

# CRANFORD MONTHLY<sub>NJ</sub>

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## GIRL SCOUTS GO GREEN WITH GARDEN COLLABORATION

*Submitted by Kerry Rokicki*

On a recent Sunday morning the garden space behind Walnut Avenue School in Cranford was full of rakes, trowels, pitched forks and lots of Girl Scouts hard at work clearing the space for a new beginning. Girl Scout Cadettes from two Cranford Troops have teamed with the Cranford Green Team to give the garden at Walnut Avenue School a refresh. On recent Sundays the Girl Scouts have weeded, trimmed, raked and prepped the raised garden beds with a plan to plant vegetables there in the future.

Green Team member Ms. Donna Bacich is coordinating the refresh with Troop 40881. In addition Troop 40688, another troop from Hillside Avenue School, is lending their support. The hope is for these two older troops to spearhead the project and eventually involve the Brownie troops based at Walnut Avenue School, a pre-school to Grade 2 elementary school.

“If we can work with the troops and show them the benefits of engaging with the earth, that is important,” said Ms. Bacich, a Cranford Green Team volunteer. “It has been very fulfilling. Right now there is so much going on that we can’t control, but if we can be together with young people who are full of energy and light and life...is there anything better?”

The Green Team is a group of volunteers associated with Cranford Township that seeks to help the community be greener and cleaner. In the past, the Green Team has partnered with Girl Scout of Cranford on plastic collection and recycling initiatives.

Ms. Sara Gutierrez, leader of Troop 40881, explained that the efforts in the garden will be tied to a Girl Scout Journey, an area of exploration that precedes their pursuit of the Silver Award. “It’s important to pass this type of knowledge onto the girls and teach them about partnering with the community to achieve shared goals,” Ms. Gutierrez said. “This garden has historically been a great space with lots of good sun for growing vegetables. We’d love to see it like that again.”

Walnut Avenue School Principal Ms. Celine McNally said she is so impressed with how hard the troops have been working. “The WAS garden has an important place in the history and culture of our school and we are so honored that the Cranford Green Team and these Cadette troops want to be part of that story.”

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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(above) Girl Scout Cadettes working in the Walnut Avenue School garden.

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# THANKSGIVING DRIVE-THRU FOOD COLLECTION NOVEMBER 7

Join Cranford United Methodist Church in helping families who need a helping hand. We are holding a drive-thru Thanksgiving Food Drive on Saturday, November 7 from 10 a.m. - 2 p.m. in the church's parking lot.

Donations of all types of nonperishable food items will be accepted. We do ask that you might also purchase the shelf-stable versions of Thanksgiving dinner classics such as cranberry sauce, candied yams, mashed potatoes, stuffing, etc. as we seek to help provide a semblance of normalcy for families in financial distress during the upcoming holiday season.

Only bags of nonperishable items can be accepted. Place your bags in your trunk, drive up, pop your trunk and volunteers will remove them, no contact needed! Your food donations will be delivered to Cranford Family Care, St.

Joseph's Social Services and other local organizations serving people in need.

Here are some suggestions for Thanksgiving dinner donations:

Stuffing, canned yams, cranberry sauce, rice, applesauce, bottled gravy, broth, salt, pepper, oil, spices, salad dressing, canned green beans, French's Crispy Fried Onion packets, pasta, pasta sauce, canned pie filling, cookies and pudding.

Please double-bag to prevent breakage. Cranford United Methodist Church's parking lot is located next to the Cranford Library, 201 Lincoln Ave. East, Cranford.

Can't make that date? There are bins placed outside the entrance to the church off of the parking lot where donations can be dropped any time.



(above) Cranford United Methodist Church is hosting a drive-thru Thanksgiving Food Drive on Saturday, November 7 from 10 a.m. - 2 p.m.



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"Diana was a joy to work with. She walked us through the process of selling and buying a new home. I was looking for a particular home that seemed impossible to find. Diana assured me we would find the right house and she was right! She made herself available to us all the time and kept us informed about any houses that were about to go on the market. When it came to selling our home she negotiated it above asking and sold it 1 day (even during a pandemic)"

"Loryn is very familiar with Cranford and was more than happy to show us places both listed and not yet publicly listed. Very professional, personable and found us exactly what we wanted after not having good luck with other realtors."



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## CRANFORD FAMILY CARE ACCEPTING DONATIONS FOR THANKSGIVING

Donations are welcome to be dropped off at 61 Myrtle St., Cranford, NJ on the following days only: Monday 11/16 thru Friday 11/20, and Monday 11/23, Tuesday 11/24 from 9:00 am - 4:00 pm. The office will be closing on Wednesday at 12:30 p.m. Donations CAN NOT be left outside of the door after hours.

We are in need of turkeys, turkey breasts, fresh fruit and vegetables, and Thanksgiving items, such as pies, rolls, apple cider, apple juice.

Gift cards are always welcome. Financial donations also are needed year round to ensure we can assist our neighbors in need with rent, utilities, and other daily living costs. Checks made payable to Cranford Family Care can be mailed to Cranford Family Care, 61 Myrtle Street, Cranford, NJ 07016.

Happy Thanksgiving to all our friends and donors you make our job so much easier. Help make this holiday a real day of Thanksgiving!

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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](mailto:SSVF@communityhope-nj.org), or email Gema Diaz at [gdiaz@communityhope-nj.org](mailto: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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
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# LAW ENFORCEMENT TORCH RUN

Every year, law enforcement officers in New Jersey exchange their uniforms for running gear as they carry the “Flame of Hope” throughout the Garden State into the Special Olympics New Jersey Summer Games Opening Ceremony.

After traveling more than 750 miles, this flame will eventually make its way to light the cauldron to signal the official start of the Summer Games, the largest competition event of the year.  
Follow Cranford Police Department on Facebook



(above) On October 9th Cranford Police Department runners Ptl. Holder, Ptl. Muhammad, Ptl. Cook, Det. Gerrity, Ptl. Chamra, Ptl. Donnerstag with Tommy Wisniewski, participated in the Law Enforcement Torch Run for the NJ Special Olympics. Donations were made to the NJ Special Olympics on behalf of their local PBAs.

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Dr. Somma has been in practice in Union and Middlesex counties for over 20 years, with an emphasis on excellence and compassion for his patients. He has served as the physician for the Elizabeth Fire Department, the Board of Health of Hillside and has served the Board of Education for Woodbridge NJ. He was granted the Humanitarian of the Year Award by Trinitas Health Foundation in May 2014, for his dedication to the community and his outstanding service to the goals of the Foundation.

Dr. Somma has special interests in various fields of Internal Medicine, including diabetes, obesity, cardiovascular diseases and arthritis/rheumatology. He has represented to major pharmaceutical companies, such as Schering-Plough and Pfizer, in a consulting and educational role for his peers. Dr. Somma has been a clinical educator for Seton Hall's Physician Assistant Program and is an Associate Professor of Medicine for their Internal Medicine program.



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## ORGAN DONOR ENROLLMENT DAY

### EARLY DETECTION SAVES LIVES

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On October 8, NJ Sharing Network and its many healthcare partners and volunteers throughout the state worked together to register organ and tissue donors in celebration of Organ Donor Enrollment Day. The non-profit, federally designated organ procurement organization set a goal of amassing at least 2,020 new donor registrations on 2020 Organ Donor Enrollment Day. The 2,020 goal helps create a positive spin on the number '2020' as opposed to the negative '2020' references seen virtually everywhere due to the challenges faced this year.

Currently, there are nearly 110,000 Americans – nearly 4,000 of whom live in New Jersey – waiting for a life-saving transplant. You can register to be a donor at any time by visiting [njsharingnetwork.org/register](http://njsharingnetwork.org/register).

"Organ Donor Enrollment Day is about taking action and inspiring others to learn more about how they can save lives through organ and tissue donation," said Joseph S. Roth, president and chief executive officer of NJ Sharing Network. "One organ and tissue donor can save eight lives and restore health to over 75 people."

In New Jersey, one person dies every three days waiting for an organ transplant. However, the generosity of those in the Garden State is providing hope for the future. New Jersey's organ and tissue donor registrations continue to rise thanks to strong community education and outreach efforts as well as simplified ways to

register as an organ and tissue donor are also helping to save more lives. It is now easier than ever for New Jerseyans to register in any of the following options:

Online at [www.NJSharingNetwork.org](http://www.NJSharingNetwork.org)

Through the iPhone Health App

In person at your local Motor Vehicle Agency

Another key component of Organ Donor Enrollment Day is encouraging those who register to have a conversation with their family and friends about their decision to donate.

"Donation provides comfort and healing to so many families after losing a loved one. It is so important to talk to your family and share your decision about organ donation so your gift is honored," said Carolyn M. Welsh, vice president and chief clinical officer, NJ Sharing Network.

#### ABOUT NJ SHARING NETWORK

Dedicated to saving lives through organ and tissue donation, NJ Sharing Network is the non-profit organization responsible for the recovery and placement of donated organs and tissue for the nearly 4,000 New Jersey residents waiting for a life-saving transplant. With headquarters in New Providence, NJ, the organization, selected by NJBiz as one of the state's "Best Places to Work" for the third consecutive year, is also part of the national recovery system, serving the nearly 110,000 people on the national waiting list. To learn more, get involved and register as an organ and tissue donor, visit [NJSharingNetwork.org](http://NJSharingNetwork.org).

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# HOLOCAUST SURVIVOR MEETS LMA STUDENTS

*Submitted by Eugene Bell*

Holocaust survivor Peter Stein recently met with the students and faculty of Westfield's Lamberts Mill Academy (LMA) to share his experiences about living through the Holocaust. Mr. Stein spoke of his struggles and loss of family growing up as a young boy in German occupied Czechoslovakia. As he told his story the students were captivated by his recollections. He was born to parents of a mixed marriage – his father Jewish and his mother Catholic. As the terror grew, he identified with his mother to find some level of protection. Frequently his father was taken to do hard labor at Terezin without any notice. Most of his father's family were murdered there during the war.

He shared his fear on the days that Germany moved in to occupy – how their country and his life went from carefree to fearful. His childhood images were filled with the sight of soldiers and equipment constantly moving around the city. He told of the affirmations he was meant to give every day at school to Adolph Hitler and the propaganda rallies they had to attend on a weekly basis to boost German morale. He spoke of the class bully who targeted him by calling him a dirty Jew and his fear that this might reveal his true background.

Mr. Stein also spoke of hope as he talked about the spirit of his people and their

aspirations for a better future. He also highlighted other parts of his childhood – his meals with his Catholic grandparents where food was plentiful while at home there was rationing and a struggle to have enough to eat. He also told of the times that they secretly listened to the BBC on Sunday nights despite the German's radio jamming. He said this always gave them hope as the Allies moved closer.

After his presentation, several students and faculty asked questions. These ranged from his levels of fear, what it was like to survive a bombing, and if he still believed in God. He noted that he was among the lucky as he and his mother were able to immigrate to the US after the war and establish a life in a free country. He emphasized several times how lucky we are to live in the US where we are free. Two students told Mr. Stein he was a hero for living through the terror and sharing his feelings with young people.

The assembly was part of the school's history program that brings history to life for its students. Lamberts Mill Academy is one of five special needs schools sponsored by the Union County Educational Services Commission, a public-school district headquartered in Westfield, NJ, to serve the needs of students in Union County and nearby towns. Further details about LMA or the other schools may be gathered by calling their offices at 908-233-9317.



# SAM'S LANDSCAPING

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### If Knee Surgery Sounds Scary, It Should

Have you have been told you are facing knee replacement surgery? Have you been told about all the downsides you could be facing? First and foremost, there are NO guarantees that knee replacement surgery will be the answer to your pain, but let's look further.

- Surgery is costly, regardless of the percentage of services covered by insurance.
- Surgery requires lost time from work and typically requires a regimen of rehabilitation and medications.
- With surgery, there is always a risk for unwanted complications. And you could be back to where you started, or worse.
- Medications will be required for relief from surgery and you have been down that road before. Addictions to these pain medications can cause potential side effects, something you do not want to experience.
- Rehabilitation can take years.

### Consider This Alternative To Surgery

**Northeast Spine & Wellness Center** offers you a real opportunity and a painless way to say goodbye to your knee pain without any surgery. Here are just a few of the important benefits you should consider!

- Diagnostic fluoroscopy accurately targets the pain, unlike blind injections.
- Guided fluoroscopic injections are virtually pain free, unlike blind injections.
- No lost time from work or family.
- No expensive or time consuming rehabilitation.
- No potentially addictive prescription medications.
- Recovery time is almost instant, not months or years.

### How Does This New Treatment Work?

Relief begins almost as fast as it takes to pronounce the treatment. It's called Viscosupplementation Therapy. To begin with, it starts with **Northeast Spine & Wellness Center** investing in the use of diagnostic fluoroscopy. This enables them to target the exact location of your knee pain with pinpoint accuracy. What follows is a simple injection that causes little to no pain, especially when compared to what you may be living with daily. Then explains what you will see on the surface of this revolutionary treatment. What's taking place below the surface is how and where the natural healing process takes place. The injection of a Hyaluronic acid called Hyalgan. This gel-like substance was approved by the FDA in 1996. Hyalgan is a natural substance that mimics the synovial fluid that is already produced by your body in your joints. Osteoarthritis sufferers in particular see a reduction in this much needed synovial fluid in their knee joints. Without that cushioning layer of protection, the cartilage in your knee can begin to wear away leading to the rubbing of bone on bone. Through Viscosupplementation Therapy, this natural substance immediately goes to work reducing the swelling and inflammation in the joint and adding a coating layer of protection. Think about Dorothy taking the oil can to the Tin Man. You'll begin to feel that same kind of relief and quite possibly feel like you're ready for a dance down the yellow brick road to recovery yourself. And with a success rate of over 85% in alleviating pain associated with osteoarthritis, it's easy to see why this treatment is so readily covered by Medicare and by most major insurance providers. Diagnostic fluoroscopy to target the pain. Viscosupplementation Therapy to relieve the pain. Simple, fast and no surgery!

### Do you Suffer from any of these Symptoms?

There are a number of reasons why you developed Osteoarthritis pain. It can develop with age or because of heredity. It could be from repetitive stress from a job or some glory days in athletics. Of course your concern is with the symptoms you face daily and how to make them end, hopefully without surgery or the use of potentially addictive medications. **Northeast Spine & Wellness Center** understands the symptoms you have been living with and can help. If you have any of the symptoms below, please call us today. Relief is a phone call away.

- **Pain** - Whether it's a sharp aching or maybe a burning sensation, the pain can range from irritating to debilitating.
- **Swelling** - This can cause tenderness and soreness to the entire knee area, making walking or going up and down stairs painful, getting in and out of bed or bathtubs difficult and dangerous just name a few activities affected by swelling.
- **Stiffness** - Getting up out of bed or after sitting for a period of time gets more and more difficult. This loss of mobility can be more than a hindrance. It can be dangerous if you need to move quickly.
- **Loss of muscle strength** - This can lead to balance issues and the strong possibility of falling.
- **Joint deformity** - Not just unsightly, but painful as well.
- **Creaking Joints** - Can be painful and a sign of more discomfort to come.
- **Sleepless nights** - Lying sleep over your suffering is not just irritating, but potentially dangerous because of so many other health concerns that can be affected by loss of sound sleep.

### Let Me Show You Targeted Relief From Your Knee Pain

Every day, I see patients suffering from knee pain due to arthritis, osteoarthritis, sports injuries or other conditions. Many have been told that they are in need of knee replacement surgery. Other patients say they have been prescribed various prescription medications to deal with the pain.

Something else I see almost every day, are patients that have tried viscosupplementation knee injections elsewhere and found it to be a painful and ineffective experience because the injections were not administered using fluoroscopic guidance. Instead of using the incredibly accurate diagnostic fluoroscopy we use at **Northeast Spine & Wellness Center** these patients experienced a blind injection technique, which can be as inaccurate as playing pin the tail on the donkey.

Once I am able to explain to my patients about the pinpoint accuracy of using diagnostic fluoroscopy and the amazing results viscosupplementation can provide, they are thrilled to get started. They are even more thrilled when they feel the relief! Please contact **Northeast Spine & Wellness Center** today to schedule your RISK FREE consultation.

Call 732-827-0800

Scott Paris MD, FACS

### Here's what our patients have to say

"I'm dancing without pain. I can move with no problem whatsoever. I can go up and down steps with no pain."

- Patricia G.

"I've 85% relief for the first time in 15 years, suffering with knee pain. My life is getting back to normal."

- Perry O.

"After only five visits, I have absolutely no pain! The staff is 'top-notch.'"

- Quantum L.



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## VISION LOSS ALLIANCE OFFERS FREE VIRTUAL PROGRAMS

Vision Loss Alliance of New Jersey will be able to offer FREE virtual wellness classes, peer support groups and technology-focused offerings over Zoom thanks to a grant from the Grotta Fund for Senior Care. Anyone who has low vision in New Jersey, as well as out-of-state residents, can participate.

VLANJ offers virtual classes in managing grocery shopping, yoga, Zen, meditation and mindfulness. Additionally, their tech talk classes help people understand their tech devices and how to use them to connect to online events. The classes have been a hit, helping people with vision loss stay active, learn skills and connect socially.

Vision Loss Alliance of New Jersey is a nonprofit organization serving people who are blind or have low vision. Through the group's programs, participants learn skills that allow them to manage their lives, and create a welcoming community in which they feel safe and supported.

The Grotta Fund provides its grantees with opportunities for technical assistance, learning, and networking with other nonprofits. In turn, grantees are encouraged to promote the results of their grant, leverage funding, and sustain programs which have been funded by Grotta. The fund is administered through the Jewish Community Foundation of Greater MetroWest NJ.

To Register for Classes

visit <https://www.vlanj.org/programs/>

The post Vision Loss Alliance's Virtual Classes Get a Boost from Grotta Fund first appeared on Morris County, NJ.

## SENIOR BUS TRANSPORTATION

Cranford Recreation and Parks Department is happy to announce the Township Senior Citizen bus resumed operation on October 5, 2020 on a limited schedule as follows:

- **Monday:** Meeker residents only
- **Wednesday:** Lincoln Housing residents only and
- **Friday:** non-housing residents only
- **Maximum capacity:** 4 passengers and limited to one trip per day
- Limited to one trip per month per passenger
- Reservation only

**Time:** 9 a.m. – 11 a.m. Destination: Shoprite

In addition, all passengers must be masked, temperature of passengers will be taken before entering the bus, passengers must complete a covid-19 screening questionnaire and passengers must fill out covid-19 waiver (only need to do this one time).

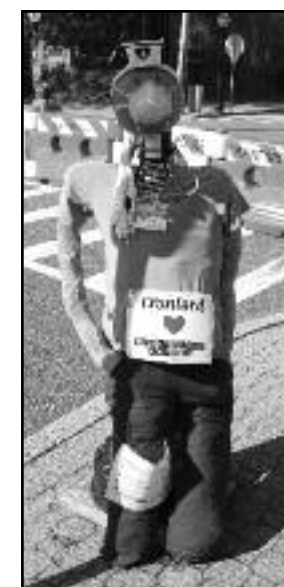
For further information and reservation, please contact Lori-Ann Donnelly at 908-709-7283 #3.



# CRANFORD'S 13TH ANNUAL SCARECROW STROLL 2020 PHOTO ALBUM



*Photos of all the scarecrows can be found online at [rennamedia.com](http://rennamedia.com) and on the Cranford Monthly page on [facebook.com](https://www.facebook.com/CranfordMonthly) Feel free to “Like,” “Tag,” and “Share.”*





## VICTORIAN 'PINK TEA' AT NITSCHKE HOUSE

### CRANFORD AREA CHAMBER OF COMMERCE HOLIDAY EVENTS

#### EVENTS HELD AT GAZEBO

North Union & Springfield Ave.

#### FRIDAY, NOVEMBER 27 TREE LIGHTING

North Union & Springfield Ave.

9 am - 4 pm: Daisies, Brownies,

& Cadets Decorate the Tree

4 pm: Tree is ready for display

6 pm: Santa arrives to light the tree

#### FRIDAY, NOVEMBER 27 TO WEDNESDAY, DECEMBER 16 SANTA'S MAILBOX

Santa's mailbox will be available  
to receive letters to Santa.

Santa's Mailbox will be at the  
inside entrance to the Post Office  
on Miln and Eastman Streets

from November 27th to December 16th.

Santa letters must have a return address.

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*Submitted by Shirley Boyden Maxwell*

Nationally acclaimed author and historian Joanne Hamilton Rajoppi will highlight women's valiant, decades-long struggle in winning the right to vote, particularly the efforts of local and Union County pathfinders, during a Victorian "Pink Tea" to be presented by the Kenilworth Historical Society on Saturday, November 14, 2020, in celebration of "100 Years of Votes for Women."

In commemorating the ratification of the 19th Amendment to the U.S. Constitution, which in 1920 gave women the right to vote, Rajoppi will spotlight many who led the decades-long Women's Suffrage movement, particularly Kenilworth and Union County pathfinders who helped further the cause and who overcame daunting challenges in paving the way for other women to run for public office.

The Tea will begin at 12:30 p.m. at the Kenilworth Veterans Center, 33 South 21 Street, where the ambience will resemble the "Pink

Teas" that Victorian women held to secretly discuss such then-controversial issues as women's voting rights. It was believed that referring to the gatherings as "Pink Teas" would mask their political purpose and deter men from attending. An array of assorted teas, tea sandwiches and desserts will be served during the November 14 Tea, which also will feature a gift auction and door prizes.

Admission is \$30. Advance reservations (by November 4) are requested, as seating is limited. For reservations/tickets, please call 908-709-0434 or visit Especially Yours Florist at 13 North 20th Street, Kenilworth.

Proceeds from the Tea and Gift Auction will benefit the Kenilworth Historical Society's Oswald J. Nitschke House (c. 1880) "living history" museum and cultural arts center by helping defray operating expenses, including the cost of an elevator that makes all levels of the site ("living history" museum, exhibition center and cultural arts center) fully accessible to everyone.



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## HISTORICAL SOCIETY LAUNCHES NEW WEBSITE

*Submitted by Margaret Gerlach*

In 1927, the Cranford Historical Society was formed by a group of citizens with a mission to preserve and perpetuate the history of Cranford. Through the years, the Cranford Historical Society has followed through on this mission with events, programs, school tours and much more for the community. It has always been a non-profit educational organization. Our archives have grown through the years out of the generosity of members and the community donating interesting items of the past from their Cranford heritage. Our costume and military collections have also grown tremendously.

We have worked to improve our website and social media sites so that visitors get to see the history of Cranford. This month, the Cranford Historical Society is launching its new website that is part archives, part research portal and part modern view of Cranford.

While upcoming events will continue to be posted, the website's new homepage will feature a blog, a picture of an object that visitors may guess its identity and purpose, and snapshots of people who made special contributions to the community.

Under the "Explore Cranford History" archives and research section, a click on a picture will open doors to the people and events that have shaped our modern times. Highlights include, "Big Events in Cranford," "Cranford at War,"

"Cranfordites You Should Know" and many more interesting topics.

Blogs, reposts of articles, videos and podcasts will focus on a wide range of topics. Whether visitors are avid watchers of unfolding history, intrigued with our historical past or just enjoy stepping back in time, the website will have something for everyone to explore.

With its postings on Facebook and Instagram, along with the new website, the Cranford Historical Society has entered a new and exciting era.

So we invite you to visit our new website for an educational tour. If you are not already a member of the Cranford Historical Society, we hope you decide to join us. Membership forms can be found on our website at [cranfordhistoricalsociety.org](http://cranfordhistoricalsociety.org).



## HISTORICAL SOCIETY 2020 MEMBERSHIP

Please help us to keep the Cranford Historical Society strong by becoming a member.

Thank you for your support!

Mail membership form to:

Cranford Historical Society

The Hanson House

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# ALGONQUIN HOUSE AND CRANFORD THEATER RECEIVE AWARDS

*Submitted by Maureen Strazdon*

The Cranford Preservation Award for 2020 was presented to the owners of 37 Algonquin Drive and the Cranford Theater. The award, sponsored jointly by the Cranford Historical Society and the Cranford Historic Preservation Advisory Board (HPAB), is given annually to owners of a residence and a business who have helped preserve and maintain the history and character of Cranford.

Because of COVID restrictions, the award wasn't presented at an in-person ceremony this year, and a certificate that cited both properties for their restoration efforts was delivered to the recipients.

Kate Carlson and Lorrie Bove received the award for their sympathetic expansion of their house at 37 Algonquin Drive in Sunny Acres, working to preserve and maintain their house's original design to continue the Sunny Acres' legacy. Every year additions and modifications to the houses in Sunny Acres make the original designs undistinguishable. Needing more room, rather than add a floor or totally remodel the house, the awardees chose to add an extension to

the back of the Cape Cod house, making it look virtually identical to the way it looked in 1942 when it was built.

Sunny Acres, a community of 172 residences which was developed between 1940 and 1943 by the Sears Modern Homes Division, was designated in 2018 as Cranford's first Local Historic District. It consists of Cape Cod and Colonial Revival style houses in a variety of pre-designed layouts.

There were 12 standardized, numbered designs or styles offered, but by placing the main body of the house lengthwise or endwise to the street, moving the placement of the garage to either side of the house, set forward or back, and adding a breezeway to detached garages, the houses were made to look different. 37 Algonquin is one of the 19 homes built in Style #6.

The Cranford Theater was honored for its place in the community as well as for the recent physical renovation that was done by owners Jesse and Doreen Sayegh. The theater unexpectedly closed in September, 2019, and during the time it was closed the citizens of Cranford realized what they had lost. But then,

after undergoing a full renovation including new seats, drapes, floors, digital projectors, sound system, and an upgraded concession stand, the Cranford Theater reopened on November 8, 2019.

Cranford had a movie theater as early as 1909 at North Avenue and Eastman Street. On November 29, 1926, on the site of the old Township building at 25 North Avenue West, the Branford Theater opened, showing Noah Berry in "Padlocked". Two months later, in January, 1927, the "B" in the theater name was swapped out for a "C", and the Cranford Theater was born. The 1,300 seat theater had both a stage and a Wurlitzer pipe organ, as most theaters of the time did, but it functioned primarily as a movie theater. It closed but then reopened several times over the years, and ownership and operators changed several times. All the while the theater was a center of local activity and a good neighbor. In 1998, it was divided into five screens. With its recent renovation and rescue as an independent movie theater, the Cranford Theater will remain an important and valued resource to the Cranford community.

The Cranford Historical Society and the Cranford Historic Preservation Advisory Board celebrate and congratulate the owners of 37 Algonquin and the Cranford Theater.

Founded in 1927, the Cranford Historical Society is a non-profit educational organization, with membership opened to the public, whose mission is to preserve and perpetuate the history of Cranford. For more information, visit [cranfordhistoricalsociety.com](http://cranfordhistoricalsociety.com).

The Cranford Historic Preservation Advisory Board (HPAB) is a Township committee established in 1993. HPAB's mission is to aid in the preservation of Cranford's architectural heritage through documentation of significant structures, education of the public as to the value of preservation, and advice to the Township on laws and activities impacting preservation. You can find more information on HPAB at [preservecranford.com](http://preservecranford.com).



(above) HPAB Member Loretta Smith presenting the Cranford Preservation Award certificate to Kate Carlson and Lorrie Bove.



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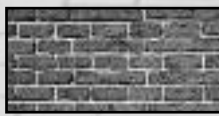
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## EMPOWERMENT + EXPERIENCE - VIRTUAL AUTHOR TALKS CONSORTIUM

This fall, the Libraries of Union County Consortium in Union County, New Jersey will sponsor a series of virtual visits to explore the subject of Race, Empowerment and Experience. In light of the intense and widespread discussion of race and racism in America, our libraries are committed to providing online platforms for information and discussion.

Starting off this series on Tuesday, November 10 at 7:00 p.m., we will be joined by two prolific, award-winning authors and publishers: Cheryl Willis Hudson and Wade Hudson, the co-founders of Just Us Books, Inc., one of the most prominent black-owned publishing houses in America.

Continuing on Tuesday, November 17 at 7:00 p.m., we will welcome Derrick Barnes, author of the award-winning picture book *CROWN: An Ode to the Fresh Cut* and the 2020 best seller *I Am Every Good Thing*.

Both programs will be hosted on the Zoom webinar platform, and are free for all to attend. Registration is required. To register, visit [lucnjevets.org](http://lucnjevets.org).

Read on to learn more about our esteemed guests:

Wade Hudson is an author and publisher. He is also president and CEO of Just Us Books, Inc., an independent publisher of books for children and young adults. Among his 30 published books for children and young adults are *Book of Black Heroes from A to Z*, *Jamal's Busy Day*, *Pass It On: African American Poetry for Children*, *Powerful Words: More Than Two Hundred Years of Extraordinary Writing by African Americans*, *It's Church Going Time*, *Feelings I Love to Share*, and *Friends I Love to Meet*. *We Rise, We Resist, We Raise Our Voices*, co-edited with his wife and published by Crown Books for Young Readers, is a 2019 Jane Addams Peace Association Honor book. He is currently writing a coming-of-age memoir entitled *Mansfield* that will be published by Crown Books in fall 2020, and has just completed *Journey*, a collection of poems, to be published by Third World Press in spring, 2020. Wade has received a New Jersey Stephen Crane Literary Award; The Ida B. Wells



(above, l-r) Derrick Barnes, Wade Hudson, Cheryl Willis

Institutional Leadership Award (2008) presented by the Center for Black Literature; and the Madame C. J. Walker Legacy Award (2012) given by the Zora Neale Hurston-Richard Wright Foundation and a Children's Book Council 2019 Diversity Award. He has also been inducted into the International Literary Hall of Fame for Writers of African Descent. Born and raised in Mansfield, LA, he lives in East Orange, NJ with his wife Cheryl. His website is [wadehudson-authorpublisher.com](http://wadehudson-authorpublisher.com).

Cheryl Willis Hudson is an author, editor and publisher of children's books. She is co-founder and editorial director of Just Us Books, Inc., an independent company that focuses on Black interest books for children and young adults. Cheryl has authored over two dozen books for young children including *Brave. Black. First: 50+ African American Women Who Changed the World*; *Bright Eyes, Brown Skin*, (with Bernette Ford) *AFRO-BETS ABC Book*, *Good Morning, Baby*, *Glo Goes Shopping*, *From Where I Stand* and *Clothes I Love to Wear* (Marimba Books); *Hands Can* and *Construction Zone* (Candlewick Press); and *My Friend Maya Loves to Dance* (Abrams). She has also co-edited a number of titles including *How Sweet the Sound: African American Songs for Children* (Scholastic, Inc.), and *In Praise of Our Fathers and Our Mothers* (Just Us Books). Cheryl is also co-editor with Wade Hudson of the middle grade anthologies *We Rise, We Resist, We Raise Our Voices*, and *The Talk: Conversations About Race, Love & Truth*. A member of the Children's and Young Adult Committee of PEN America Cheryl has

served as diversity consultant to a number of educational publishers. Outside of her full time immersion in children's books, Cheryl enjoys a cappella singing and creating handmade story quilts. Visit her online at [cherylwillishudson.com](http://cherylwillishudson.com).

Derrick D. Barnes is from Kansas City, MO. He is a graduate of Jackson State University with a BA degree in Marketing. After graduation, he became the first African American male creative copywriter in the history of Hallmark Cards. He is the author of the critically acclaimed picture book *CROWN: An Ode To The Fresh Cut* (Denene Millner Books/Agate Bolden) which won a multitude of literary awards, making it one of the most decorated picture books in the history of children's literature (two 2018 Ezra Jack Keats Awards, the Gold Medal from the Society of Illustrators, the Coretta Scott King Author Honor, Coretta Scott King Illustrator Honor, Newberry Honor, and the Caldecott Honor, and highly coveted Kirkus Prize For Young Readers.) His follow up to *CROWN*, entitled *The King of Kindergarten*, published by Nancy Paulsen Books/Penguin in July 2019, debuted on the New York Times Best Sellers List. On September 1, 2020, Derrick's 12th trade title, *I AM EVERY GOOD THING*, was released, and debuted at #5 on the New York Times Bestseller List. Derrick resides in Charlotte, NC with his enchanting wife, Dr. Tinka Barnes and their four sons, *THE MIGHTY BARNES BROTHERS: Ezra, Solomon, Silas, and Nnamdi (Nom-dee)*. Learn more at [derrickdbarnes.com](http://derrickdbarnes.com).

The Libraries of Union County Consortium (LUCC) was incorporated on April 12, 1985. The consortium is made up of all 20 public libraries in the county along with Union County Community College. The purpose of the consortium is to promote cooperative library activities among its members so that a higher quality of library services for residents within Union County can be provided, and to provide informational, recreational and educational programs at the local and county levels. The directors of these libraries meet regularly throughout the year to share information and participate in accomplishing these purposes.



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**Building or Updating Your Marketing Plan**



Joe Renna has been in business since 1984 supplying businesses with a full array of marketing and advertising services. From developing business and marketing plans to multimedia production, over the years, his ad agency has worked with every size business. Since 2000 Renna Media has been publishing hyper-local community newspapers.

Each month, over 135,000 newspapers are mailed to every home and business in 21 towns. He also offers full color printing and mailing services as well as an online presence that parallels his print publications. Through these publications, Renna Media has focused on the needs of the local business owner offering customized, affordable, advertising opportunities. Joe Renna also helps his advertisers with their marketing plans as a value-added service.

Mr. Renna's presentation will address the different aspects of building a marketing plan and tuning up existing ones. The audience will leave with the information to guide them in developing a plan that will get them the best return for their marketing budget. The presentation will encourage questions from the audience and will address specific challenges facing participating business owners.

**Date:**  
**November 10, 2020**

**Time:**  
**11:00 am**

**Cost:**  
**Free**

**To Register:**  
<https://score.zoom.us/j/91039820189>

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# COUNTY RESIDENTS JOIN LITERACY NJ'S VOLUNTEER TUTOR PROGRAM

*Submitted by Nancy Lama*

Literacy New Jersey welcomes ten new volunteer tutors from Union County who have joined the ranks as English as a Second Language tutors after completing a 15-hour training course. The new trainees include Leah Brown, Joan Craig, Carolyn Daurio, Tom Ganley, Tom Kaercher, Sherry Krakauer, Laura Lesniak, Ken Mirsky, Wilneris Santana and Teresa Tejada-Melo. The training prepares tutors to work with

adults who struggle with reading, writing and speaking English. Literacy New Jersey tutors work in libraries, schools and church centers throughout Union County helping adults improve their skills in order to find better jobs, help their children in school, and become more involved in the community.

Several of the new trainees got right to work and are already teaching at locations such as the Elizabeth Public Library and Summit High

School, where Literacy New Jersey has thriving ESL programs. These programs serve the growing immigrant population in Union County. Part of the recent Literacy New Jersey training included class observations at these locations where the new tutors had the opportunity to meet students and observe experienced tutors in action.

According to one trainee, "The tutor training program is very well put together. The trainers are amazing! I am confident about all I have learned and I am both excited and nervous to meet my students."

Literacy New Jersey runs tutor training twice a year, in January and September. The training provides a practical, hands on approach to working with adults, and includes ideas for materials and activities as well as strategies for lesson planning. Previous teaching experience is not required. For more information on training and other opportunities at Literacy New Jersey, please call 908-486-1777 or email [bbagger@literacynj.org](mailto:bbagger@literacynj.org).



(above) Ten new volunteer tutors from Union County have completed their training and joined Literacy New Jersey as English as a Second Language tutors.

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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.

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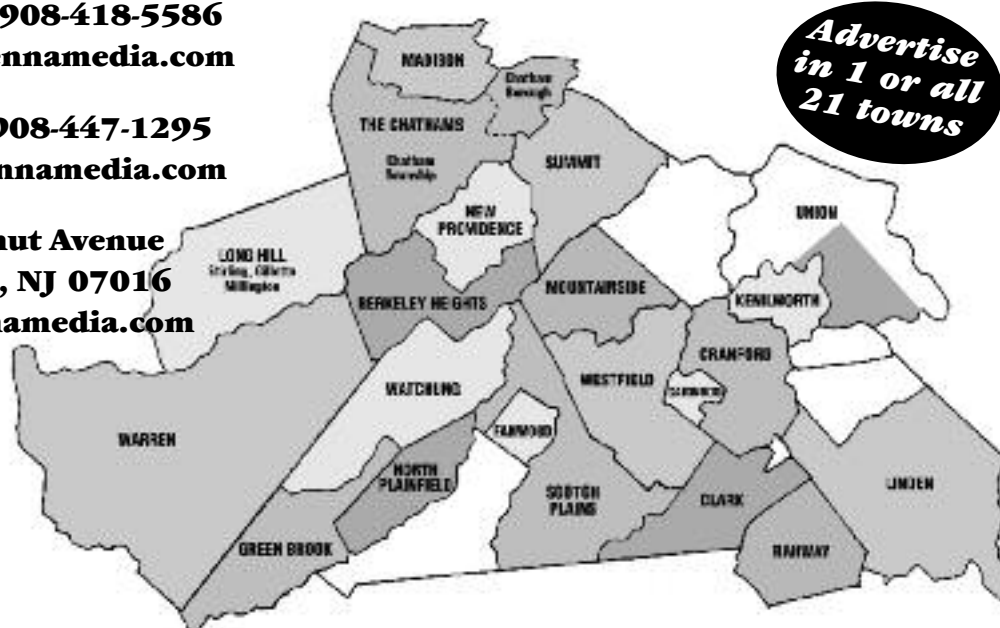
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**Advertise in 1 or all 21 towns**

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<b>BUSINESS &amp; LIFE</b> <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 Gillette, Millington and Strick. Zip: 07933, 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: 07060, 07062, 07063
<b>OUR TOWN Rahway, NJ</b> Qty: 12,400 Mailed to every home and business. Zip: 07065	<b>Scotch Plains NJ</b> WILSON'S HAPPENING MONTHLY 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 5/100 mailed to homes and businesses. 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. 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 11"	\$400	\$1000	\$1400	\$1800	\$2200	\$2500	\$2800	\$3000
2 PAGE SPREAD	21" x 14"	\$700							
BACK PAGE	10" x 11"	\$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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Visit **RennaMedia.com** for online publications.  
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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  
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#### 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

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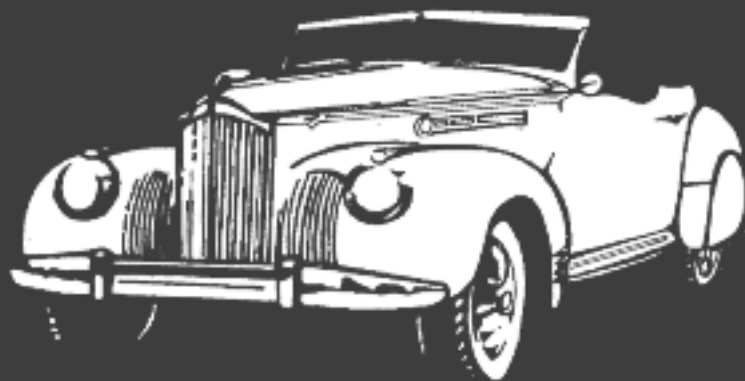
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