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## OPENING CEREMONY OF 1995 TIME CAPSULE

The Mountainside community joined Mayor Mirabelli and the Town Council for the opening of a time capsule which was buried in 1995. The town held the ceremony on October 22nd, 2020 in the parking lot of Constitution Plaza.

Residents and community leaders from Mountainside helped with the unveiling of the contents which included memories from 25 years ago, old pictures, newsletters, a 100-year celebration t-shirt, and information from the Borough.

Speakers that day included leaders and members from: Mountainside Rotary Club, Mountainside Restoration Committee, Girl and Boy Scout troops, Foothill Club, Our Lady of Lourdes Parish, Mountainside Public Library, Mountainside Softball and Baseball League, Board of Education, Mountainside Music Association, Newcomers Club, and the Community Presbyterian Church.

The opening of the capsule served as a final celebration for Mountainside's 125th anniversary. Attendance was limited due to social distancing requirements. The event was also live streamed on Channel 35 and 39, Facebook, and Youtube.

This special event was coordinated by the 125th Anniversary Chairs, Councilwoman Deanna Andre and Councilwoman Rachel Pater.



(above) Greetings and opening remarks from Mayor Paul Mirabelli and Councilwoman Rachel Pater.

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(above, l-r) Mountainside Board of Education, Janet Walling, Dr. Dana Guidici Pietro, and Frank Geiger



(above) Girl Scouts, Mrs. Claudia Shehady displayed pictures, letters, meeting notes, and a signed sash.

Photos from this and other events can be found online at [rennamedia.com](http://rennamedia.com) and on Mountainside View page on [facebook.com](https://www.facebook.com) Feel free to "Like," "Tag," and "Share."

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## PROMOTE YOUR COMMUNITY EVENT

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

**Organizations who are interested in submitting content, please email:**  
**editor@rennamedia.com**

*Mountainside View is online at*  
*[www.rennamedia.com](http://www.rennamedia.com)*  
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## MOUNTAINSIDE TIME CAPSULE PHOTO ALBUM

*Photos from this and other events can be found online at [rennamedia.com](http://rennamedia.com) and on Mountainside View page on [facebook.com](https://www.facebook.com) Feel free to "Like," "Tag," and "Share."*



*Senior Coordinator,  
Kim Moriak*



*Foothill Club,  
Mrs. Ruthie Goense*



*(above) Mr. Gary Whyte*



*Councilwoman  
Donna Pacifico*



*Rev. Richard Carrington,  
Our Lady of Lourdes Parish*



*Ms. Kathryn Brown,  
Library Director*



*Boy Scout leader,  
Jeff Healy*



*Adele Magnolia, Mountainside  
Music Association*



*Restoration Committee,  
Mr. Scott Daniels, Chairman*



*Mountainside Rotary,  
Mr. Glenn Mortimer*



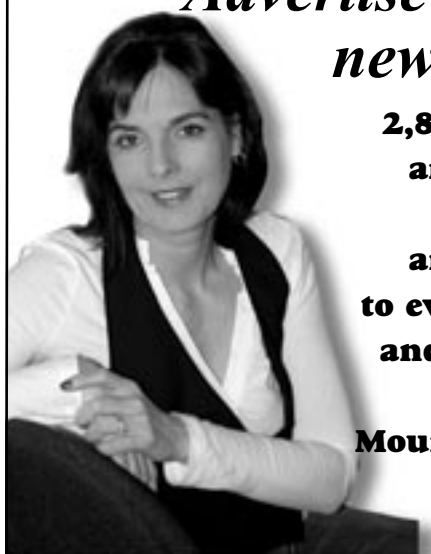
*Councilwoman Rachel Pater*



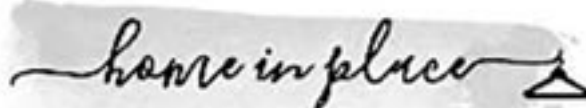
*Mr. Frank Geiger*

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513 WOODLAND AVE	List Price \$450,000	Sale Price \$450,000
1275 POPLAR AVE	List Price \$499,900	Sale Price \$495,000
300 SUMMIT RD	List Price \$500,000	Sale Price \$480,000
280 FRIAR LN	List Price \$525,000	Sale Price \$530,000
1138 SAWMILL RD	List Price \$560,000	Sale Price \$605,000
1089 SUMMIT LN	List Price \$650,000	Sale Price \$620,000
878 HILLSIDE AVE	List Price \$699,000	Sale Price \$690,000
313 LINDA DR	List Price \$799,000	Sale Price \$780,000
1412 CHAPEL HILL RD	List Price \$899,000	Sale Price \$899,000
1387 CHAPEL HILL RD	List Price \$980,000	Sale Price \$985,000
1445 DEER PATH	List Price \$984,000	Sale Price \$966,600
232 KINGS CT	List Price \$995,000	Sale Price \$975,000
351 ROLLING ROCK RD	List Price \$1,045,000	Sale Price \$985,000
119 WILD HEDGE LN	List Price \$1,150,000	Sale Price \$1,100,000
1207 FOOTHILL WAY	List Price \$1,275,000	Sale Price \$1,275,000



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delivered to many nonprofits including: NJ Institute of Diabetes, hurricane victims in the Bahamas, Ronald McDonald House, Fort Bragg (special camouflage fabric had been donated), Overlook Foundation and Bonds of Courage. They have delivered approximately 2,000 dolls in six years. Loeffler said he is so busy, Bumbles is his full time job.

The introduction to SAGE came from Loeffler's grandfather, who is a SAGE Meals on Wheels client. "SAGE has had such a big impact on the community," Loeffler said. "It felt good to give back, especially during COVID-19." Dozens of dolls were distributed between Meals on Wheels and Spend-A-Day participants. Many of the recipients are alone and isolated. The dolls were greatly appreciated.

"We are so grateful that Max chose SAGE as a nonprofit to donate to," said Interim Director, Marianne Kranz. "The look on the faces of our clients when the Bumbles were delivered was priceless. We thank Max and his family for their support and commitment to helping others."

To learn more about Bumbles Dolls visit: [Bumblesdolls.com](http://Bumblesdolls.com)

Since 1954, SAGE Eldercare has been helping make the communities it serves amazing places to age. The non-profit organization provides a wide array of information, support, and services designed to help individuals lead the most independent and active lives possible. For more information, please call 908-273-5550 or visit [sageeldercare.org](http://sageeldercare.org).

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(above) SAGE Meals on Wheels clients holding dolls, made and donated by Bumbles Dolls in

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## HOLIDAY HOUSE DECORATING CONTEST

Deck the Halls... and your Home for  
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Decorating Contest!

Submit info (include your name and address)  
to Beautiful Mountainside's Facebook Page and  
click "like." Or email it to:  
beautifulmountainside@gmail.com

Participants must be willing to have their  
addresses and photos shared on social media.

Previous winners may enter only if your home  
is new and different from last year!

Entry deadline: Dec. 15th

The Beautiful Mountainside Committee will  
select 3 of the "Best Decorated" homes in town.  
Prize: \$100 Gift Card per winner. Winners will  
be announced via Facebook.

Questions? Call Donna 908-377-5094.

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~\*Participants must be willing to have  
their addresses and photos share on so-  
cial media.

~Previous winners may enter only if your  
home is new and different from last year!

~Entry deadline : Dec. 15th

~The Beautiful Mountainside Committee  
will select 3 of the "Best Decorated"  
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# VILLAGE SHOP HOLIDAY OPENING HOURS

Mountainside View • Page 7 • December 2020

The Village Shop located in the Mountainside Restoration Committee's Levi Cory House announces opening hours for the 2020 holidays. Volunteers are looking forward to welcoming shoppers. The Shop will be open on Fridays and Saturdays, December 4, 5, 18, 19 from 10 a.m. to 3 p.m. Face masks, limited numbers allowed inside, temperature checks and hand sanitizing are required for the safety of guests and volunteers.

The Levi Cory House officially opened to the public in December of 2018. The circa 1818 Levi Cory House, which was moved to Constitution Plaza five years ago, was originally located at the corner of New Providence Road and Mountain Avenue. The house was the location of the first Children's Country Home during the 1890s, before expanding to its current location as the Children's Specialized Hospital. After years of repair, renovation and restoration, the Levi Cory House is now open as a Museum for Children's Interests and the Village Shop.

The Village Shop serves as a fundraiser for the continued restoration and maintenance of the Levi Cory House and maintenance of the Deacon Andrew Hetfield House. The Shop has been restocked with hundreds of new items for the holidays for gift-giving, home décor, jewelry, antique and vintage items, furniture pieces and many interesting items and curiosities. All are offered at extremely reasonable prices. Stop by to browse and you may find something that

speaks to you. There is something for everyone. Purchases benefit the Mountainside Restoration Committee.

The Levi Cory House and Deacon Andrew Hetfield House are located at Constitution Plaza (Watchung Ave., off Birch Hill Rd.) adjacent to the Mountainside Library. The Mountainside Restoration Committee is a 501(c)(3) charity and a committee of volunteers whose purpose is to maintain the Deacon Andrew Hetfield House, restore and maintain the Levi Cory House and collect and save historic Mountainside information and items from destruction. For further information, please call 908-789-9420; or, go to: [mountainsidehistory.org](http://mountainsidehistory.org).



*(above) Mountainside's Levi Cory House Village Shop will be open on December 4, 5, 18, 19 from 10 a.m. to 3 p.m. Come by for unique holiday gifts and household items displayed beautifully in this historic setting.*

Photo by Mountainside Restoration Committee

## RESCUE SQUAD'S 2020 FUND DRIVE

The Mountainside Rescue Squad's 2020 Fund Drive letter has been mailed out. Like many in the community we have been affected due to COVID, transporting over 30 confirmed cases to area hospitals. Please consider donating what you can.

Sincerely, all of us at the Rescue Squad.



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## ELKS LODGE DONATES TO LOCAL ORGANIZATIONS

*Submitted by Valerie Ditta*

Mountainside Elks Lodge #1585 has continued to support community efforts in the face of the COVID-19 pandemic. The Elks donated to the Mountainside Rescue Squad and the Community Food Bank of NJ to replenish supplies and food that have been in high demand.

Pete Soccodato and Elks Lodge members presented a check to the Mountainside Rescue

Squad in the amount of \$1,000, received from a Beacon Grant. The money will help to purchase face masks and gloves needed due to COVID-19.

Mountainside Lodge #1585s Treasurer Valerie Ditta and Grant Coordinator Vince Ditta presented a check in the amount of \$2,500 to Diana Levy, Outreach Manager of the

Community Food Bank of NJ. The money, received from a Beacon Grant, will help to replenish food supplies.

For more information about Mountainside Elks Lodge #1585, please visit The Benevolent and Protective Order of Elks at [elks.org](http://elks.org). To contact the lodge, please call 908-232-9667 or email [mountainsideelks1585@verizon.net](mailto:mountainsideelks1585@verizon.net).



(above) Mountainside Lodge #1585s Treasurer Valerie Ditta and Grant Coordinator Vince Ditta present a check in the amount of \$2,500 to Diana Levy, Outreach Manager of the Community Food Bank of NJ.



(above) Pete Soccodato and Elks Lodge members present a check to the Mountainside Rescue Squad in the amount of \$1,000.

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

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

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# ATLAS-PYTHAGORAS LODGE #10

*Submitted by Christopher Sands*

Atlas-Pythagoras Lodge #10 Free and Accepted Masons, which meets at 1011 Central Ave, Westfield, recently held our annual Charity Night. We donated to eight worthy groups in our community.

The Masonic Services Association, which supports Veterans in the three NJ State Veterans home and both VA Veterans homes.

Tree of Hope, which the Sheriff of Union County runs, which collects toys for needy children in Union County.

Keystone Community Living, which helps people with developmental disabilities to lead fulfilling lives. It runs a group home in South Plainfield.

Bonds of Courage, which supports Veterans and the 1st Squadron, 102nd Cavalry from the Westfield Armory.

Union County Meals on Wheels, which provides meals to the housebound or those who cannot cook themselves.

Every 15 Minutes, from Kenilworth High School, which teaches Juniors and Seniors about the consequences of drinking and driving.

The Children's Dyslexia Center, Scotch Plains, which uses the Orton-Gillingham curriculum to help children with dyslexia read and flourish.

The George Washington Masonic Memorial, A museum which is used to tell the world about George Washington, a Mason, General of the Armies and our First President!



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Atlas-Pythagoras Lodge #10 meets the first and third Fridays every month except during the summer.

If you are interested in joining us, or would like more information about Freemasonry, visit [atlaspythagoras.com](http://atlaspythagoras.com), or call (908) 233-7349.

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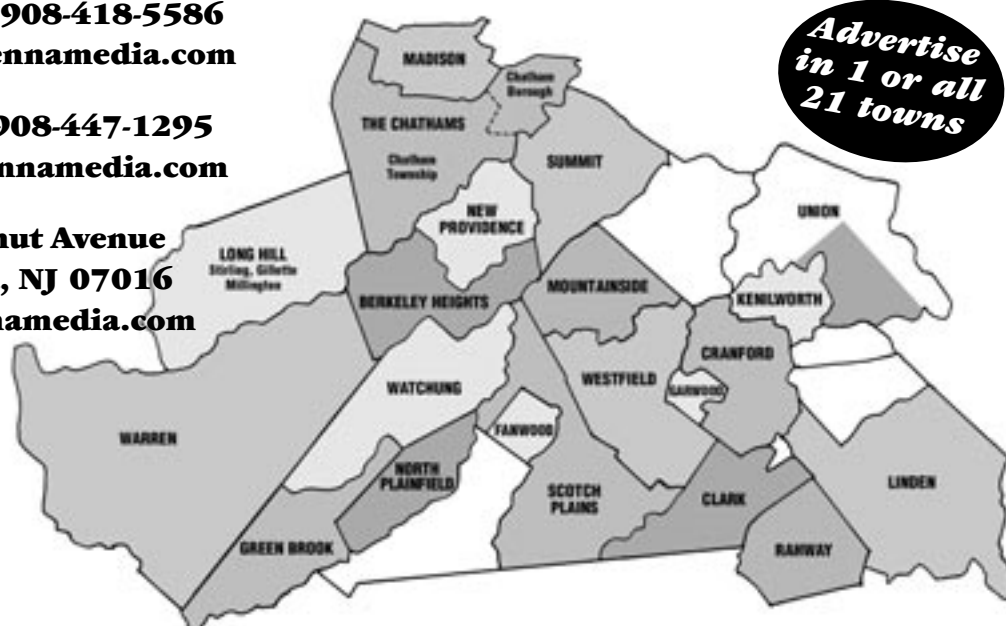
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<b>OUR TOWN Rahway, NJ</b> NJ Qty: 12,400 Mailed to every home and business. Zip: 07065	<b>Scotch Plains</b> NJ WHAT'S HAPPENING MONTHLY Qty: 9,600 Mailed to every home and business. Zip: 07076	<b>Summit 3 Times</b> NJ Qty: 9,600 Mailed to every home and business. Zip: 07901	<b>Spirit of UNION</b> NJ Qty: 5,500 5,000 mailed to homes and businesses. Zip: 07083	<b>WARREN MONTHLY</b> NJ Qty: 6,200 Mailed to every home and business. Zip: 07059	<b>Watchung Post</b> NJ Qty: 2,800 Mailed to every home and business. Zip: 07069	<b>Westfield MONTHLY</b> NJ Qty: 11,800 Mailed to every home and business. Zip: 07090

### NEWSPAPER AD RATES

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

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

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# Howdy Partners!

## Online Marketing is like the Wild West

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

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

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

I highly recommend doing an independent audit of your website!

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

He does a great job analysing and making recommendations.

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

Thank you. - Joe Renna

## Full Service Online Marketing



### Online Marketing Items

- Website ads and Social Media Posts, Classified ads .....\$20 per item  
- Special bulk price.....Block of 20 items \$100  
Including: Press releases / Classified Ads  
Web Page / Calendar Event / Monthly Banner ads
- Extra Boost:
- Blast your online ad or press release to a targeted market: .....\$100
- National Press Release Distribution  
to 300 to 500 news outlets .....Budget choice from \$300 to \$500.

### Website / SEO services

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

### Video advertising

#### Production:

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

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

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

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**Email: [JoeRenna@RennaMedia.com](mailto:JoeRenna@RennaMedia.com)**

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