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VICTORIAN 'PINK TEA' BENEFIT FOR NITSCHKE HOUSE

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.



(above) Shown here is a contingent of New Jersey women welcoming envoys from California during the Women's Suffrage movement that led to ratification, in 1920, of the 19th Amendment to the U.S. Constitution giving women the right to vote. The valiant, decades-long struggle that led to such voting privilege, particularly in Union County, will be the focus of a presentation to be made by nationally acclaimed author and historian Joanne Hamilton Rajoppi during a Victorian "Pink Tea" that the Kenilworth Historical Society will be presenting on November 14, 2020.

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ST. THERESA'S SEEKING THANKSGIVING FOOD PANTRY DONATIONS

St. Theresa's Social Concerns Food Pantry is gearing up for their Thanksgiving food basket distribution. Last year they distributed over 300 baskets including a \$10 supermarket gift card, and turkeys. They anticipate a bigger need than any year before.

Nonperishable food items can be dropped off at the back of the Church on Sundays or any day of the week between 9 a.m. to 3 p.m. at the Rectory. There is a special need for gravy, stuffing, cranberry sauce and canned yams. Gift cards to any supermarket in \$10.00 denominations are also needed. Frozen turkeys

can be dropped off the Friday before Thanksgiving (November 20th) between 9 a.m. - 5 p.m. at St. Theresa's Rectory. Gift cards and checks payable to St. Theresa's can be mailed to Social Concerns c/o The Church of Saint Theresa, 541 Washington Avenue, Kenilworth, NJ 07033. Baskets will be distributed the Saturday before Thanksgiving (November 21st).

If you are a resident of Union County (ONLY) and need a basket call the Rectory to reserve one at (908) 272-4444. First and last name, and town of residence are required. There will be no baskets given out without a reservation.

ST. THERESA'S GIVING TREE STARTS NOV 28

With Thanksgiving behind them, Social Concerns will then be collecting donations for a "giving tree" which will be located in St. Theresa's church starting Saturday, November 28th.

The tree is decorated with tags with needed items written on them. Donors simply take as many tags as they wish and return the items to the church for distribution.

The orders on the tags were collected from needy families within the community as well as Covenant House, Catholic Charities and St. Joseph's Social Service Center located in Elizabeth. If you are in need please call the Rectory (908) 272-4444.



(above, l-r) 2018 Volunteers hanging wish list ornaments on the St. Theresa Giving tree, Kristen Williams, Samantha McEvoy, Polly Johnston, Dianne Perona, and Dee Phillips.

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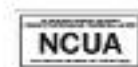
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After graduating from medical school, Dr Somma served his internship in Internal Medicine at Trinitas Regional Medical Center. He then completed his residency in Internal Medicine at Seton Hall Post Graduate School of Medicine, where he was elected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



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VETERANS DAY PROGRAM TO INCLUDE TRIBUTE TO ROGER D. ALLCROFT

Submitted by Walter Boright

This year's Veterans Day program will include a tribute to Roger D. Allcroft of Kenilworth who perished during WWII in aerial combat over the Pacific on June 22, 1945. His death was recently discovered. When greatly outnumbered by the enemy, his plane was shot down and a long search for him proved unsuccessful. His sacrifice was not remembered when years later local monuments were erected to honor those of Kenilworth killed in action. It is believed that because the family moved from Kenilworth in 1950 when Parkway construction took their home, that his name was overlooked so many years later.

Born in 1924 he was one of six children of James and Cecile Allcroft of Fairfield Ave. He graduated from Harding School in 1938. He promptly enlisted for combat after graduating Jonathan Dayton Regional High School, Springfield, in 1942. He rose to the rank of first lieutenant in the Marines. Lt. Allcroft received many awards including the Distinguished Flying Cross and the Air Medal with Gold Star.



(above) Lt. Roger Allcroft, recently revealed as killed in action, to be honored on Veterans Day
Photo credit: Allcroft family

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SENIOR CITIZEN PICNIC



Kenilworth seniors enjoyed a catered picnic at DiMario Park.

There was a great turnout of the Kenilworth seniors in October for a catered picnic at DiMario Park.

The senior event was put on by the Borough and Senior Director, Kathleen Wierzbinski.

The Senior Center has been closed since March due to COVID-19 Virus. It was time to get our senior community members out of the house and entertained in a safe manner.

Notification was sent out through flyers mailed to the seniors, the Kenilworth web-site and other sources. Masks were worn, hand sanitizer was used and social distancing took place to provide a safe and fun few hours out

enjoying lunch, music and each other's company.

The attendees brought their own chairs and were served boxed lunches.

The Gents, a live band, played "oldies music" which the seniors really enjoyed. Gift bags were given out by Councilman Louis DeMondo that included masks, hand sanitizer, a re-usable shopping bag and snacks.

If you are a senior citizen living in Kenilworth and would like to be added to the mailing list, you can email me your information and I will include you in the next mailing of events: Seniordirector.kenilworth@gmail.com.



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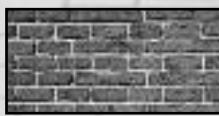
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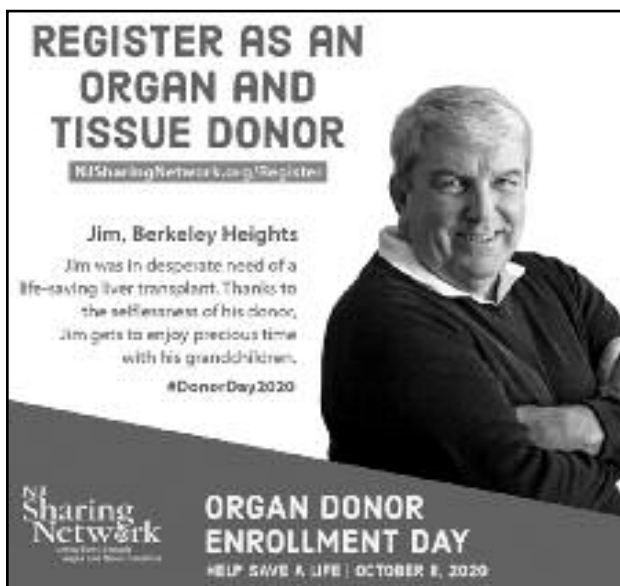
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(above) Jim Rhatican of Berkeley Heights was in desperate need of a life-saving liver transplant. Thanks to the selflessness of his donor, Jim gets to enjoy precious time with his grandchildren. You can register as an organ and tissue donor by visiting:
<https://njsharingnetwork.org/register>

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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.

“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

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.

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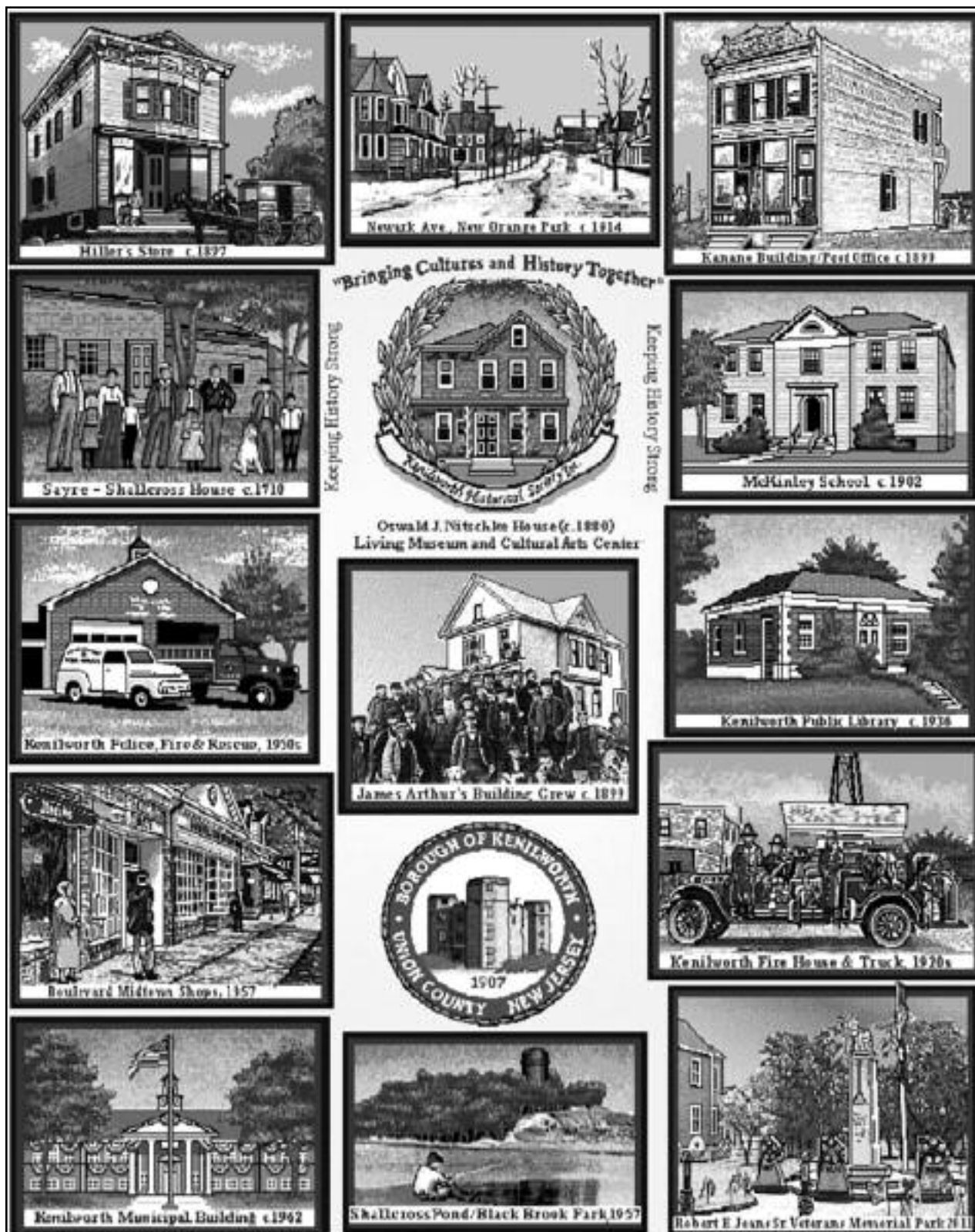
Proceeds to Benefit Oswald J. Nitschke House Museum and Cultural Arts Center- Submitted by Shirley Boyden Maxwell

A beautiful new commemorative coverlet (throw) featuring many of Kenilworth's prominent historic sites and landmarks, particularly those that represent first responders, the U.S. Postal Service, veterans and small businesses, is available on a pre-order basis from the Kenilworth Historical Society. As with its predecessor, which was produced in 2007, this second edition coverlet is being viewed as a wonderful heirloom gift to be enjoyed and treasured from generation to generation.

The 48" x 68" colored woven design reflects the Kenilworth Historical Society's mission, through the Oswald J. Nitschke House "living history" museum and cultural arts center, of "Bringing Cultures and History Together" while keeping history strong. It features such historic sites/landmarks as the Kenilworth Municipal Building (c. 1962); Kenilworth Public Library (c. 1936); Shallcross Pond/Black Brook Park (1957); Sayre-Shallcross House (c. 1710); and McKinley School (c. 1902) plus the Kenilworth Police, Fire & Rescue Building/Vehicles (1950s); Fire House and Truck (1920s); Kanane Building/Post Office (c. 1899); Robert E. Jeans Sr. Veterans Memorial Park (2011); Hiller's Store (c. 1897); Boulevard Midtown Shops (1957); Newark Avenue/New Orange Park (c. 1914); and James Arthur's Building Crew (c. 1899).

The cost of the coverlet is \$70. Orders also are being accepted for the 2007 Kenilworth commemorative coverlet, which will be reproduced if/when the required minimum number of requests is met. All proceeds will benefit the historic Oswald J. Nitschke "living history" museum and cultural arts center by helping defray elevator and other operating costs.

For further information and to purchase a Kenilworth commemorative coverlet (throw), please visit the Kenilworth Historical Society's website (kenilworthhistoricalsociety.org) or call 908-709-0434.



(above) The new Kenilworth Commemorative Coverlet features local historic sites/landmarks, pays tribute to first responders, veterans and others.

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WHAT, WHERE, AND WHEN IN OLD KENILWORTH: KENILWORTH 100 YEARS AGO – PART 1

What was Kenilworth like 100 years ago? This is part one of a three-part series that looks back at Kenilworth in 1920.

In 1920 there were 1,312 residents living in 231 homes. Today there are an estimated 8,200 residents living in about 2,800 homes. Family size back then was six; today it is three.

Most residents lived in three sections of the town. They were: Downtown, with most homes north of Monroe Ave. between 8th and 12th streets; Uptown, with homes concentrated along the Boulevard to a bit above Monroe Ave. and between N. 18th to N. 22nd streets; and in “the Park,” which included the older homes around Newark Ave., S. 23rd and S. 25th streets.

There was no supermarket in town but numbers of “mom and pop” stores, particularly Downtown and along Washington Ave. The busy Boulevard retail area of today had few buildings in 1920. Heading east along the northside was the popular Kenilworth Inn at N. 20th St., then the old Benedict farmhouse once used by Upsala College, the Jubber house, Jubber’s general store, and the Jubber building with a butcher shop on the left and a grocery store on the right. East of 21st St. was a small building, housing today’s Capri Pizza, and next to it, the old Woodmen of the World building used as borough hall and now site of the Senior Citizens Center. Just one more building existed until reaching the railroad station. It was a small building near N. 24th St., converted in 1949 to a luncheonette, now a diner. The Boulevard’s southside had fewer buildings. East from the stables at S. 19th street was Mr. Miller’s hot dog luncheonette at S. 20th St., the Nitschke duplex, and the historic Nitschke house

at the corner, now moved to So. 21st St. Then a cottage at Michigan Ave. before reaching Market St. factories.

There were no sanitary sewers; outhouses prevailed. There was no garbage collection so residents buried it or found a neighborhood place to dump. Garbage was minimal as people wasted nothing, fed scraps to their animals, and composted almost everything else for their gardens. They didn’t have to deal with much packaging. Only parts of the town had water mains, therefore many relied on well water.

The town’s unpaved streets were covered with ashes from factories and home furnaces. There were not many cars as most people were employed in local factories and walked to work. People thought nothing of walking a mile or more to get to a destination a hundred years ago.

Research provided by Walter E. Boright, Ed. D., historian; Historic Signs, Inc. Persons with inquiries about this or other aspects of Kenilworth history may contact Dr. Boright at drbori@aol.com or 908-256-5200. All photos are not 1920, but represent the period.



(above) Zampaglione’s Groceries, a Mom and Pop Store, Monroe Ave., Downtown.
Nicola and Giovanna in doorway.
Source: Historic Signs, Inc.



(above) N. 20th St in old Uptown Kenilworth
Source: Historic Signs, Inc.



(above) Newark Ave. in the old “Park” section of Kenilworth.
Source: Historic Signs, Inc.



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(above) Monroe Ave. and 10th St. in old Downtown Kenilworth
Source: Kenilworth Historical Society



(above) Lugara’s Fruits and Vegetables, a Mom and Pop store, Washington Ave., Uptown
Francesca in doorway
Source: Muravsky family



VIRTUAL CULTURAL ARTS EVENT

A Virtual World of Mosaic Music and Dance will be presented by Richard Stillman on Thursday, November 5 at 1:30 p.m. for children ages 4 – 12 years old and their families.

Experience musical cultures from Africa, Spain, South America, Russia, Israel, Italy, Japan, Ireland, and more, with a large selection of native instruments, plus jigs, tarantella, Chinese ribbon, and flamenco dances.

The Zoom link will be available on the library's facebook page, facebook.com/Kenilworth.public.library beginning at 9:00 a.m. on Thursday, November

5. It is recommended that participants sign on to the Zoom link 10 minutes prior to the event. Registration is on a first come, first served basis.

This event takes place during The 2020 New Jersey Education Association Convention. Public Schools will be closed on this day.

This event has been made possible by funds from the Union County Office of Cultural & Heritage Affairs, a partner of the New Jersey State Council on the Arts.

For more information about this program, please call The Kenilworth Public Library at 908-276-2451 or visit 548 Boulevard.

(left) *A Virtual World of Mosaic Music and Dance* will be presented by Richard Stillman on Thursday, November 5 at 1:30 p.m.

VIRTUAL PROGRAMS WITH PUBLIC LIBRARY

Programs can be viewed on the library's public Facebook page:

facebook.com/kenilworth.public.library

Participants do not need to have a Facebook account in order to view these programs.

CHILDREN'S VIRTUAL PROGRAMS

Lap Sit for ages 0 – 24 months

Tuesdays at 10:30 a.m.

November 3 and November 10

Toddler Time for 2 year olds

Wednesdays, at 10:30 a.m.

November 4 and November 11

PJ Story Time for children ages 3 & up

Thursdays, at 3:30 p.m.

November 5 and November 12

For more information about virtual programs and to find out when programs will resume inside the library, please visit:

kenilworthlibrary.org, call 908-276-2451 or email rkoerner@lmxac.

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A FREE WEBINAR

Strategies for Today's Small Business



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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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.

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.

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.

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.

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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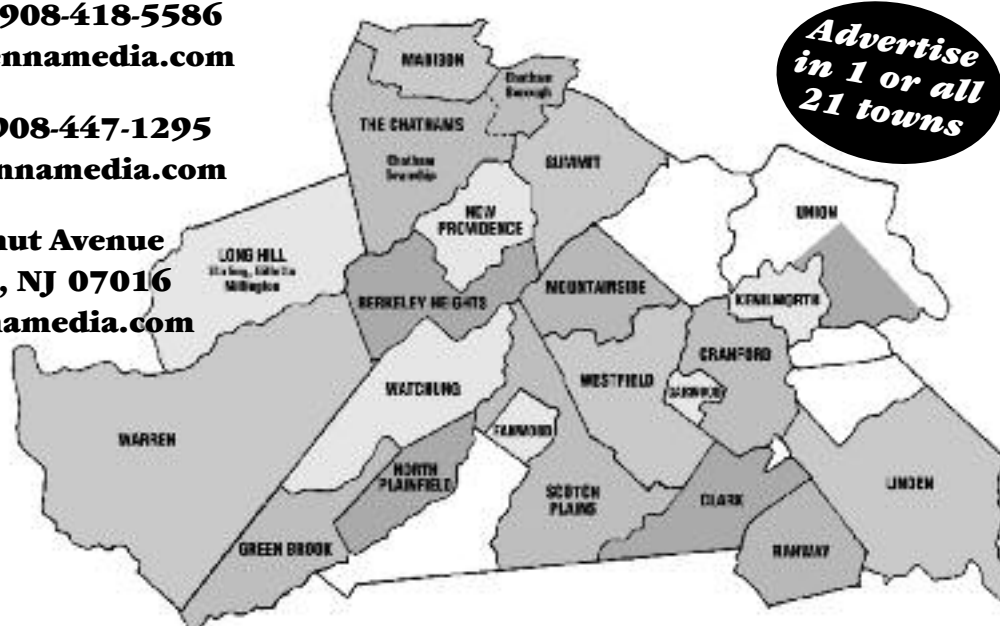
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OUR TOWN Rahway, NJ Qty: 12,400 Mailed to every home and business. Zip: 07065	Scotch Plains NJ WHAT'S HAPPENING MONTHLY Qty: 9,600 Mailed to every home and business. Zip: 07076	Summit & Times NJ Qty: 9,600 Mailed to every home and business. Zip: 07901	Spirit of UNION NJ Qty: 5,500 5,000 mailed to homes and businesses. Zip: 07083	WARREN MONTHLY NJ Qty: 6,200 Mailed to every home and business. Zip: 07049	Watchung Post NJ Qty: 2,800 Mailed to every home and business. Zip: 07069	Westfield MONTHLY 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 8" 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							
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- Blast your online ad or press release to a targeted market:\$100
- National Press Release Distribution
to 300 to 500 news outletsBudget choice from \$300 to \$500.

Website / SEO services

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

Video advertising

Production:

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

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

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

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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.

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