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Issue 35 • November 2020

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## GREEN TEAM AND DAISY TROOP DECORATES FOR FALL

This October the Garwood Green Team participated in its annual fall decorating, putting up corn stalks, pumpkins and hay bales to liven up Borough Hall and JFK Plaza. This year, the Green Team was joined by Daisy Troop 41108, who helped put up the decorations.

“The Green Team always loves collaborating with other groups in town; that’s what Garwood is all about. We’re so happy the Daisy Troop could help us with this activity this year,” said Council President and Green Team Liaison Jen Blumenstock.

Green Team member Brittani Johnson Chan along with Green Team member Vanessa Schubring, who is also one of the Daisy Troop’s leaders, led the charge this fall, collaborating with the girls for a beautiful design.

“The girls were beyond excited to decorate. This helped them complete their ‘Between Earth and Sky Daisy Journey Award’ set, and we’ll be doing another project in town soon at Hartman Park,” Schubring said.



*(above) The Green Team, joined by Daisy Troop 41108, decorated Borough Hall and JFK Plaza.*

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*(above) The Green Team was joined by Daisy Troop 41108 for their annual fall decorating.*

\*\*\*\*\*ECRWSSDDM\*\*\*\*\*  
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like us on [facebook.com/Garwood Times](https://facebook.com/GarwoodTimes)




## GARWOOD GREEN TEAM DEDICATES RAIN GARDEN

The Garwood Green Team held a dedication ceremony for their rain garden on September 26, officially cutting the ribbon on this brand new project.

The Green Team has worked for almost a year to bring the rain garden into fruition once they received a \$2,000 grant from Sustainable Jersey and PSE&G. The Green Team volunteers were

joined by members of the Rahway River Watershed Association, who donated their rain garden expertise, as well as their graphic design and labor support.

The Green Team would like to thank everyone who came out to celebrate and look forward to bringing more environmentally sustainable projects and activities to Garwood.



(above) The Garwood Green Team cut the ribbon on their new rain garden on September 26.

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**Rich Vaill**  
*Business Development  
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## THE TODAY SHOW FEATURES GARWOOD STUDENTS PAST AND PRESENT

Recently, Lincoln School students past and present were featured on The Today Show. The piece focused on the mental health of teens during the pandemic.

The students were interviewed about their experiences throughout this time and how it has

affected them. It was exciting to see Garwood featured on national television and the Lincoln School family is proud of our former and current students for their composure throughout the interviews and how they represented our "small town with a big heart"!

★ ★ ★ ★ ★



THE GARWOOD POLICE DEPARTMENT IS ACCEPTING APPLICANTS FOR PART-TIME ALTERNATE SCHOOL CROSSING GUARDS. APPLICATIONS ARE AVAILABLE AT THE GARWOOD POLICE DEPARTMENT MAIN WINDOW.

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Photo by Garwood Public Schools



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# GARWOOD TEACHERS FIRST DAY OF SCHOOL

Garwood teachers are thankful to be in school with their students!

## CARING CONTACT CONTINUES TO ANSWER CALLS DURING CRISIS

With residents of New Jersey being asked to stay home to fight the spread of Covid-19, many people find themselves feeling isolated and experiencing high levels of anxiety. Caring Contact, a local listening and crisis hotline, continues to help individuals during this difficult time. As a member agency of the National Suicide Prevention Lifeline, Caring Contact cares for those who are in crisis in central and northern New Jersey and acts as a backup to other Lifeline agencies throughout the country. Additionally, they operate a local "warm" line to assist individuals who may not be in crisis but are experiencing stress themselves, with a family member, friend or co-worker.

Approximately 90 volunteers answer the phone lines at Caring Contact. "It has been a challenge during this time to ensure that volunteers are kept safe", stated Executive Director Janet Sarkos. "All business operations were moved remotely in early March. We've altered our hotline operations so that only one listener at any a time is in each of our phone rooms. We are working together as an organization to ensure each phone station and other "common touch areas" are cleaned thoroughly between listeners, to further protect against contamination. It is vital that we continue to answer calls during this time of heightened anxiety".

But even with these office precautions, Caring Contact has updated their telephone and IT systems so they can now transition many of their volunteers to answer both the Lifeline and the local warm line from remote locations. Call volume is up. We took 2,986 calls in the first quarter last year as compared to 4,012 this year. We've been tracking COVID-related calls. In the middle of March 20% of our calls were COVID-related. From 3/29 - 4/12, it had risen to 32%.

If you are interested in learning more about Caring Contact please visit their website at [caringcontact.org](http://caringcontact.org). If you, or someone you know, is in crisis please call 800.273.8255, 7 days a week, 24 hours a day. If you are feeling isolated and need to talk to someone please call 908.232.2880, 7 days a week from 7 a.m. – 11 p.m. (based on volunteer availability). We are here to listen.



(above, l-r) Mrs. Nicola Atieh, Mrs. Heather O'Dell, Mrs. Dana Parkhill, Mrs. Lisa Zatorsky

Photos by Garwood Public Schools

## WALK TO SCHOOL DAY AT LINCOLN SCHOOL

The Garwood PTA sponsored their annual Walk to School Day on October 7th. Students were encouraged to "get their steps in" either by walking to school or by walking around town. All Lincoln School students were invited to

participate.

The students recorded a total of 314,653 steps. Top walkers included Emma Ferrara with 18,874 steps, ZuZu Rosynsky with 17,249 steps and Xavier Barnes with 26,414 steps. Go Mustangs!



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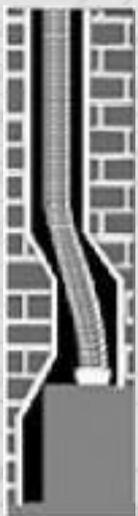
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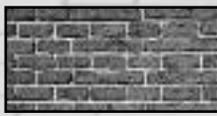
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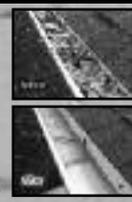
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# NOVEMBER EVENTS AT GARWOOD LIBRARY

Visit [lucnjevnts.org](http://lucnjevnts.org) to register for these events.

For more information and to register for programs, call 908-789-1670 or email [garwoodlibrary@garwood.org](mailto:garwoodlibrary@garwood.org)

The Garwood Library is now open to the public Monday, Wednesday and Friday from 9 a.m. to 4 p.m., Tuesday, Thursday from 9 a.m. to 7 p.m. and Saturday 10 a.m. to 1 p.m. Five people are permitted in the library at a time for thirty minutes. No appointments needed. The staff is available to assist with copying and faxing. One computer is available for printing or a quick check of email. Social distancing and masks are required. Curbside service is also available when the library is open. The Garwood Library is located at 411 Third Ave. Visit online at [youseemore.com/Garwood](http://youseemore.com/Garwood).

### Meeting of the Garwood Library Board of Trustees

Wednesday, November 4, 2020, at 7 p.m.

This meeting is open to the public. Masks and social distancing are required

### The Art of Conservation

Wednesdays, at 3:30 p.m.

November 3, 11, 18

December 2, 9 and 16

The Garwood Library in collaboration with Mad Science and Image Arts Academy present the Art of Conservation. Learn about lions, elephants, sharks and more and find out how wildlife conservationists are working to protect species around the globe. Then experiment with a variety of art techniques and use Crayola products to create animal-inspired art projects., from frog painting to polar bear sculptures. Materials for all the classes will be provided before the first class. The program is open to children in grades 1 to 6. Please register for the class by phone or on the Garwood Library's events calendar. The class is limited to 20 participants.

### Virtual Kid's Craft

Tuesday, November 10, 2020 at 3 p.m.

Pick up supplies form 10 a.m. to 7 p.m. on November 10. A craft tutorial will appear on Facebook Premiere on the Library's Facebook page on November 10 at 3 p.m. The video will be available for viewing thereafter. Registration is required and is limited to 15 participants.

Sign up on the Library website's events calendar or by phone.

### Zoom Lego

Thursday, November 5, 12, 19 at 3:30 p.m.

Sign up on the calendar section of Garwood Public Library's website or give us a call. The Zoom link will be sent to you by email.

### Virtual Adult Craft

Tuesday, November 17, 2020

Pick up your craft supplies from 10 a.m. to 7 p.m.. A slide show tutorial will appear on Facebook Premiere on the Library's Facebook page on November 17 at 3 p.m. The video will be available for viewing thereafter. Registration is required and is limited to 10 participants.

Sign up on the Library website's events calendar or by phone.

### Virtual presentations exploring Race, Empowerment, and Experience

November 10, at 7 p.m.

November 17, at 7 p.m.

This November, the Garwood Library will join with the libraries in Union County to offer a series of virtual presentations exploring Race, Empowerment, and Experience. The first in the series will take place on November 10, 2020, at 7 p.m., and will feature authors, co-founders of Just Us Books, Inc., Cheryl Willis Hudson and Wade Hudson. They will share their experience and talk about their most recent project: co-editing the collection "The Talk: Conversations about, Race, Love and Truth". On November 17 at 7 p.m. join prolific and award-winning author Derrick Barnes as he shares his experience and talks about his work and his most recent book "I Am Every Good Thing."

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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:**  
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**To Register:**

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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.

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.

After traveling more than 750 miles, this

Follow the Garwood Police Department on Facebook.

## 25TH ANNIVERSARY OF HAUGHTON'S E.O.W.



The Garwood Police Department will be holding a ceremony to commemorate Officer Thomas P. Haughton on the 25th anniversary of his end of watch, November 24.

Officer Haughton was involved in a one car motor vehicle crash while attempting to pull over a vehicle for a motor vehicle violation. He succumbed to his injuries on November 24, 1995.

The members of Garwood Police Department remember Officer Haughton every year by lighting the Thomas P. Haughton Memorial Plaza and the exterior of Borough Hall in blue light for the month of November.

As we arrive at the 25th anniversary of his passing, the Garwood Police Department will rededicate the Thomas P. Haughton Memorial Plaza on Tuesday, November 24, 2020 at 6:00 p.m.

Because of safety concerns due to the COVID-19 pandemic the ceremony will be closed to the public but will be broadcast on Facebook. Anyone wishing to observe the service can go to the Garwood Police Department Facebook page for more information.

*(left) On October 9th Garwood Police Department runners 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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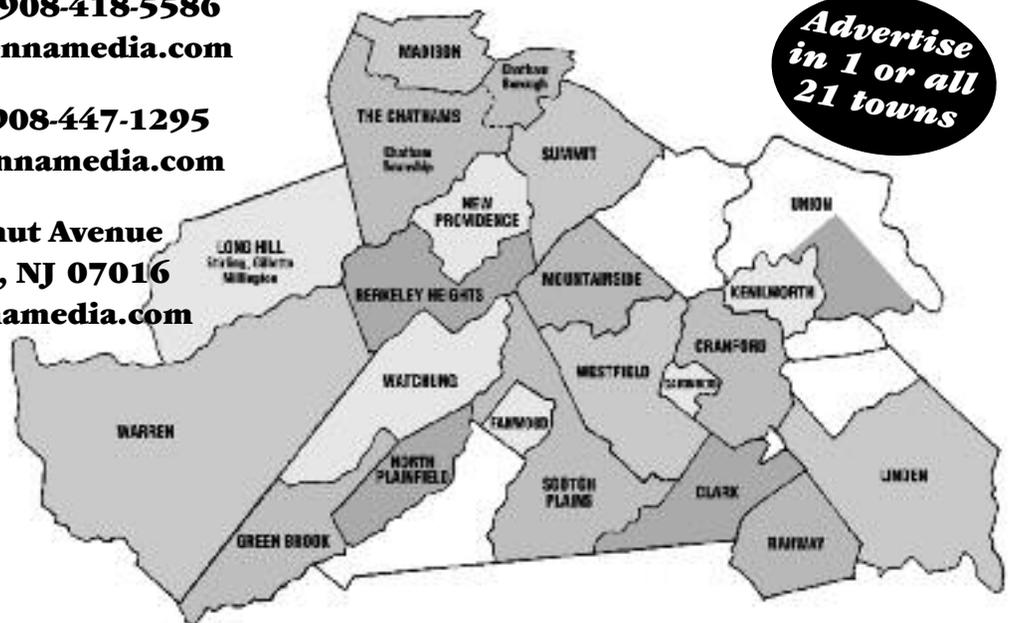
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<b>OUR TOWN Rahway, NJ</b> Qty: 12,400 Mailed to every home and business. Zip: 07065	<b>Scotch Plains NJ</b> WILSON'S HAPPENING MONTHLY Qty: 9,600 Mailed to every home and business. Zip: 07076	<b>Summit NJ Times</b> Qty: 9,600 Mailed to every home and business. Zip: 07901	<b>Spirit of UNION</b> NJ Qty: 5,500 5/100 mailed to home 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

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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
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# Howdy Partners!

## Online Marketing is like the Wild West

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

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

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

I highly recommend doing an independent audit of your website!

Contact Walter Watson at [walter@www-online-enterprises.com](mailto:walter@www-online-enterprises.com)

He does a great job analysing and making recommendations.

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

Thank you. - Joe Renna

## Full Service Online Marketing



### Online Marketing Items

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

#### Extra Boost:

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

### Website / SEO services

- Website Audit/Analysis and recommendation plan: .....\$250
- Website creation/update:.....\$2,400  
(Cost for average website: 12 pages,  
contact form, SEO friendly, responsive design)
- Website Hosting: .....\$300 per year  
Includes website hosting, software updates,  
monthly website content updates
- SEO Services:.....average cost \$1,000 - \$2,000 per month  
Custom tailored solutions:  
Google Ranking, Local SEO, Social Marketing

### Video advertising

#### Production:

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

**Do not commit to a service unless you have a solid marketing plan and budget.**  
Your plan should work on paper before you spend dime one. Don't waste money just trying something. There is no magic bullet.  
**Call Joe for a free consultation.**

**Call Joe Renna 908-447-1295**  
**Email: [JoeRenna@RennaMedia.com](mailto:JoeRenna@RennaMedia.com)**

## ORGAN DONOR ENROLLMENT DAY

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

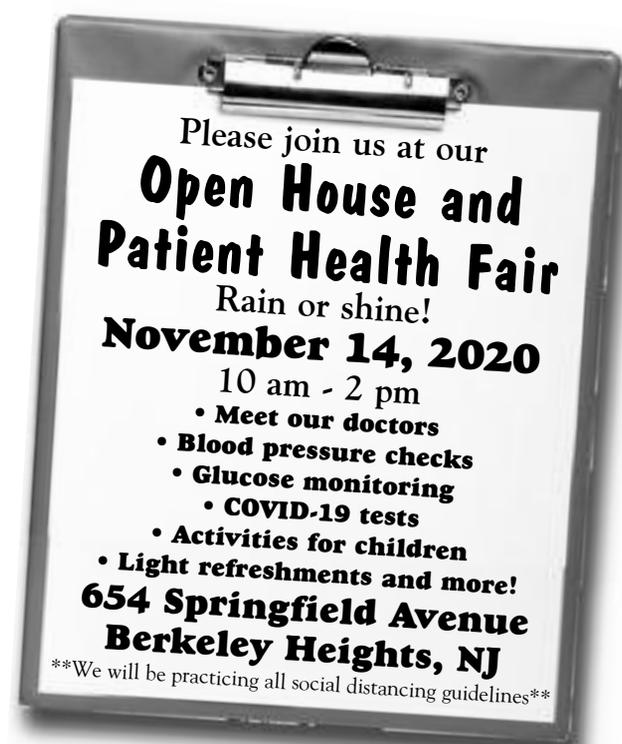
Dedicated to saving lives through organ and tissue donation, NJ Sharing Network is the non-profit organization responsible for the recovery and placement of donated organs and tissue for the nearly 4,000 New Jersey residents waiting for a life-saving transplant. With headquarters in New Providence, NJ, 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).

Announcing

## Edward Anthony Somma, MD

Internal Medicine

New Office in Berkeley Heights



After graduating from medical school, Dr Somma served his internship in Internal Medicine at Trinitas Regional Medical Center. He then completed his residency in Internal Medicine at Seton Hall Post Graduate School of Medicine, where he was elected Chief Resident of Internal Medicine in his final year.

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.



***"Providing exceptional comprehensive health care with unrivaled compassion and personalized attention for more than 2 decades"***

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