the requirement by the New Jersey State Legislature and the Governor that the November 3 General Election be conducted primarily through vote-by-mail and the fact that most voters are unfamiliar with the vote-by-mail process.

Vote-by-mail ballots will be mailed to all registered voters beginning on Tuesday, September 15. All ballots for registered voters will be in the mail by October 5. If voters do not receive their ballots by October 13, they are asked to contact the Union County Clerk Election Division by calling 908-527-4996.

A step by step graphic how-to brochure will be enclosed with every ballot to help voters with the process. Voters with questions or concerns are asked to call the office of the Union County Clerk Elections Division at 908-527-4996.

Ballots can be mailed via the US Postal Service.

Ballots can also be deposited in one of 22 ballot boxes placed around the county. These boxes are under surveillance and picked up by authorized Board of Election personnel on a regular basis. Locations of the boxes can be

found by visiting unioncountyvotes.com or ucnj.org/ucboe.

Additionally, voters can drop off their ballots at:

- Union County Clerk's Office, 2 Broad Street, Room 113, Elizabeth
- Union County Clerk's Office, 300 North Avenue East, Westfield
- Union County Board of Elections, 271 North Broad Street, Elizabeth

Those wishing to register to vote can download a voter registration application from unioncountyvotes.com. Fill it out and mail it no later than October 13 in order to be eligible to vote in the General Election on November 3.

For more information about all County Clerk programs and services, visit online at ucnj.org/county-clerk or call 908-527-4787.

## BOARD OF EDUCATION CANDIDATES NIGHT 10/8

Meet the candidates running for the Westfield Board of Education as the Parent Teacher Council (PTC) holds a virtual Candidates Night on Thursday, October 8 from 7:30-9:30 p.m. A link to the virtual forum will be shared with the community in early October.

The evening will be moderated, with candidates asked a variety of questions to be gathered from the public prior to the forum. Questions may be submitted to ptc@westfieldnj12.org by October 6. More information on the virtual forum and the candidates can be found under the Board tab on the district website westfieldnj12.org.

## FALL PARKS CLEAN-UP ON SUNDAY, OCT 11

The Westfield Green Team is hosting the Fall Parks Clean-Up on Sunday, October 11 at 10:00 a.m. in Brightwood and Tamaques, where volunteers will help remove debris and litter from the paths and fields.

This is a great opportunity for families and community organizations to get involved and help keep our parks clean. Face coverings and social distancing will be required.

Please sign up in advance at [www.signupgenius.com/go/8050d4facaf2aa3fe3-earth2](http://www.signupgenius.com/go/8050d4facaf2aa3fe3-earth2).

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## WHS STUDENT NEWSPAPER RECEIVES 1ST PLACE AWARD

Submitted by Mary Ann McGann

Westfield High School's weekly student newspaper, Hi's Eye, received a 1st place award by the American Scholastic Press Association. The association critiques college and high school newspapers from around the United States annually and scores them on format, content, presentation, and other criteria.

Hi's Eye was among a number of student newspapers at high schools within a specific enrollment category to receive 1st place recognition for Spring 2020.

"Congratulations to our student journalists and advisers Shawn McDonald and Gail O'Connor on this prestigious award," said Superintendent Dr. Margaret Dolan. Photo by Westfield Public Schools



(above) Westfield High School's weekly student newspaper, Hi's Eye, received a 1st place award by the American Scholastic Press

## THREE WESTFIELD HIGH SCHOOL SENIORS NAMED NATIONAL MERIT SEMIFINALISTS

Submitted by Mary Ann McGann

Westfield High School seniors Grace Endy, Samantha Salz, and Maxwell Scialabba have been named semifinalists in the 2021 National Merit Scholarship Program.

They are among a nationwide pool of about 16,000 semifinalists who represent less than one percent of U.S. high school seniors. These academically talented students now have the opportunity to continue in the competition for National Merit Scholarships that will be offered next spring.

"This is a great honor and it speaks volumes about your strength of character and commitment to your education," WHS principal Mary Asfendis wrote in a letter to the semifinalists. "On behalf of the Westfield High School

administration and faculty, please know that we are very proud of what you have accomplished."

Asfendis also congratulated nine WHS students who have been recognized for their exceptional academic promise as Commended Students in the 2021 National Merit Scholarship Program: Kyle Azzaretto, Karan Chulliparambil, Olivia Ebel, Jonathan Keenan, Mira Mehta, Sophia Nazzaro, Aprina Wang, Benjamin Zakharenko, and Kailey Zhao.

According to the National Merit Scholarship Corporation, commended students placed among the top 50,000 scorers of more than 1.5 million students who entered the 2021 competition by taking the 2019 Preliminary SAT/National Merit Scholarship Qualifying Test (PSAT/NMSQT).

## COMMUNITY HOPE CONNECTS VETERANS AND THEIR FAMILIES WITH HOUSING, SERVICES

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Veterans and their families who are experiencing a housing crisis may be eligible for emergency assistance such as motel/hotel stays, security deposits, rent, rental arrears, groceries and utilities through Community Hope.

Community Hope's Supportive Services for Veteran Families (SSVF) program is currently providing assistance remotely. Urgent community-based services such as critical supplies and veteran wellness-checks are provided in person.

The increase in support services to veterans and their families during the COVID-19 pandemic is possible thanks to funding from the U.S. Department of Veterans Affairs.

To make a referral, please call the referral hotline at 1-855-483-8466 or email SSVF@communityhope-nj.org, or email Gema Diaz at gdiaz@communityhope-nj.org.

Community Hope is a nonprofit that helps individuals, including veterans, and their families, overcome mental illness, addiction, homelessness and poverty.

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## IMAGINE LAUNCHES SUPPORT PROGRAM FOR NURSES

Imagine, A Center for Coping with Loss announced the expansion of its virtual group support programs with one designed to help nurses dealing with the stressors of healthcare work during Covid-19. Imagine, which serves more than 2,000 individuals annually and is nationally recognized for its work helping bereaved children and their families, offers its Peer Support Group for Nurses at no cost. Interested nurses can join the weekly support group at 7:30 p.m. on Wednesdays beginning September 30.

When asked about the decision to launch this program, Imagine's Founder and Executive Director Mary Robinson said, "Through the pandemic, we recognized a gap in support for some of the people we rely on most: our nurses. Supporting nurses who are themselves supporting grieving families felt like a perfect fit for our mission."

Robinson, who was named a 2019 CNN Hero, went on to say, "Nurses continue to selflessly care for others despite their own fears about their potential exposure to Covid-19. We need to ensure they have a place to turn to for support."

For many, the anxiety they feel going to work in a healthcare environment comes on top of grief they were feeling before the pandemic even hit.

Talia Sion, a newly minted nurse, had attended Imagine's Young Adult Group for support following the death of her mother in January, and then joined the organization's pilot support program for First Responders when the pandemic hit.

Of her experience, Sion said, "I was quickly overwhelmed with the weight of so many sick and unstable patients, not knowing if and when things would ever get back to 'normal.' Once again, Imagine created a program for me to turn to with people who understood how I feel; people who understood what I was facing on a daily basis at work."

The nature of the program's virtual environment breaks down geographic boundaries for those seeking support. Nurses from New Jersey and throughout the country are welcome to attend.

"New Jersey is no longer a hotspot for Covid-19, but many of the nurses here are processing what they went through and bracing for a

possible resurgence," Robinson said. "Meanwhile, there are nurses in other states in similar positions to where we were a few months ago. Sharing these stories, fears, and challenges at all different stages in a peer support model is proven to be an effective way to learn coping strategies."

As with all of Imagine's offerings, this free Peer Group Support for Nurses program will be available year-round for as long as is needed. Those who are interested can register at [imaginej.org/nurses](http://imaginej.org/nurses).

Imagine, A Center for Coping with Loss is a New Jersey-based grief support center for children, young adults and families dealing with the death or life-altering illness of a parent, sibling or child. In addition to its peer grief support programs, Imagine provides training through education and outreach programs across the state to a variety of organizations including schools, houses of worship and corporations. Its goal is to create communities where grief and loss are transformed into resilience, empathy and compassion; and where no child grieves alone.

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## RUTGERS MASTER GARDENER PROGRAM

Rutgers Master Gardeners are trained volunteers who assist Rutgers New Jersey Agricultural Experiment Station (NJAES) Cooperative Extension in its mission to deliver horticulture programs and information to the general public. Anyone with an interest in gardening and a commitment to volunteer service can become a Rutgers Master Gardener. No previous education or training in horticulture is required.

### RUTGERS MASTER GARDENERS USE THEIR SKILLS IN A VARIETY OF AREAS, INCLUDING:

- Gardening demonstrations
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- Community and youth gardening
- Horticultural therapy
- Information booths at county fairs and other public events
- Research assistance at Rutgers, The State University of New Jersey
- Harvesting and packing food for the hungry

The Rutgers Master Gardener Helpline is opened to the general public and is staffed year-round. April through November hours are, Monday – Thursday 9 a.m. to 3 p.m. and Fridays from 1 p.m. to 1 p.m. and can be reached at [mastergardeners@ucnj.org](mailto:mastergardeners@ucnj.org) or 908-654-9852. To learn more about the program visit [njaes.rutgers.edu/master-gardeners/](http://njaes.rutgers.edu/master-gardeners/).

## KNOW THE BEAR FACTS: BLACK BEARS IN NEW JERSEY BEAR SAFETY

Black bears are the largest land mammal in New Jersey. Since the 1980s the Garden State's black bear population has been increasing and expanding its range both southward and eastward from the forested areas of northwestern New Jersey. Within the most densely populated state in the nation, black bears are thriving and there are now confirmed bear sightings in all 21 of New Jersey's counties.

Division of Fish and Wildlife personnel use an integrated approach to managing New Jersey's black bear population, fostering coexistence between people and bears.

The most common bear problem New Jersey's residents experience is black bears getting into their garbage. Bears are attracted to neighborhoods by garbage odors, so properly securing your garbage is one of the best ways to prevent bears from becoming a nuisance in your community.

Black bears by nature tend to be wary of people. However, if you encounter a black bear in your neighborhood or outdoors, follow these common-sense safety tips.

- Never feed or approach a bear!
- Remain calm if you encounter a bear. Do not run from it. Make the bear aware of your

presence by speaking in an assertive voice, singing, clapping your hands, or making other noises.

- Make sure the bear has an escape route.
- If a bear enters your home, provide it with an escape route by propping all doors open.
- Avoid direct eye contact, which may be perceived by a bear as a challenge. Never run from a bear. Instead, slowly back away.
- To scare the bear away, make loud noises by yelling, banging pots and pans or using an airhorn. Make yourself look as big as possible by waving your arms. If you are with someone else, stand close together with your arms raised above your head.
- The bear may utter a series of huffs, make popping jaw sounds by snapping its jaws and swat the ground. These are warning signs that you are too close. Slowly back away, avoid direct eye contact and do not run.
- If a bear stands on its hind legs or moves closer, it may be trying to get a better view or detect scents in the air. It is usually not a threatening behavior.
- Black bears will sometimes "bluff charge" when cornered, threatened or attempting to steal food. Stand your ground, avoid direct eye contact, then slowly back away and do not run.
- If the bear does not leave, move to a secure area.
- Report black bear damage or nuisance behavior to the DEP's 24-hour, toll-free hotline at 1-877-WARN DEP (1-877-927-6337).
- Families who live in areas frequented by black bears should have a "Bear Plan" in place for children, with an escape route and planned use of whistles and air horns.
- Black bear attacks are extremely rare. If a black bear does attack, fight back! A Department of Environmental Protection podcast, which focuses on bear safety in New Jersey, can be found at [www.nj.gov/dep/podcast](http://www.nj.gov/dep/podcast)



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# COVID-19: TIPS FOR OLDER RESIDENTS ON DEALING WITH PANDEMIC ISOLATION

Submitted by NewBridge Services

While the COVID-19 pandemic continues to impact our communities, physical distancing remains the order of the day — especially for older adults.

But socializing is a basic human need, and studies show it contributes to better physical and emotional health. Isolation, on the other hand, is linked to depression, anxiety, cognitive decline, a weakened immune system, and high blood pressure, among other maladies.

Seniors must seek out ways to connect with others while minimizing their exposure to the coronavirus.

Michelle Borden, CEO of Parsippany based NewBridge Services, a nonprofit that offers counseling services, housing and educational programs in North Jersey, offers the following advice:

### USE TECHNOLOGY

Video conferencing, using FaceTime, Zoom and other programs on smartphones, tablets or computers, has become a popular way to “gather” with family and friends. Getting started on the programs may be challenging for seniors new to technology; call a tech-savvy neighbor, friend or family member to coach you through the process.

Phones, whether ‘smart’ or landline, are also excellent for staying in touch; some people feel more comfortable conversing without being on camera. People can call in to join a Zoom conversation.

Movie buffs with Netflix accounts can set up ‘watch parties’ using a free Google Chrome extension, which can be downloaded at netflixparty.com.

### THE ART OF THE LETTER

If tech is not your thing, consider making connections the way people have for centuries: through letter-writing. Handwriting (or typing) letters allows you to process thoughts and feelings and create a bond with the recipient. Mailing or delivering ‘thinking of you’ cards is a thoughtful way to remind recipients they are not forgotten.

### JOIN AN ONLINE CLASS OR GROUP

Many social groups, including religious communities, are hosting online gatherings. An organization called Senior Planet offers free access to virtual exercise classes. Online learning opportunities also abound. Platforms such as coursera.org and edX.org offer both free and fee options. Courses, which may be live-streamed, self-paced, or some combination, are taught by university professors.

The Osher Lifelong Learning Center at Rutgers University is running more than 30 online courses during its summer session, and registration will begin soon for the fall. Anyone age 50 and over can study areas of interest with no assignments or grades.

The Virtual Senior Center run by the nonprofit Selfhelp Community Services is an online community of seniors who take courses, enjoy

cultural experiences and discuss topics of interest in real time over their home computers and tablets. While volunteer opportunities are harder to come by during the pandemic, some organizations are seeking virtual helpers. The nonprofit Points of Light maintains a list of virtual volunteer opportunities.

### GET TOGETHER IN PERSON

Seniors can socialize in person, as long as you take precautions. Walking, running or biking with a friend is a great way to stay both fit and connected. Keep at least a six-foot distance, and wear a mask if you’re unable to maintain that distance. Some senior citizen groups offer fitness classes either outdoors or indoors, with participants well spaced and other safety measures in place.

Picnicking with a couple of friends or family members is a fun way to spend the day, but be sure to wear masks when not eating. Use hand sanitizer, especially if you’re sharing any utensils.

### STRUGGLING?

The pandemic is taking a toll on us all. To get through it, we have to make self-care part of our daily routine, and that includes staying connected with others. If you are struggling, contact NewBridge Services at 973-316-9333 to schedule a telehealth counseling session.

The Institute on Aging has a Friendship Line at 1-800-971-0016 that is both a crisis intervention hotline and a nonemergency warmline for emotional support.

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 brogankelly@comcast.net  
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**FREE Estimates**



We would like to offer to the laid off, or over age sixty-five, residents of Fanwood, Scotch Plains and Westfield one-hour of free electrical work (plus materials charged at the standard price) during the week of October 11 to October 17, 2020. Any additional time will be charged at the normal rate. After the week is booked up, any future appointments will revert to the standard rate.



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# Marketing Toolbox

Renna Media offers a full range of marketing services, in print and online, hyper-local to regional, for every budget and market size.

## NEWSPAPER ADVERTS

We mail 135,000 newspapers to every home and business in 21 towns. You can advertise in any number of towns. ads start at \$60.

## FULL COLOR PRINTING

We print flyers and menus, full color, two sided, on coated stock for only \$35 per thousand.

## DIRECT MAIL

Insert your flyer into the newspapers and get it mailed to every home and business for \$60 per thousand and as low as \$30 per thousand for higher quantities.

## ONLINE MARKETING

Online ads and press releases designed and placed to drive traffic to your website and get your phone ringing.

## SOCIAL MEDIA

We can design and/or manage your social media campaign from passive to aggressive plans customized to work within your budget.

## WEBSITE AND SEO SERVICES

Start with an audit/analysis of your website giving you a report and recommendations for \$250.

It is highly recommended to have a marketing plan and budget before spending.

**CALL JOE RENNA FOR A FREE CONSULTATION.**  
**908-447-1295**

# DRIVE LOCAL TRAFFIC TO YOUR WEBSITE

- Get unlimited clicks
- Trackable results
- Free ad design and copywriting
- Paid search engine promotions
- Posts are shared through social media

**ONLY \$1 PER DAY**  
1 year contract \$365

Call Joe Renna  
908-447-1295

See samples on our websites and facebook pages. →



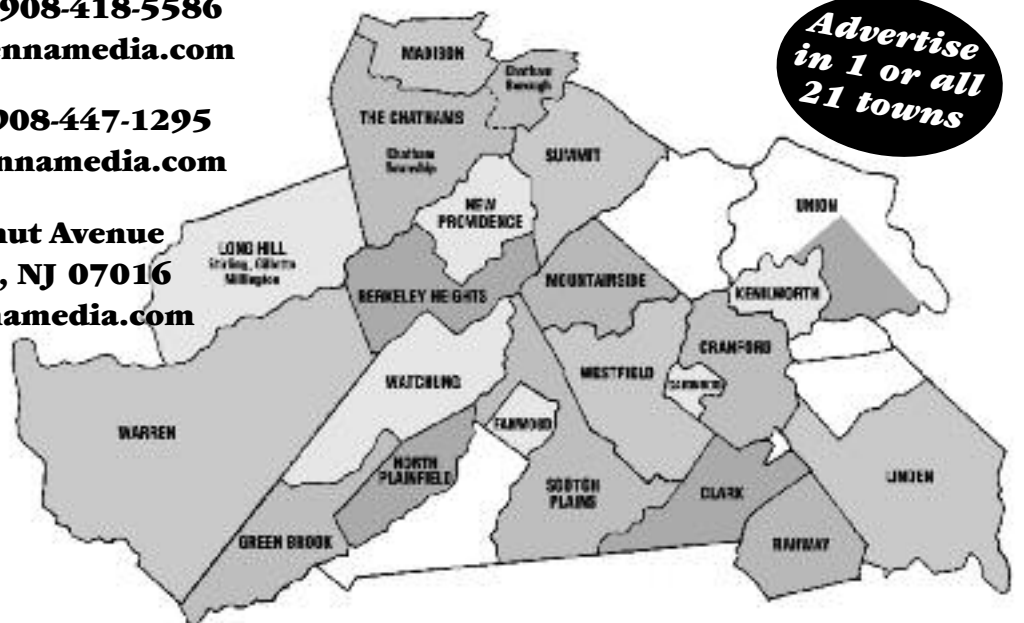
## RENNA MEDIA NEWSPAPER RATE SHEET

**WE MAIL 135,000 NEWSPAPERS MONTHLY!**

Tina Renna 908-418-5586  
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

<b>Berkeley Heights</b> COMMUNITY NEWS Qty: 4,800 Mailed to every home and business. Zip: 07922	<b>THE CHATHAMS</b> NJ Qty: 7,400 Mailed to every home and business. Zip: 07926	<b>Clark Monthly</b> Qty: 6,700 Mailed to every home and business. Zip: 07066	<b>CRANFORD MONTHLY</b> NJ Qty: 9,800 Mailed to every home and business. Zip: 07016	<b>Fairwood Post</b> NJ Qty: 3,000 Mailed to every home and business. Zip: 07025	<b>Garwood Times</b> NJ Qty: 2,200 Mailed to every home and business. Zip: 07027	<b>Green Brook Gazette</b> NJ Qty: 5,000 Mailed to every home and business. Zip: 08813
<b>Kenilworth</b> BUSINESS • LIFE 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 Gillette, Hillington and Strickling. Zip: 07033, 07946, 07980	<b>MADISON MONTHLY</b> NJ Qty: 6,300 Mailed to every home and business. Zip: 07940	<b>MOUNTAINSIDE VIEW</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: 07069, 07063, 07065
<b>OUR TOWN Rahway NJ</b> Qty: 12,400 Mailed to every home and business. Zip: 07065	<b>Scotch Plains NJ</b> WEEKLY HAPPENING MONTHLY Qty: 9,600 Mailed to every home and business. Zip: 07076	<b>Summit NJ Times</b> Qty: 9,600 Mailed to every home and business. Zip: 07901	<b>Spirit of UNION</b> NJ Qty: 5,500 Sold 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 NJ</b> 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: 07099

### 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							

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

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

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

Visit [RennaMedia.com](http://RennaMedia.com) for online publications. Photo albums, video and advertising opportunities.

# 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)**

## SCORE hosts FREE Seminar

### How to Get Sued by Anyone & Everyone!

Join Mitchell for this fascinating discussion about the right and wrong way to handle your business dealings.



#### AVOID THESE COMMONS MISTAKES

- How to avoid conflicts with your business partner
- How to prevent "memory loss" and misunderstandings; the Brian Williams syndrome
- Things to include in any business contract

In this webinar, Mitch will also run through a business from idea, to startup, through getting into operation.

**DATE:** Tuesday, October 6, 2020

**TIME:** 1:00 pm

**COST:** FREE

**REGISTER:** [https://score.zoom.us/webinar/register/WN\\_6utovA1\\_Rjelmw0dIDQVng](https://score.zoom.us/webinar/register/WN_6utovA1_Rjelmw0dIDQVng)



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