Scotch Plains NJ

WHAT'S HAPPENING MONTHLY

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GIRL SCOUT ISABELA ALLEN UNVEILS "STORY STROLL"

Submitted by Krystyna Monczka

Isabela Allen of Troop #40302 hosted the Grand Opening of the "Story Stroll," her Girl Scout Gold Award project, at Jerseyland Park in Scotch Plains on a recent Friday afternoon. Mayor Al Smith was in attendance to cut the ceremonial red ribbon and to officially open the "Story Stroll," which is designed to promote early childhood literacy. Also present at the Grand Opening were: the Scotch Plains Deputy Township Manager and members of the Town Council; the Director and the Head of Youth Services from the Scotch Plains Public Library; the Director of the Scotch Plains Parks and Recreation Department and members of the Parks and Recreation Commission; members of the Union Catholic High School community; family and friends.

The "Story Stroll" is a series of sixteen signs containing the pages of a children's picture book mounted on posts along the path in Jerseyland Park. The goal is for children to practice reading and enhance their literacy skills as they stroll the path together with their caregivers. Currently, the picture book on display is "Fox Makes Friends" by Adam Relf, with plans for the book to be changed periodically. All are invited to come to Jerseyland Park in Scotch Plains to experience the "Story Stroll" for themselves.

Allen, a senior at Union Catholic High School and a Scotch Plains resident, collaborated with the Scotch Plains Public Library and the Parks and Recreation Department to create the "Story Stroll." The project was a year and a half in the making and included researching early childhood literacy, designing the signs, raising funds through the sale of handmade bookmarks featuring quotes from famous authors, learning basic woodworking skills, and finally building and installing the signs in the park.

The "Story Stroll" helps promote early childhood literacy in a variety of ways. Research shows that exposure to books from infancy through the first years of life is crucial to a child's development of language, reading and writing skills. The pleasant experience of walking and reading together with caregivers in the park helps children form positive associations with





(above) Isabela Allen recently unveiled the Story Stroll, her literacy-based Girl Scout Gold Award project.

books, igniting a lifelong love of reading, as well as strengthening bonds between children and guardians. In addition, the "Story Stroll" is a learning activity that is self-directed and experiential, which has been shown to develop executive function skills linked to a child's success in school and beyond.

It is Allen's aspiration that the "Story Stroll" will be a positive impact in the Scotch Plains community and beyond. "I hope that my project will inspire the young children who visit the park to have a lifelong love of reading," said Allen. "I really love to read, and I want to share the incredible joy and magic of reading with children. If my project can make a real, positive difference in the lives of the children who visit it, I will be absolutely thrilled. I hope they come back again and again to read new stories as the librarians swap out the books in the Story Stroll, and that they enjoy it and learn from it each time."

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Community service organizations, schools and sports teams are encouraged to submit news of upcoming events or highlights and photos from recent events.

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Reserve space in the next issue. Call Tina today at 908-418-5586 or email info@rennamedia.com

SPF HONORS NEWLY TENURED TEACHERS AND STAFF

On October 15th the Scotch Plains-Fanwood Board of Education was proud to recognize forty-seven teachers and support staff on achieving tenure. Dr. Joan Mast, Superintendent of Scotch Plains-Fanwood Public Schools remarked that each person receiving tenure should be very proud and that receiving tenure demonstrates the hard work, commitment and dedication to their students and families. The recognition was held at the beginning of the Board of Education Meeting. Due to COVID restrictions, the recognition was a virtual event where the principals and administrators spoke about the achievement for these well-deserved individuals:

- Brunner Elementary School: Deirdre Donovan, Cristiana Garcia, Kristen Lipari
- J. Ackerman Coles Elementary School: Kristy Daubert, Mandee Leonardis, Jennifer Liang, Victoria Pinho, Meghana Soni
- School One Elementary School: Caitlin Disney, Kerry Scazafave, Cristina Shea,

William Temple, Ellen Young

- William J. McGinn Elementary School: Kelly Bhatia, Kristen Cecchini, Meredith Derkack, Perri Fuerst, Elizabeth Sinnott, Suzanne Toriello
- Evergreen Elementary School: Remy Bernardo, Marianne Bondarowicz
- Park Middle School: Kimberly DeOliveira, Amanda Giangeruso, Renee Pecarific, Linda Trang, Katelyn Washuta, Elizabeth Yesalavich
- Terrill Middle School: Rasheeda Adams, Olivia Annitti, Stephanie Cooper, Zachary Heebner, David Knoblock, Trey Shore, Erin **Thomas**
- Scotch Plains-Fanwood HS: Kyle Anderson, Mini Chawla, Jennifer Infante, Nicole Petrone, Glenn Romano, Elizabeth Sandford, Victoria Vanoni, Sarah Weber, Virginia Weber
- Staff: Business Office, Lynn Hatter; Buildings & Grounds, Nicholas Dominguez; Department of Special Services: Leslie Visconti; Human Resources, Adina Williamson

NATIONAL MERIT FINALISTS AND COMMENDED STUDENTS

Scotch Plains-Fanwood High School seniors in the competition for some 7,600 National Luke Checchio and Miles Roper have been named semifinalists in the 2021 National Merit Scholarship Program. These two students are among approximately 16,000 Semifinalists in the 66th annual National Merit Scholarship Program. These academically talented high school seniors have an opportunity to continue

Merit Scholarships that will be offered next

Additionally, seniors, John Dazzo, Matthew Dembiec, Amit Deshpande, Ryan Eng, Conor Feeney, Jayden Nyamiaka and Erica Schug have all been recognized as Commended Students in the 2021 National Merit Scholarship Program.



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Rich Vaill Business Development Officer Team Leader

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THE COLLEGE CLUB **COMMUNITY CALENDAR**

Submitted by Bernadette Hoyer

The 57th edition of the F-SP College Club's Community Calendar will be available for purchase on or about September 30. The calendar will not be a COVID casualty due to the determination, time and energy devoted to the project by Mari McDevitt, the club's calendar chairperson and the generosity and loyalty of local advertisers who have agreed to continue to support the calendar during this challenging time for small businesses.

The 13 month calendar – September 2020-December 2021- will contain information that has been obtained from the SP-F school district, Union Catholic, St. Bartholomew Academy and UC Vo-Tech. Also included will be contact information for approximately 100 local organizations and township schedules for Fanwood and Scotch Plains.

All proceeds from the calendar sales will go directly into the club's scholarship fund. This year the F-SP College Club awarded \$20,500 to ten local young women.

The College Club Community Calendar will be available for purchase at Norman's Hallmark, the Fanwood and Scotch Plains libraries, Apple Blossom Flower Shop, The Fanwood Larder and from College Club members. Community members in need of shopping assistance can contact Mari McDevitt at 908-917-5979.

For additional information about the College Club of Fanwood-Scotch Plains please visit the club's website: fspcollegeclub.org.

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Northeast Spine & Wellness Center uses diagnostic fluoroscopy to make sure the area that needs treated is the exact area where the injection goes. This is the most advanced method of delivering this pain relieving treatment with 95% accuracy to give you the results you're looking for. The use of Flooroscopy guided injections sets Northeast Spine & Wellness Center apart. The end result is you living pain free from your chronic knee gain. You can avoid the lengthy and painful read of knee replacement surgery. You can avoid the endless trial and error assortment of potentially addictive prescription medications. This treatment, using fluoroscopy guided injections has seen a success rate of above 85% in these suffering from lance pain related to esteomthritis, and that includes people with bone on bone involvement. You've suffered from chronic knee pain long enough. Call Northeast Spine & Wellness Center now for a RISK FREE consulution.



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 knot replacement surgery will be the answer to your pain.

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

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 withour any surgery. Here are just a few of the important benefits you should consider?

- Diagnostic fluoroscopy accurately targets the pain, unlike blind injections.
- Quided finoroscopic injections are virtually pain free, unlike blind injections.
- No lest 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 first 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 fittle to no pain, especially when compared to what you may be living with daily. That 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 hyalumnic 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 joins. Osteoarthritis sufferers in particular see a reduction in this much needed synoxial fluid in their lines joints. Without that cushioning layer of protection, the cartilage in your knee can begin to wear away leading to the ribbing of hone on hone. Through Viscosupplementation Therapy, this natural substance immediately goes to work reducing the swelling and inflammation in the joint and adding a centing 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 esteoarthritis, 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 reheve the pain. Simple, fast and no surgery!

Do you Suffer from any of these Symptoms?

There are a number of reasons why you developed Oscoarthritis 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 eeurse 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. Northcast Spine & Wellness Center understands the symptoms you have been

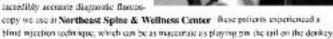
living with and can help. If you have any of the symptoms below, please call us today. Relief is a phone call away.

- + Pain Whether it's a sharp aching or maybe a burning sensation, the pain can range from initiating to debilitating.
- · Swelling This can cause tendemess and screness to the entire knee area, making walking or going up and down stairs painful, getting in and out of bed or bathabs. difficult and dancerous just name a few activities affected
- . 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 belance issues and the strong possibility of falling
- . Joint deformity Not just unsightly, but painful as well,
- Creaking Joints Can be pointful and a sign of more discomfort to come.
- Steepless nights Losing 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

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 sold 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 viscos applementation 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



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

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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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TWO SCOTCH PLAINS RESIDENTS JOIN CASA OF UNION COUNTY

Court Appointed Special Advocates (CASA) of Union County has added five new child advocates to its roster, including Scotch Plain's Cynthia Evans and Suzanne Staszak-Silva. The newly trained volunteers were sworn in by Judge Marc R. Brown via Zoom and Judge James Hely logged in to offer congratulations and thanks.

Evans said of the opportunity, "I am drawn to this advocacy work because CASA is committed to ensuring that every child has a safe and nurturing environment to grow and thrive." She serves on the board of trustees at Roots & Wings, a nonprofit that assists foster youth that have aged out of care. Staszak-Silva added, "I'm so happy to be part of CASA. I was drawn to the program after being furloughed from work and thinking about how hard this time is on all families, but particularly the most vulnerable among us: children without stable homes. The training was phenomenal and the program is so supportive of those who need it most. I wish more people would dedicate their time and talents."

Evans, Staszak-Silva and classmates Kevin Charles of Roselle, Kathy Davis of Roselle Park and Erin McGee of Mountainside will be matched to one or more of Union County's most vulnerable youth removed from home due to abuse, neglect or abandonment. Considered extra eyes and ears for family law judges, the advocates will be assigned to their youth by court order, which grants access not only to the youth

but to their foster parents, doctor, attorney, caseworker, therapist and teachers. Advocates regularly visit youth and connect with case stakeholders to determine any outstanding needs or concerns, then report to the court and make recommendations.

Successful advocates come from all walks of life and have varied backgrounds. This class ranges in age from 30s to 70s, are parents and non-parents, and bring professional backgrounds

in management, coaching, publishing, the U.S. Postal Service and service with other nonprofits. One previously served with the CASA program in Essex County.

There are approximately 400 Union County youth from birth to age 21 in foster care, and more than 200 still need a CASA in their corner. Is that you?

For details on upcoming trainings, contact Abby at agallego@casaofunioncounty.org.



(above) Joining Judge Marc R. Brown, bottom row, center, are Union County's newest child advocates: from left, top row, Cynthia Evans of Scotch Plains and Erin McGee of Mountainside; middle, Suzanne Staszak-Silva of Scotch Plains, Kathy Davis of Roselle Park and Kevin Charles of Roselle.

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IMAGINE LAUNCHES SUPPORT PROGRAM FOR NURSES

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

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Imagine, A Center for Coping with Loss group at 7:30 p.m. on Wednesdays beginning nounced the expansion of its virtual group September 30.

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

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

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

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

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

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

"New Jersey is no longer a hotspot for Covid-19, but many of the nurses here are processing what they went through and bracing for a possible resurgence," Robinson said. "Meanwhile, there are nurses in other states in similar positions to where we were a few months ago. Sharing these stories, fears, and challenges at all different stages in a peer support model is proven to be an effective way to learn coping strategies."

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

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

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RESCUE SQUAD AUXILIARY: SERVING OUTSIDE OF THE AMBULANCE

Contributing Author: Rebecca Lugara, Auxiliary President, Scotch Plains Rescue Squad.

If you've attended a Scotch Plains Rescue Squad Pancake Breakfast, Scotch Plains Day, or National Night Out, chances are you've seen energetic and welcoming people in snappy, patched blue shirts...serving food, giving out prizes, and handing out information about the Rescue Squad. These happy faces belong to the Squad Auxiliary, a vital organization that supports and promotes the Squad's mission.

The Auxiliary was founded eleven years ago by Jennifer Speth, a teenager at the time whose parents were both EMT volunteers on the Squad. "I was inspired to start the auxiliary at a young age because I wanted to be able to give back to the community," says Jennifer. "Both my parents were volunteers on the rescue squad for all of their adult lives and I knew I wanted to be part of the squad family, but didn't know how.

"I knew I didn't want to be an EMT, as I'm not a fan of blood or injuries. However, as someone who loves to plan and organize events, I knew the Auxiliary would be the perfect match for me."

Jennifer remained the president of the auxiliary until 2017, when EMT Leo Ribau took over the role while still in college. In 2018, then EMT, Rebecca Lugara, took on the leadership and remains the president today, with Judy Sullivan as vice president, Betty Wheeler as treasurer, and Kathy Lunn as secretary.

Dan Sullivan, president of the Scotch Plains Rescue Squad, aptly describes the Auxiliary: "The Auxiliary is a great medium for those who want to help the Squad and serve the community, yet don't wish to ride for the Squad as Emergency Medical Technicians (EMTs)." Mr. Sullivan goes on to say that the Auxiliary has been a huge help to the Squad in a number of ways, including providing meals for crews during the height of the COVID-19 pandemic.

The Auxiliary meets once a month, and its "grass roots" function is to assist the Squad in many capacities – from holding fundraisers (i.e., Pancake Breakfasts), to providing meals during crises, performing outreach to squad and fellow auxiliary members, and attending town functions, such as fairs, concerts and holiday events, in activities have been temporarily limited due to order to connect with the community and promote Squad interest.

Now, in 2020, Jennifer's vision has not only long come to fruition, but the Auxiliary has grown to a group of 23 dedicated members of all ages and is still growing. Recently, some EMTs from the Squad have joined, as well as EMT cadets (members under 18). Considering some

COVID-19, this hasn't stopped the Auxiliary from growing and being a pillar of support for the Rescue Squad.

If anyone is interested in becoming a member, feel free to stop by the Squad building one evening to pick up an application, or go to scotchplainsrescuesquad.com/the-auxiliary/. We would love to welcome you to our team!





(above) Members of the Scotch Plains Rescue Squad Auxiliary



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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:

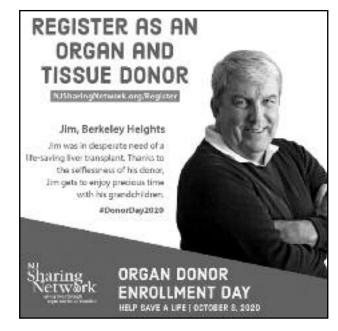
Online at www.NJSharingNetwork.org Through the iPhone Health App

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 nonprofit 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 organ and tissue donor, NJSharingNetwork.org.



(above) Jim Rhatican of Berkeley Heights was in desperate need of a life-saving liver transplant.

THRIFT SHOP NOW OPEN

The Fanwood Presbyterian Church Thrift Shop, located at 74 S Martine Ave., Fanwood, will be open every Wednesday from 10 a.m. – 4 p.m. Masks will be required and we can only accommodate 4 visitors at a time. Our dressing room is closed and we are not accepting donations. All receipts from our sales support local charities.



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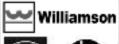
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VOLUNTEERS OF THE YEAR HONORED DURING ANNUAL GALA

Committee honored the recipients of the 30th Annual Mayor's Charity Gala on Sunday, October 4, 2020. The ceremony was held on Scotch Plains Day on the steps of town hall during the Scotch Plains Weekend celebration. This year's Gala honored local residents for their selfless service to the community.

Volunteer of the Year: Carmela Resnick; Male masks at the Farmers Market and to date has

The Scotch Plains Mayor's Charity Gala Volunteer of the Year: Daniel Sullivan; Volunteer Organizations of the Year: Immaculate Heart of Mary Food Bank, and the Fanwood Scotch Plains Rotary Club.

Sewing instructor and 2020 Female Volunteer of the Year Carmela Resnick, took it upon herself to start sewing masks for first responders, hospital workers and seniors. The Fanwood The recipients of the Gala include Female Scotch Plains Rotary Club is selling her team's

raised over \$8,000 for local food banks.

Rescue Squad member and President Daniel Sullivan, is the 2020 Male Volunteer of the Year. Dan has dedicated over 50 years of his life to the community through his service to the Scotch Plains First Rescue Squad. Dan has personally assisted many residents and recruited many young people to join the squad, and serves as president on the board of directors.

This year the Volunteer Organization of the Year has been split between two local organizations for their exemplary service: The Immaculate Heart of Mary Food Bank and The Fanwood Scotch Plains Rotary Club.

During the pandemic the Immaculate Heart of Mary Food Bank partnered with the SPF Resource Central to feed families. Together the IHM food bank and SPF Resource Central served over 150 families in need each month. The IHM food bank team is comprised of, Geraldine Keogh, Rich Wagner, Jim Keliher, Denise Rogers, Mary Kate Schiller, John Reilly, Mike Goetz, Billy Duthie and Corrie Rinaldi and has been serving the community for many years.

The other Co-Volunteer Organization of the Year, The Fanwood Scotch Plains Rotary Club, gathered local town resource information for anyone impacted by COVID-19. They are a centralized location to help match those in need with local resources and support local business. The IHM food bank is just one example of the efforts made by the Rotary Club during the pandemic.



(above, l-r) Male Volunteer of the Year Dan Sullivan, Mayor Al Smith, Female Volunteer of the Year Carmela Resnick, and Rotary President Julie Murphy.

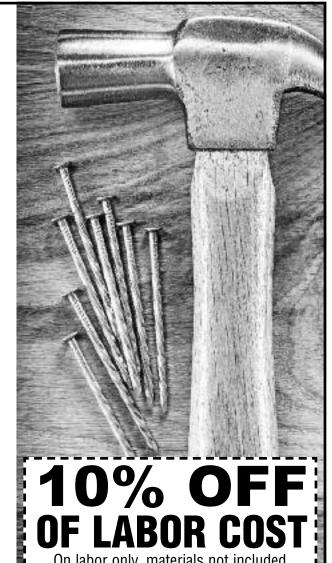
Photos from this and other events can be found online at rennamedia.com and on Scotch Plains Monthly page on facebook.com Feel free to "Like," "Tag," and "Share."



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(above) Male Volunteer of the Year Daniel Sullivan with members of the Rescue Squad

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Cost: Free

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https://score.zoom.us/j/ 91039820189

Building or Updating Your Marketing Plan



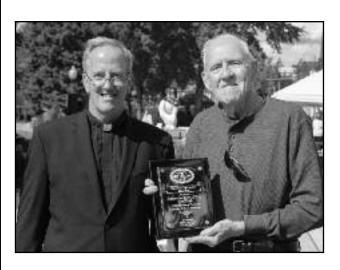
Joe Renna has been in business since 1984 supplying businesses with a full array of marketing and advertising services. From developing business and marketing plans to multimedia production, over the years, his ad agency has worked with every size business. Since 2000 Renna Media has been publishing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



Carmela Resnick







Photos from this and other events can be found online at rennamedia.com and on Scotch Plains Monthly page on facebook.com Feel free to "Like," "Tag," and "Share."



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1	Unit (Business card) 3.25*	$x=2^\circ$	\$60	\$150	\$250	5350	5400	6450	5500	\$550
2	Units 6.5' x 2' or 3.25"	x 4"	5100	\$250	\$400	5500	\$600	\$700	5800	\$900
4	Units 3.29° x 8° or - 6.5°	x 4"	5180	\$450	\$700	5900	\$1100	\$1300	\$1500	51700
6	Units 6.5° x 6.25° or - 10°	$x=4^\circ$	5240	\$600	\$900	\$1200	\$1400	\$1600	\$1800	\$2000
9	HALF PAGE 6.5' x 9' or 10"	$\mathbf{x} = 7^{\circ}$	5320	\$800	\$1000	\$1300	\$1600	\$1900	\$2200	52400
12	Units 10°	x 8"	9360	\$900	\$1200	\$1500	\$1800	\$2100	\$2400	92700
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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

He does a great job analysing and making recommendations.

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Thank you. - Joe Renna

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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

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