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SCOUT FOOD DRIVE COLLECTED OVER 1,000 BAGS OF FOOD

Submitted by Pranathi Aedla-Pandya

Mountainside Cub Scouts and Scouts BSA Troop 177 had their annual "Scouting for Food" drive on November 14th. Thank you to all the residents that supported our annual food drive!

Approximately 90 scouts delivered about 2,500 food drive bags to Mountainside residents. We collected over a 1,000 bags of non-perishable food items which were loaded into the trailers that went to the Hands of Hope food pantry. The food was distributed to help the families in need during the holiday season.

Mountainside Pack 177 wishes the residents a safe and happy holiday season.









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MOUNTAINSIDE VIEW

Mountainside View is published by Renna Media. 2,800 newspapers are printed monthly and mailed to every business and resident in Mountainside.

Although great care has been taken to ensure the information contained within is accurate, Renna Media assumes no liability for errors or omissions.

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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

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FREE A CAPPELLA SINGING WORKSHOPS ON ZOOM

sing? Making the most of the Zoom world, The Hickory Tree Chorus chapter of Sweet Adelines International offers a free Winter Sing series. Join the chorus via Zoom on Wednesdays in January, 7:15 to 9 p.m.

The chorus sings a variety of music, including old-fashioned love songs, Broadway, Disney, Beatles, and more. Using learning tracks and breakout rooms, singers continue to pursue their passion for singing via Zoom.

Hickory Tree is an award-winning women's

Looking for joy in the new year? Love to chorus singing four-part a cappella harmony in the barbershop style. We are passionate about music, performance, fun and friendship. We believe every voice counts and encourage women singers of all ages, colors, ethnicities, and orientations to visit us and share our joy of music.

> Please contact the Chorus for the Zoom link for the free Winter Sing 2020 Workshops by email, info@hickorytreechorus.org or call 908-377-1399. For more information visit hickorytreechorus.org.



(above) The Hickory Tree Chorus chapter of Sweet Adelines International is offering a free Winter Sing series. Join the chorus via Zoom on Wednesdays in January, 7:15 to 9 p.m.



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BEREAVEMENT SEMINAR ON ZOOM
Submitted by Virginia Waters, PhD and Patti Williams, RN

CHRISTMAS TREE LIGHTING CEREMONY

The Borough of Mountainside held their annual tree lighting ceremony on Saturday, December 5th. The family-fun holiday festivities were cancelled due to COVID restrictions on outdoor gatherings.

Mayor Mirabelli, along with Councilwomen Deanna Andre, Rachel Pater and Donna Pacifico led the countdown to light the tree. The Mountainside Fire Department escorted Santa for a greeting, and carols were sung by Soundscape Singers Cabaret.

Photos by Borough of Mountainside







We are all navigating through especially challenging times due to the ravages of the pandemic, exhaustion from political conflict, depletion of our resources, the loneliness of increased isolation, and the unprecedented chaotic environment in which we currently exist. When you are also grieving a loss in the midst of all these stressors, life can become very dark and everyday may seem overwhelming.

As we enter the darkest time of the year, we offer a ray of light and welcome you to join the Journey Toward Wholeness bereavement seminar. The seminar, sponsored by the First Presbyterian Church of Cranford, grew out of a spark from Dr. Bruce Williams who co-created this program 20 years ago. Due to our respect for keeping our participants safe, the program has transitioned from in person to a ZOOM platform which allows us to include participants from a wider distance.

The co-leaders of the program Patti Williams,

RN, Certified Bereavement Counselor, and Virginia Waters, PhD have both personal and professional training and experience in the field of grief and loss and are joined by a team of trained facilitators who provide support and lead breakout groups for individuals with like losses.

Follow the light to find comfort, support, tools, and connection at our next seminar.

The seminar begins Sunday, January 10, 2021 for 6 consecutive weeks, from 6:30 p.m. to 8:30 p.m. Meet us on ZOOM, a meeting link will be provided upon registration. Register by calling Patti Williams at 908-709-1341.

We Welcome all who have experienced loss of any kind, in the past or present. All faiths are welcome. We also welcome all who have previously attended this Seminar to return for a refresher.

There is no cost for this seminar. We have had over 3,500 participants over 20 years. Come join us as we light up the darkness together.

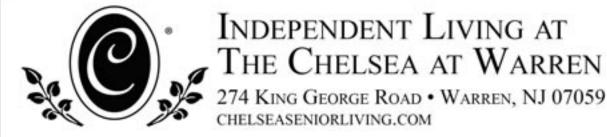
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COACH DAN GUYTON NAMED GATORADE COACH OF THE WEEK

Submitted by Vicki Baum

Congratulations to Governor Livingston Head Football Coach Dan Guyton along with his players and coaches. Recently, Coach Guyton was named the New York Jets Gatorade Coach of the Week! Coach Guyton, who also happens to be the current GLHS Educator of Year, has done a great job with the Highlander Football program both on and off the field. Recently he, along with several of his players, stopped by the First and Second Grade Flag Football practice to support the future Highlanders.

While the current Covid outbreak has put the success of their current season on hold, we look forward to seeing them on the field again.

Keep up the great work and go Highlanders!

Photo by Berkeley Heights Public Schools



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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 as an Associate Professor of Medicine for their Internal Medicine program.

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VETERANS FIND SUPPORT - ROGER

ROGER, a search platform for New Jersey veterans, launched on November 9th, just ahead of Veterans Day 2020. The platform was created by Backpacks For Life founders Brett D'Alessandro and Alexa Modero. After serving the Veteran community for 6 years, they found many inefficiencies and convoluted systems that prevented veterans from getting the care they need in a quick and efficient way. From lengthy intake processes to outdated information on organizations' websites, the Backpacks For Life team knew there was a better way to get veterans the care they needed.

ROGER allows veterans and their family members to search for programs, resources and care by a variety of factors such as zip code, branch of service, discharge status and income. With these customizable search features, veterans will see only the programs that they qualify for. This helps mitigate time wasted for not only veterans searching for programs that fit their needs, but also the service providers to ensure the veteran is a good fit for them.

"Navigating through resources is hard...we get it. As a veteran myself, I was often running around in circles trying to find programs that I was eligible for and that fit my needs. When we're working with veterans, every minute matters and with ROGER we can work more quickly to get veterans what they need. We're excited to bring ROGER to the NJ veteran community." - Sgt. Brett D'Alessandro, Retired US Marine & President of Backpacks For Life

To explore ROGER, visit www.roger.vet or contact **ROGER** the team at roger@backpacksforlife.org

Backpacks For Life is a 501(C)3 nonprofit organization that serves the homeless and at-risk veteran community. By regularly distributing backpacks filled with essentials to veterans on the streets and providing mentorship to at-risk veterans and their families, Backpacks For Life aims to bridge the gap between veterans and the resources available to them.

LITERACY NEW JERSEY UNION COUNTY **WELCOMES NEW TUTORS**

four new volunteer tutors to the program in December.

Lawrence Russo of Cranford, Carol Ann Townsend of Summit, Kacie Yip of Summit, and Roberta Tipton of Berkeley Heights all successfully completed a rigorous, 5-week online training program and received their certificates as Literacy New Jersey tutors.

Carol Ann Townsend of Summit is volunteering to tutor ESL students. She says: "I enjoy working with students and learning about new cultures. Ms. Townsend holds a graduate degree in Political science and History.

Kacie Yip of Summit tutors two different ESL classes each week. She is currently an intern at Mount Sinai Hospital and holds a Bachelor's degree in Animal Science. "I enjoy sharing my knowledge so that others can progress in life and witnessing their improvements give me great satisfaction that I helped at least a little in their life."

Roberta Tipton of Berkeley Heights works with ESL students on Saturday afternoons. She is the Business Librarian at Rutgers University. Roberta says "I enjoy meeting new people and working together with my students."

Lawrence Russo of Cranford will be assisting adult students obtain their high school diploma.

Literacy New Jersey-Union County welcomed He is currently retired, but was a science teacher for 44 years.

> The tutors will engage with students in online English as a Second Language, High School Equivalency or Basic Literacy classes.

> After completing the training sessions, tutors are matched with a small group of adult students from the growing waiting list of students who need to improve their literacy skills. Tutors meet with their students online for 2-hours per week.

> Literacy New Jersey provides ongoing supervision and support to tutors in the form of free professional development workshops on specific topics such as Health Literacy, ESL Conversation, Small Group Instruction and Job Readiness.

> To volunteer, you must be at least 18 years old, able to speak English and willing to tutor in Union County. You do not need to have any teaching experience and you do not need to speak a foreign language. The training will provide volunteers with techniques and strategies for working with adult learners, as well as sample instructional materials and activities. Literacy New Jersey is a non-profit organization.

> For more information or to register, please call Literacy New Jersey at 908-486-1777 or email Barbara Bagger, Program Director bbagger@literacynj.org.









(above, l-r) Carol Ann Townsend of Summit, Kacie Yip of Summit, Roberta Tipton of Berkeley Heights, and Lawrence Russo of Cranford.







WESTFIELD AREA YMCA OFFERS IN-PERSON AND VIRTUAL FITNESS CLASSES

changed the way we live, work and exercise. But the fundamental benefits of exercise for physical and emotional well-being remain the same. And, they are even more important during these challenging times.

The Westfield Area YMCA has always adapted to the changing needs of the community and now offers both in-person and virtual fitness classes with options to accommodate a wide range of fitness needs and levels. Current class offerings include: Ageless Grace, Barre, Body Sculpt, Cardio Sculpt, Cycle & Strength, Dance Fitness, Delay the Disease: Exercise to Fight Parkinson's Symptoms, HIIT, Kickboxing, Pilates, Project Healthy Bones, R.I.P.P.E.D., Senior Fitness, TRX/Sculpt, Yoga, and Zumba!

At the Y, the health and safety of participants and staff is the #1 priority. All facilities and programs meet or exceed state and CDC health and safety guidelines including social distancing, small group sizes, face coverings and temperature checks. In-person fitness classes are available inside the facility and outside, weather permitting. Masks are worn at all times indoors, and reservations are required for classes in order to maintain social distance. Virtual classes do not require ongoing registration — participants who register once will receive weekly emails with

The COVID-19 pandemic has undeniably Zoom links to all classes. To learn more, contact Greg Hatzisavvas ghatzisavvas@westfieldynj.org or 908-301-YMCA (9622) x251.

> The Y is the nation's leading nonprofit committed to strengthening communities through youth development, healthy living and social responsibility. Financial assistance for YMCA programs and memberships is available for those who qualify.



(above) Westfield Area YMCA instructor Natalie Adams leads a real-time Zoom Kickboxing class.

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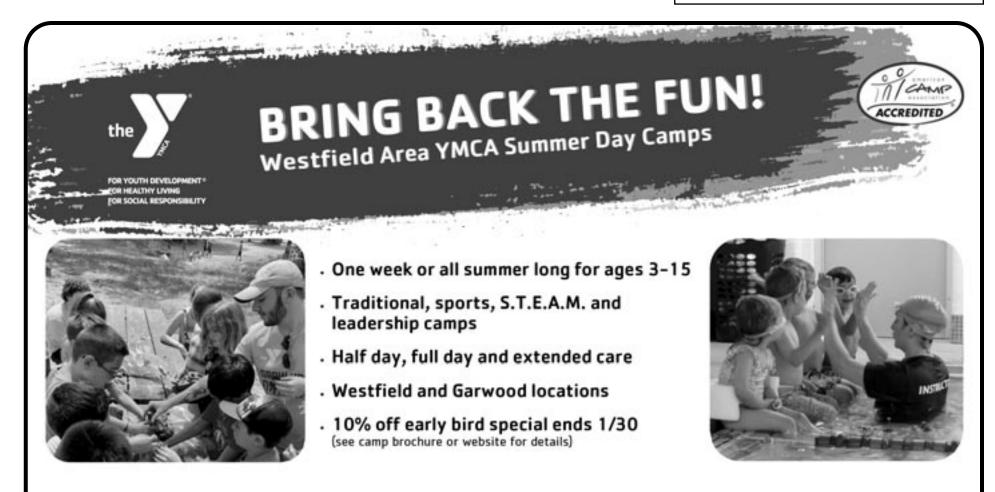


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SAFETY IS OUR #1 PRIORITY

The Y monitors news from the CDC and local government officials during the COVID-19 pandemic and will continue to implement new best practices and regulations as they arise.

WESTFIELD AREA YMCA · 220 Clark Street, Westfield · 908-301-YMCA (9622) · westfieldynj.org 🛭 🚳



SAYING YES! THE GIFT OF SIGHT CHANGES SOMEONE'S LIFE

"I am passionate about spreading the important lifesaving and enhancing message of organ and tissue donation because I know the powerful impact it can have," said Peter DeSarno, member of the New Providence Lions and double cornea transplant recipient. "It is an honor to bring together two organizations (The Lions Club and Eversight) that do so much good and have personally impacted my life".

That was the way the presentation at the November 4 New Providence Lions Club meeting began as members heard the personal story of one of its own members receiving the gift of sight and discussed the 50-year history of Eye Banking in New Jersey with Jennifer Rosenblatt, Director of Philanthropy at Eversight.

Peter went on to share that when he was in high school, he was diagnosed with a condition called Keratoconus that affected both of his eyes and at the age of 24. He then received two cornea transplants that restored his vision and forever changed his life.

The gift of his first donor cornea in his left eye came to him with the assistance of the Lions Eye Bank of Texas. The second transplant in his right eye was procured with the assistance of the Lions Eye Bank of New Jersey (now Eversight) working in conjunction with the New Providence based, NJ Sharing Network.

Peter put his experience into perspective by saying that today he looks out of the eyes of two other individuals. Peter explained that unfortunately he has not been able to make contact with and thank his donor families. He said what he does know is that they were two heroic human beings who came from two loving, caring and generous families who in their darkest hour displayed an incredible amount of love and compassion in providing him with the gift of sight. He said that he doesn't think humanity gets any more beautiful than that.

The Lions Club's work in fighting blindness goes back many years. In 1925, as an ambassador for the newly formed American Foundation for the Blind, Helen Keller addressed the Lions Club International Convention in Cedar Point, Ohio hoping that the Lions would partner with the American Foundation for the Blind and lend their support as an organization to those who had lost their sight.

It was at that convention where she appealed to the Lions and challenged them to become "knights of the blind in this crusade against darkness."

She had no idea just how far the association would take her challenge. Before the convention was over, the association dedicated itself to making Keller's dream a reality and the Lions would become Keller's Knights of the Blind.

Since 1925, millions of lives have been changed through the vision-related work of Lions around the world, and today the association is as dedicated as ever to hastening the day when no one should suffer unnecessarily from vision problems. Lions work to end preventable blindness and aid the visually impaired through eye centers and hospitals, medicines and



(above) Jennifer Rosenblatt, Director of Philanthropy of Eversight, shared with the New Providence Lions Club an inspiring presentation about the Eye Banking in New Jersey and the work of her organization.

surgeries, eye glasses and eye banks.

Jennifer Rosenblatt, Director of Philanthropy of Eversight, shared with the New Providence Lions Club an inspiring presentation about the Eye Bank in New Jersey and the work of her organization. Specifically, the work at Eversight to restore sight and prevent blindness through the healing power of donation, transplantation and research.

From its home in Clark, NJ, Eversight proudly partners with NJ Sharing Network, Lions Clubs, surgeons, businesses and philanthropists throughout New Jersey to advance its mission.

In 2019, Eversight worked with the families of 882 New Jersey residents who gave the gift of sight for transplantation, research and education. Through outreach and programs, Eversight



(above) Peter DeSarno, member of the New Providence Lions and double cornea transplant recipient, recently shared his personal story with the Lions Club.

provided donated tissue for 8,176 sight-restoring corneal transplants in 2019 in New Jersey and around the world.

Saying "yes" to donation can change someone's life.

For details about donation visit eversightvision.org/our-work/donation.

For how to register to become a donor, visit eversightvision.org/get-involved/#join-registry.

The New Providence Lions Club is a 501(c)3 organization, giving back to the community 100% of the proceeds raised. 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 email info@nplions.org and visit nplions.org.

In 2019 through our work and the support of people like you:

882

New Jersey residents gave the gift of sight as cornea donors 0

8,176

people received sight-restoring cornea transplants



MORE 200

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MORE 100

patients who couldn't afford transplants received aid through our Gift of Sight program funded entirely by charitable donations

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2,142

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Learn more today and get involved at eversightvision.org or on social media @eversightvision

FAITH LEADERS DISCUSSED SUPPORT FOR ORGAN AND TISSUE DONATION

Submitted by Gary Mignone

On November 12, NJ Sharing Network kicked off National Donor Sabbath weekend with an interactive Donation and Faith Panel Discussion that brought together faith leaders from throughout New Jersey to discuss why most major religions in the United States support organ and tissue donation as an unselfish act of charity. A recording of the panel discussion can be viewed on NJ Sharing Network's Facebook page or at www.YouTube.com/NJSharingNetwork. Some of the key messages from the panelists included:

E. Denise Peoples, Agape Family Worship Center of Rahway and NJ Sharing Network panel moderator, and double-lung transplant recipient – "We are extremely fortunate to have strong partners in our local faith-based communities who support our life-saving mission by discussing organ and tissue donation with their congregations and by sharing their inspirational stories and unique perspectives about donation."

Rev. Dr. Vanessa M. Brown, Rivers of Living

Water Ministries UCC of Newark – "Life is one of the greatest gifts that you can give, and it is a gift that can be shared. It is part of us doing good in this world by saving lives."

Rev. Dr. Marilyn M. Harris, First Baptist Church of Teaneck – "We share information with our community about organ and tissue donation to show them what love looks like. Many in our faith community have had life-saving transplants and they show others what the gift of life looks like."

Rajesh Karnani, son of a tissue donor and member of the Hindu community – "My father was passionate about his family, his faith and his support for organ and tissue donation. He would often speak with our Hindu religious leaders to discuss the virtues of organ donation, and they recognized it as the best gift anyone could give to another person."

Rabbi Ari Lucas, Congregation Agudath Israel (CAI) of Caldwell – "Organ and tissue donation is supported by all major streams of Judaism. Many in our synagogue community have been

profoundly affected by the generosity of people who gave and they are the greatest preachers of the importance of this because they are living testaments to the value of organ and tissue donation."

Fr. Edmund Luciano, Parish of the Visitation of New Brunswick, and heart transplant recipient – "The Catholic Church is very much in support of organ and tissue donation. We encourage our families to be aware of this. It is a testament of love for our neighbor."

Observed annually in November, National Donor Sabbath seeks to educate faith-based communities across the country about the critical need for organ and tissue donation, and the vital role faith plays in making the decision to register as a donor.

For National Donor Sabbath tools and other resources visit NJSharingNetwork.org/donor-sabbath.

ABOUT NJ SHARING NETWORK

NJ Sharing Network is the federally designated non-profit organization responsible for recovering organs and tissue for the nearly 4,000 New Jersey residents currently waiting for a life-saving transplant. With headquarters in New Providence, NJ, the organization is part of the national recovery system, serving the 110,000 people on the national waiting list. NJ Sharing Network was selected by NJBiz as one of the state's "Best Places to Work" for the third consecutive year. To learn more, get involved and register as an organ and tissue donor, visit NJSharingNetwork.org.

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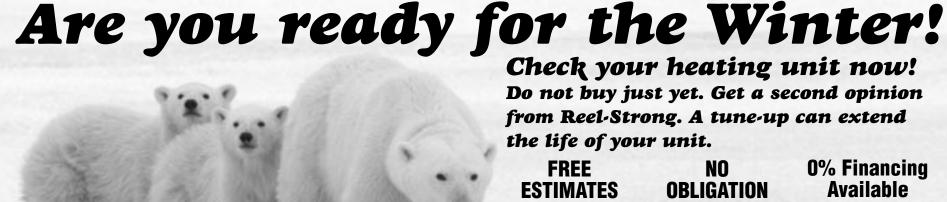
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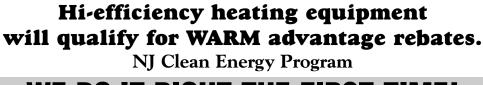


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- Goals & Budget
- Target Market & Medium
- Image & Message & Marketing Method
- Analytics (results / cost / benefit)



Call Joe Renna 908-447-1295

No Purchase necessary

Newspapers Ads • Full Color Printing • Direct Mail • Online Marketing

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

Call Joe Renna 908-447-1295 Email: JoeRenna@RennaMedia.com

Let us help you grow your business in 2021



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.



Thank You! To all the health care professionals for your selfless dedication throughout the COVID-19 crisis.

Looking to BUY or SELL your home with a local expert?





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