

Summit NJ Times

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NEW PHOTO EXHIBIT OPENS ON THE VILLAGE GREEN

Submitted by Brian Carpenter

The photographer Robert Frank once said that there is one thing that every great photograph must contain: “the humanity of the moment.” Last March, at the height of the COVID-19 pandemic in New Jersey, Summit Public Art (SPA) commissioned artist Joanie Schwarz to collaborate on an online photo series that would capture this unprecedented moment in the city’s history.

“Public art is a reflection of how we see the world,” says Debi Schwarzmenn, SPA’s Art Selection Co-Chair. “It’s the artist’s response to a moment in time combined with a sense of who we are. During the shutdown, it felt important to document the moment, bringing to light the qualities that define Summit as a special community.”

An award-winning photographer, Schwarz spent several weeks walking the streets of Summit, showing viewers the closed shops and empty streets of a city under lockdown, neighbors helping neighbors at GRACE’s “Giving Tuesday,” and signs of a community taking its first small steps towards a new “normal.”

The resulting series was a moving and inspiring work that reflected both the uncertainty of the time and the resilience of the Summit community. Based on the enthusiastic response it received, SPA decided to make this online exhibit even more widely accessible by bringing it to the Summit Village Green. Titled Summit Under Quarantine, this new outdoor exhibit features more than two dozen photographs, including



(above, l-r) SPA Art Selection Co-Chairs Debi Schwarzmenn and Marie Cohen, Mayor Nora Radest, Common Council President Marjorie Fox, and SPA Communications Chair Brian Carpenter at the opening of Summit Under Quarantine. Photo by Summit Public Art

some not previously seen.

“Our hope is that seeing this shared history will give even more people the chance to witness the empathy and hopefulness that got our community through those first dark days,” says SPA Co-Chair Marie Cohen, “and perhaps provide a way for all of us to reframe and reimagine our lives as we head together into the future.”

Schwarz, whose work has been on the covers of Time magazine, the L.A. Times, and the New York Times Magazine, likewise encourages people to see her quarantine photos in a positive light: “When you see the emptiness of the streets, don’t see the negative. See it as people staying home in order to keep each other safe. It is an active expression of Love.”

Summit Under Quarantine is currently on view at the Summit Village Green through November. Look for it at the intersection of Broad and Maple Streets across from the post office.

Summit Public Art is a 100% volunteer-run, donor-funded, city organization dedicated to bringing art to public spaces throughout Summit. Since 2002, SPA has installed over 75 pieces of temporary art throughout the community, many by artists of national and international renown. Its mission is to enhance the cityscape by infusing it with contemporary art installations that provide public art experiences to those who live in, work in, or visit Summit.

To learn more about Summit Public Art, visit their website at summitpublicart.com or follow them on Facebook and Instagram to hear about all their latest projects.



(above) Attendees view a series of masked portraits at the exhibit.

Photo by Summit Public Art

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Summit Times

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Organizations who are interested in submitting content, please email
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STONY THE ROAD WE TROD

A Discussion of Black Women and the Suffrage Movement

On November 19, The League of Women Voters of Berkeley Heights, New Providence & Summit and the Summit College Club of the American Association of University Women are co-sponsoring a program presented by Janice Harris Jackson entitled "Stony the Road We Trod: A Discussion of Black Women and the Suffrage Movement".

How "stony the road" was for those Black suffragists who participated in the long and arduous journey in the 1920 ratification of the 19th Amendment, which gave women the right to vote. In 2020, the beneficiaries of this great liberation movement commemorate its Centennial with recognition and appreciation for Black women who transitioned their energies from the liberal Abolitionist Movement to confront "Jim Crow" oppression, racial prejudice from other suffragists, southern segregation and anti-suffrage sentiments from a patriarchal status quo.

This discussion will focus on these African-American women who were the leaders of Black Suffragists (especially in New Jersey) and will

mention many of the other Black women generally recognized as advocates for the Suffrage Movement.

Janice Harris Jackson is a retired Kean University educator, where during her 39-year career, her duties included the institution's first admissions recruiter for Black students, foreign student advisor and administrator responsible for strengthening its ties to Newark and other urban school districts. She was one of the founding members and Past President of the Concerned Black Personnel of Kean. She also served on the African Studies Advisory Committee.

The League of Women Voters is a non-partisan political non-profit that works to empower voters and defend democracy. Founded 100 years ago, the League makes democracy work by protecting voting rights and encouraging robust participation.

This program will be a virtual presentation. The program will be held on Thursday, November 19th, 2020 at 7:30 p.m. To register email LWVBHNPS@yahoo.com.



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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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FEED TO GIVE FUNDRAISER AMAZES LOCAL LIONS

Submitted by Linda Kale

The Feed to Give-Lions' fundraiser in Summit held on Saturday, September 12, produced an amazing outcome: almost 4,000 pounds of free chicken were distributed to local families or delivered to local food banks as a direct result of the sale. Two Lions Clubs, Summit and New Providence, worked together with nonprofit Feed to Give to sell high-quality, low-priced chicken to benefit local families and the two clubs'



(above) Feed to Give partnered with Lions Club chapters of New Providence and Summit to donate chicken to local food banks.

community support efforts.

The Lions Club of Summit got the ball rolling with a donation of \$1,000 toward chicken purchases. Feed to Give managed to turn that donation into more than 3,000 pounds of chicken, much of which went to local food banks. Donations also poured in from local families. That meant hundreds of pounds of free chicken were picked up on Saturday and delivered straight to freezers and fridges of appreciative families right here in our communities. This generous act was accomplished by the team at the Community Service Association of New Providence and volunteers with the YMCA in Summit. Lions Club members from both clubs promoted the sale and then came on Saturday to provide traffic control and help to keep the sale pick up process efficient. Cars moved through the line in only a few minutes.

"The outpouring of donations was really heartwarming," said Summit Lions President, Janet Russell. "We had orders for more chicken than we have ever had donated in just a few days," said Tom Montrone, New Providence Lions President. "Our partnership with Feed to Give has created a huge boost for local families. We are so grateful for their leadership in this effort."

Lawson Foods, through Feed to Give, also donated all the profits from the sale of the chicken to the local Lions Clubs. This sale

amounts to over \$1,200 to the two clubs.

The idea of re-routing chicken from restaurant supply pipelines into local families' fridges started with one high school student asking good questions. Carys Law, the high school student, was in a great position to ask. Her dad, Simon Law, is a partner in Lawson Foods, a wholesale food distributor. Carys had read that people were having trouble making ends meet, and that food banks were struggling to find food. The meat supply chain was unsettled due to the pandemic. Restaurants were not buying, and grocery stores were having trouble keeping cases full. Carys came up with the idea of a direct sale to people in the towns surrounding hers, Basking Ridge, with profits going to local nonprofits supporting families in need, and local food banks. So Feed to Give was born.

Now Feed to Give conducts chicken sales frequently in local towns. The group has raised more than \$35,000 to benefit local nonprofits and given thousands of pounds of chicken to local food banks.

Being a Lion empowers you to help others in a way that no one person could alone. The Lions are dedicated to helping others. Lions make a difference!

For more information/membership please visit New Providence Lions Club nplions.org or Summit Lions Club summitlionsclub.org.

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Nathan Weiser

★★★★★

Spring Grove is by far the best rehab center I have ever been to. The staff are kind and caring and have gone above and beyond my expectations. The building is kept extremely clean and the new renovations are very nice.

Thank you Spring Grove for a wonderful and pleasant stay.



Charles Sherrick

★★★★★

I have been at Spring Grove for a few weeks now, they have exceptional service and excellent staff. All the nurses have been professional and attentive to all my needs. I never thought a rehab center can have such a beautiful layout and well put together. The newly renovated room I have stayed in, is up to date and extremely clean. The therapy staff have gone above my expectations with their expertise and getting me to where I am today. Alyssa the social worker has gone above and beyond with all her assignments.

Thank you Spring Grove.



Chrissy Sloan

★★★★★

The nursing staff and administration is professional, patient, attentive and understanding. The facilities are very clean and well maintained. My parents room is always clean and tidy. Although it was a difficult decision to make relocating my folks from a home environment to a senior living facility, Spring Grove made my decision easy.

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Thanksgiving Packages

Meal for 2 | 60

herb roasted turkey, choice of 2 sides, choice of 1 salad, choice of 1 drink, turkey gravy, cranberry sauce

Meal for 4 | 120

choice of honey maple ham or whole roasted turkey, choice of 4 sides, choice of 1 salad, choice of 1 drink, turkey gravy, cranberry sauce, dinner rolls

Meal for 8 | 200

choice of honey maple ham or whole roasted turkey, choice of 6 sides, choice of 1 salad, choice of 1 beverage, turkey gravy, cranberry sauce, dinner rolls, choice of 1 dessert

Festive Feast for 12 | 325

honey maple glazed ham, whole roasted turkey, choice of 2 starter, choice of 1 salad, choice of 6 sides, choice of 1 beverage, turkey gravy, cranberry sauce, dinner rolls, choice of 2 desserts

Starters *serves 4*

Baked Brie | 30

accompanied with marinated cinnamon apples

Stuffed Mushrooms | 30

sausage & caramelized onion stuffing

Parmesan Arancini | 25

Fig & Goat Cheese Tart | 30

Wild Mushroom Soup | 25

Lobster Bisque | 35

Salads *serves 8*

Broccoli Crunch Salad | 35

arugula, chopped broccoli, bacon, pecans, dried cranberries, red onion, bourbon dressing

Shaved Brussel Salad | 35

spinach, shaved brussels, fennel, apple, dried cherries, toasted lemon vinaigrette

House Salad | 25

mixed greens, cucumber, tomato, red onion, carrot, parmesan, croutons, balsamic dressing

Drinks *serves 8*

Farm Stand Apple Cider | 20

Harvest Punch | 25

apple cider, ginger ale, oranges, cinnamon

Cranberry Spritzer | 25

cranberry juice, lemon lime soda, clementine

Platters *serves 8*

Meat & Cheese Plate | 70

customize it with marinated antipasti, crostini

Cheese Plate | 60

fresh mozzarella, provolone, drunk cheese, brie, reggiano, cheddar, marinated antipasti

Charcuterie Plate | 80

truffle salame, sopressata, prosciutto, capicola, peppered salami, marinated antipasti

Burrata & Prosciutto | 75

creamy burrata, imported prosciutto, marinated antipasti, crostini

Autumn Crudite | 40

assorted autumn veggies, green goddess dipping sauce

Mains *carved*

Whole Roasted Turkey

SERVES 4 | 60

SERVES 8 | 110

Herb Roasted Turkey Breast

SERVES 2 | 30

SERVES 4 | 50

Honey Maple Roasted Ham

SERVES 4 | 50

SERVES 8 | 90

Sides *serves 4*

Traditional Stuffing | 15

Mashed Potatoes | 15

Macaroni & Cheese | 15

Scalloped Potatoes | 18

Roasted Fingerlings | 15

Green Bean Casserole | 18

Roasted Veggie Medley | 18

Heirloom Carrots | 20

Balsamic Brussel Sprouts | 18

Parmesan Creamed Corn | 15

Broccoli & Garlic | 15

Roasted Squash w. Cranberry | 18

Turkey Gravy | 9

Cranberry Orange Sauce | 7

Bakery *serves 4*

Dinner Rolls | 8

Traditional Corn Bread | 12

Double Fudge Brownies | 15

Chocolate Chip Cookies | 12

Cinnamon Apple Pie | 15

Bourbon Pecan Pie | 15

Pumpkin Cheesecake Dip | 20

SUMMIT FOUNDATION SUPPORTS SPECIAL NEEDS SCHOOL

Submitted by David Bishop

The Summit Foundation provided a \$20,000 grant to Pillar Elementary School in Livingston, which serves students with severe disabilities and medical challenges. The grant supported the purchase of a power wheelchair that will be utilized to assess and train students in need of a power chair.

More than half of Pillar Elementary's students require a wheelchair and many of these students are best served with a power wheelchair. "A more physically involved student often needs a power chair," said Pillar Elementary School principal Hetty Kintiroglou. "Power mobility has the ability to increase a young student's independence and opportunity to access their environment. This new power chair provides our team of therapists with a demonstration chair that can be used to assess students' abilities and to help them to develop the skills they will need to operate their own chair. We are so grateful to The Summit Foundation for making it possible to get this chair, which will impact our students for years to come."

Pillar Elementary School is a program of the Pillar Care Continuum. Pillar Care is a nonprofit organization that has been meeting the needs of infants, children and adults with disabilities since 1953. Its Pillar Elementary School and Pillar High School serve a total of more than 140 students. In addition, the agency operates an Early Intervention program that serves infants

and toddlers directly in their homes, a Public School Therapies program that provides therapy to students in public schools, three day programs that serve adults with developmental disabilities, and 17 group homes that provide around-the-clock care and support.

The Summit Foundation's stated purpose is "to assist, encourage and promote the well-being of humankind and primarily the inhabitants of the area comprising the City of Summit and its vicinity, regardless of race, color or creed." The Summit Foundation has stayed true to its original mission and has continued to respond to the community as its needs have evolved.



(above) Pillar Elementary School student Mekhi trials the new power wheelchair funded by The Summit Foundation.

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SUMMIT EDUCATIONAL FOUNDATION ISSUES GRANTS TO SUMMIT SCHOOLS

Submitted by Amy Wise

The Summit Educational Foundation (SEF) is here to help Summit Public Schools by providing educational grants to teachers and faculty who submit applications. SEF has two grant cycles, one in spring and one in fall. During these unprecedented times, SEF sprang into action and accepted grant applications at any time on an emergency basis. This change has allowed SEF to continuously help tailor how students are educated with the blended in school and remote programs. SEF has already supported several grants with online tools and summer programs to help our students.

Grants specifically funded to help with on-line learning during the Covid-19 pandemic include:

MEMBEAN SUBSCRIPTION

An online vocabulary site license for one year subscription was granted to LCJSMS by SEF. This allows students to obtain individualized

vocabulary practice. It had been used by some teachers at the middle school previously but is in high demand for this school year.

Zoweetek Voice Amplifiers

SEF granted the Districts request for 249 wireless microphones for all classrooms across the district that did not already have a sound system in order to enhance remote learning for all students.

FORMATIVE SUBSCRIPTION

SEF approved a grant for SHS teachers in the math department that is an online assessment that brings virtual assignments to life by providing a variety of unique question and answer tools that include feedback, support and data analysis. This one year site license can also cross over to all subjects at SHS.

IPEVO DOCUMENT CAMERAS

This grant approved new document cameras for all Summit classrooms that previously had not been updated. These new cameras will work with the updated technology installed by the district over the summer and allow remote students to see what is being shared. They are also portable in case the district needs to go fully remote again.

PARLAY SUBSCRIPTION

SEF provided funding for a one year site license for Parlay, which supports rich and meaningful discussions for both SHS and LCJSMS. This tool helps students have inclusive

discussions that develop critical thinking and written communication skills in students and will be used in all subject areas.

LEARNING ALLY

SEF provided funding for a districtwide subscription to this on-line tool that gives teachers access to a variety of reading materials, including audio books, specifically designed to bridge the reading gap for struggling readers with learning differences, including dyslexia.

Gizmo subscription to support on-line Math and Science classes at SHS

This grant provided access to all math and science teachers at the High School to an on-line program that allows for simulations for different curricular topics in math and science.

SUMMER SNAP

This grant was approved to run the summer program for ESL and Basic Skills first and second grader students from Washington, Franklin and Lincoln-Hubbard Elementary Schools.

FLASH AT-HOME SUMMER PROGRAM

SEF provided funds to run 2 STEAM classes as well as funding teacher supplies for all the classes for Flash as it moved its programming on-line due to Covid-19.

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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 non-profits. 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.



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That "searing, burning pain" in your arm and shoulder... that "achy, numbing" feeling in your forearm... that "tingling" and loss of strength in your hand... It interferes with your ability to use the computer, play golf, garden... to have **FUN IN LIFE!**

Arm pain, hand and arm numbness, and tingling down the arm may actually be caused by a pinched neck nerve even though you have NO neck pain - Or something as simple as tendinitis of your shoulder and forearm.

Dr. Murphy is an expert at finding the **CAUSE** of your arm pain and numbness and **CORRECTING IT... WITHOUT THE USE OF DRUGS OR SURGERY.**



Dr. Joseph J. Murphy
Chiropractic Physician

PAST PRESIDENT
The NJ and Morris
Chiropractic Societies

EDITOR-IN-CHIEF
The Column
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Orders can be picked up Thanksgiving day until 3PM

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CALL THE REFERRAL HOTLINE FOR ELIGIBILITY

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

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

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

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

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



CURBSIDE LEAF COLLECTION

The Division of Public Works began curbside leaf collection in October and will continue through Friday, December 4, or the first major snowfall. Leaves left curbside in biodegradable bags are collected on scheduled household garbage collection days. Do not include twigs, branches and other yard debris in leaf bags. Property owners should not rake or blow leaves into piles in the street.

Celebrate in Summit

- Small Business Saturday NOV. 28**
Kick off the holiday season with free horse & carriage rides, Holiday Street Sounds & more, 1 to 4pm
- Carriages & Carolers SATURDAYS NOV. 28-DEC. 19**
Holiday music at the Promenade, strolling carolers & musicians, horse & carriage rides, 1-4pm
- Celebrate in Summit DEC. 19**
Celebrate the holidays downtown: live ice carving, horse & carriage rides, strolling musicians and more TBD 1-4pm
- Summit Elf on the Hill Scavenger Hunt NOV. 28 - DEC. 19**
Win a Summit VISA Gift Card: \$500 Grand Prize, 10 - \$100 prizes! Watch for details on summitdowntown.org for an exciting new holiday scavenger hunt sure to be a great time for all ages!

Summit
summitdowntown.org

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SUPPORT THE FIRST AID SQUAD IN ITS 2020 ANNUAL APPEAL

The Summit Volunteer First Aid Squad is asking area residents to support the vital, life-saving services it provides for the Summit community in its 2020 annual fundraising appeal. During the week of September 21, requests for tax-deductible donations to directly fund its operations were mailed to homeowners and businesses in Summit.

The Summit Volunteer First Aid Squad is not a City of Summit agency and receives no funding from the municipality; it relies solely on private donations to fund the purchase of medical supplies, equipment, and for professional training of its members. The First Aid Squad has no paid staff.

"A fundraising appeal was recently mailed by the First Aid Squad to all homes and businesses in Summit," explains Squad President Bob Flanagan. "While these last six months have been perhaps the most challenging in our 58-year history, we have continued to provide emergency medical services to our patients at no cost to them or local government. We need your support to continue our essential

work, regardless of the challenges ahead. Please help us with a donation today."

While many towns have been forced to hire paid Emergency Medical Services (EMS) units, Summit remains one of the exceptions with its team of full-time, dedicated Emergency Medical Technician (EMT) volunteers, many of whom

are Summit residents. Founded in 1962, the Summit Volunteer First Aid Squad responds to more than 2,100 calls a year.

In addition to its 65 adult members, the Summit Volunteer First Aid Squad includes 20 junior members, high school students ages 16 and older that assist in emergency calls.

To donate online, learn about how to volunteer, or view a video on the squad, visit the new Summit Volunteer First Aid Squad website at summitems.org or call 908-277-9479.

To send a donation by mail, make checks payable to Summit Volunteer First Aid Squad, 1000 Summit Ave., Summit, NJ 07901.



(above) The Summit Volunteer First Aid Squad, Inc. is an independent non-profit corporation dedicated to providing emergency medical services (EMS), non-emergency ambulance transportation, and safety training to the Summit community. All of its services are provided free of charge and funded entirely through private donations. To donate please visit summitems.org, or mail a check payable to Summit Volunteer First Aid Squad, 1000 Summit Ave., Summit, NJ 07901.

Photo by Summit First Aid Squad

DIAL-A-TRUCK

What is Dial-A-Truck?

- Bulky waste collection service of the Public Works Division of the Department of Community Services.
- Every three weeks the City can collect items by appointment that are too bulky or too heavy for you to take to the Transfer Station yourself.
- This is not a general clean-up service or a collection of trash or debris. We cannot pick up bags or boxes of trash.
- Dial-A-Truck operates at no charge to the resident.
- Due to its popularity, there may be a wait of as much as one month for service.
- To maintain the beauty and neat appearance of our neighborhoods, do not leave any items for pick-up at the curb until Dial-A-Truck is ready to collect them.

Call: 908.273.6404

Click: www.cityofsummit.org

What can be picked up?

- Mattresses (wrapped in plastic only)
- Large pieces of furniture
- Dishwashers
- Other heavy appliances
- If you put a refrigerator or freezer out for collection, please be safe and remove the doors first!

Additional Information

- This is not general garbage and trash or "clean-up week" pick up.
- Leaving unauthorized items at the curb is a violation of the Property Maintenance Code and may result in a summons and a fine.
- Pick-up is "rain or shine".
- If we have to cancel the collection because of an emergency, we will contact you as soon as possible to let you know the new date.

NO: railroad ties, propane tanks, any construction or demolition materials, car parts, furnaces or heating boilers, hazardous items, or fencing over 6 feet in length.

PUBLIC WORKS
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DEPARTMENT OF
COMMUNITY
SERVICES

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512 Springfield Avenue • Summit NJ 07901 • 908-273-6404
www.cityofsummit.org

A FREE WEBINAR

Strategies for Today's Small Business

Date:
November 10, 2020

Time:
11:00 am

Cost:
Free

To Register:
<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.

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SANTA CLAUS SHOP PREPARES TO HELP DELIVER A JOYOUS HOLIDAY

The Santa Claus Shop will open its doors once again to area families, providing its 54th consecutive year of complimentary holiday shopping. The shop serves more than 400 low-income families and senior citizens from Summit and other local communities, including New Providence and Berkeley Heights, who are referred by local social services agents.

This year's Santa Claus Shop will be held in the parking lot at St. John's Lutheran Church, 587 Springfield Avenue in Summit. Although families cannot shop the way they have in the past, due to the pandemic, we are still committed to making this experience enjoyable for all the families.

The Santa Claus Shop has had to rethink how we run this year's event due to COVID-19. Unfortunately, we cannot have everyone in the building selecting their own items and getting them wrapped. In an effort to keep everyone safe and follow state guidelines, we will be socially distanced in the parking lot of the church where the families will get a bag of goodies we have put together. Our local volunteers will be responsible

for ensuring social distancing is being properly adhered to, setup, distribution of prepackaged bags and cleanup.

The Santa Claus Shop is chaired by Summit residents, Lauren Bialek, Susan Campbell, Maritess Manaluz and Marnie O'Connell and co-chaired by Elaine Chong, Nev DiPetrillo, Celia O'Rourke, and Teal Rodriguez. The Santa Claus Shop exists solely on donations and volunteers. With the monetary donations from area residents, local organizations and businesses, the Santa Claus Shop can purchase the gifts that allow less fortunate neighbors to experience the joy of holiday giving without financial burden.

To keep the holiday spirit alive for local residents in need, and this year more than ever, the Santa Claus Shop chairwomen ask for members of the community to consider giving. Checks can be made payable to SHIP, with Santa Claus Shop noted on the check's memo line, and mailed to the Santa Claus Shop, P.O. Box 119, Summit, NJ 07901. The ability to make an online donation is also available at

summitsantaclausshop.com. To find out more information or get involved please visit our website or follow us on Facebook at Santa Claus Shop - Summit, NJ.



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Marketing Toolbox

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

NEWSPAPER ADVERTS

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

FULL COLOR PRINTING

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

DIRECT MAIL

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

ONLINE MARKETING

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

SOCIAL MEDIA

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

WEBSITE AND SEO SERVICES

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

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

CALL JOE RENNA FOR A FREE CONSULTATION.
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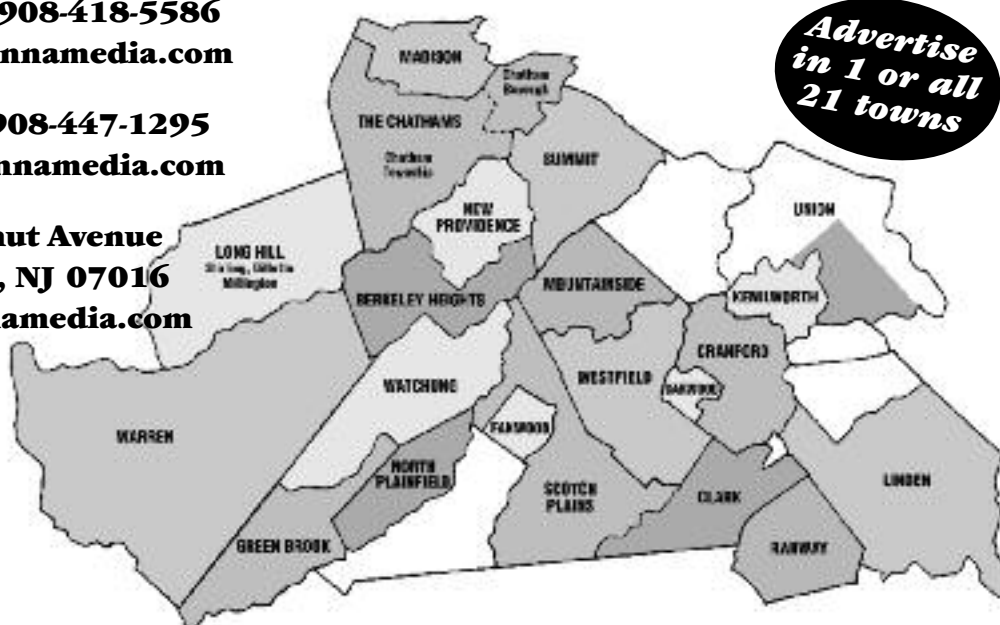
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tinarena@rennamedia.com

Joe Renna 908-447-1295
joerenna@rennamedia.com

202 Walnut Avenue
Cranford, NJ 07016
info@rennamedia.com



Advertise in 1 or all 21 towns

Berkeley Heights COMMUNITY NEWS Qty: 4,800 Mailed to every home and business. Zip: 07922	THE CHATHAMS NJ Qty: 7,400 Mailed to every home and business. Zip: 07926	Clark Monthly NJ Qty: 6,700 Mailed to every home and business. Zip: 07066	CRANFORD MONTHLY NJ Qty: 9,800 Mailed to every home and business. Zip: 07016	Fairwood Post NJ Qty: 3,000 Mailed to every home and business. Zip: 07023	Garwood Times NJ Qty: 2,200 Mailed to every home and business. Zip: 07027	Green Brook Gazette NJ Qty: 3,000 Mailed to every home and business. Zip: 08812
BUSINESS + LIFE KENILWORTH NJ Qty: 3,600 Mailed to every home and business. Zip: 07033	LIFE in LINDEN NJ Qty: 17,400 Mailed to every home and business. Zip: 07036	Long Hill LEADER NJ Qty: 3,600 Mailed to every home and business in Gilman, Hillman and Stirling. Zip: 07933, 07946, 07988	MADISON MONTHLY NJ Qty: 6,300 Mailed to every home and business. Zip: 07940	MOUNTAINVIEW NJ Qty: 2,900 Mailed to every home and business. Zip: 07092	New Providence NEWS NJ Qty: 4,900 Mailed to every home and business. Zip: 07974	The PRIDE of North Plainfield NJ Qty: 8,300 Mailed to every home and business. Zip: 07062, 07063
OUR TOWN Rahway NJ Qty: 12,400 Mailed to every home and business. Zip: 07065	Scotch Plains NJ 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: 07099

NEWSPAPER AD RATES

Rates are per month. Adwork included in price. Newspapers are black on white.

Units	Size	RATE FOR ANY 1 NEWSPAPER	RATE FOR ANY 3 NEWSPAPERS	RATE FOR ANY 6 NEWSPAPERS	RATE FOR ANY 9 NEWSPAPERS	RATE FOR ANY 12 NEWSPAPERS	RATE FOR ANY 15 NEWSPAPERS	RATE FOR ANY 18 NEWSPAPERS	RATE FOR ALL 21 NEWSPAPERS
1 Unit (Business card)	3.25" x 2"	\$60	\$150	\$250	\$350	\$400	\$450	\$500	\$550
2 Units	6.5" x 2" or 3.25" x 4"	\$100	\$250	\$400	\$500	\$600	\$700	\$800	\$900
4 Units	3.25" x 8" or 6.5" x 4"	\$180	\$450	\$700	\$900	\$1100	\$1300	\$1500	\$1700
6 Units	6.5" x 6.25" or 10" x 4"	\$240	\$600	\$900	\$1200	\$1400	\$1600	\$1800	\$2000
9 HALF PAGE	6.5" x 9" or 10" x 7"	\$320	\$800	\$1000	\$1300	\$1600	\$1900	\$2200	\$2400
12 Units	10" x 8"	\$360	\$900	\$1200	\$1500	\$1800	\$2100	\$2400	\$2700
18 FULL PAGE	10" x 14"	\$400	\$1000	\$1400	\$1800	\$2200	\$2500	\$2800	\$3000
2 PAGE SPREAD	21" x 14"	\$700							
BACK PAGE	10" x 14"	\$500							
FRONT PAGE BANNER	8.25" x 2"	\$320							
FRONT PAGE BOX	1.5" x 4.5"	\$240							

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

PREPAY FOR 6 MONTHS AND GET 1 FREE

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

Visit RennaMedia.com for online publications.
Photo albums, video and advertising opportunities.

Howdy Partners!

Online Marketing is like the Wild West

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

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

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

I highly recommend doing an independent audit of your website!

Contact Walter Watson at walter@www-online-enterprises.com

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

SUMMIT OLD GUARD NOVEMBER ZOOM EVENTS

The Summit Old Guard's weekly Tuesday meetings have continued through the use of ZOOM, and have attracted more than 100 viewers each week. Our November meetings will prove to be informative and enlightening. There is little limitation to our dynamic presentations as the viewers have, as before the virus, chances to ask questions of the presenter at the end of the meeting. To gain access to the programs send an email to info@summitoldguard.org and check our web site summitoldguard.org for more information.

Nov. 3 - How Crisis Accelerates Technology Change – Arun Sundararajan, Harold Price Professor of Entrepreneurship and Professor of Technology Operations and Statistics, NYU Stern School of Business, will use the COVID-19 situation as an example for his topic.

Nov. 10 - Restoration of the WWII U.S. Coast Guard Cutter Lilac – Mary Habstritt, Museum Director and President of the Lilac Preservation Project, will describe the Lilac's historic and vital work of tending lighthouses and buoys from 1933 to 1972. She will describe the nonprofit preservation project's efforts to restore the Lilac and it's rare intact steam engines and review the cultural and educational programs provided by the museum.

Nov. 17 - Driverless Cars - Just in Time for Us, Maybe – Alain L. Kornhauser, Professor of Operations Research and Financial Engineering at Princeton University, has been researching transportation for five decades and will talk about autonomous vehicles and 'SmartDrivingCars,' that will possibly reduce crashes, costs, and energy consumption.

Nov. 24 - The Inside Story from a Federal Prosecutor – A retired assistant United States attorney will describe the Federal Court System and a Grand Jury. He will walk through a typical criminal case and provide perspectives on the rule of law and what an attorney has to do to uphold it and our democracy.

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Dr. Erin Welfel-Peters



Dr. Mindy Ok

SD Affordable Dental Plan

Dental insurance can be complicated...but the SD Affordable Dental Plan isn't. There are no waiting periods, no yearly maximums, exclusions, or headaches with this offer, and patients of all ages are eligible to join for discounted dental care. Membership includes all the X-rays, exams, cleanings, and other preventive services you all need to enjoy a full year of healthy teeth and excellent dental hygiene!

Some of the things you can benefit from when you sign up for the SD Affordable Dental Plan are listed below. Which of these advantages would YOU enjoy most?

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- MERCURY-FREE DENTISTRY
- INVISALIGN® CLEAR ORTHODONTICS
- JUVEDERM® Buy-one syringe - Get \$150.00 off second syringe
- BOTOX® Special 20 units for \$173.00

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