

# The PRIDE of North Plainfield

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North Plainfield's Hometown Newspaper

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## BUSINESS ASSOCIATION HOLIDAY DONATIONS FOR 2020

The North Plainfield Business Association (NPBA) could not hold their annual holiday party this year, so decided instead to donate a portion of their treasury to two worthy causes. A \$300 ShopRite gift card was presented to Jessica Molina Pratt of the North Plainfield Food Bank and a \$100 check was presented to Rebecca Tucker of Mom's Helping Mom's, a local diaper bank.

The North Plainfield Business Association was established in 1938 and is open to any local business. Standard membership is free. Members receive the



(above, r-l) NPBA President Bruce Heyman handing a \$300 ShopRite gift card to Jessica Molina Pratt of the North Plainfield Food Bank, in front of the Community Center.



(above, r-l) Bruce handing a \$100 check to Rebecca Tucker of Mom's Helping Mom's, a local diaper bank.

opportunity to network and advertise their business on a monthly basis. Monthly meetings feature educational guest speakers from the worlds of marketing, advertising, finance and more. The NPBA offers mentoring, problem-solving, start-up services and liaison with borough offices. If you have a local business, large or small, the NPBA is right for you.

For more information or to receive an application, contact NPBA President Bruce Heyman at 908-755-4700x102 or [bruce@fabricland.com](mailto:bruce@fabricland.com).



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# The PRIDE of North Plainfield

*The Pride of North Plainfield* is published by Renna Media. 6,500 newspapers are printed monthly and are mailed to every businesses and homes in North Plainfield, NJ using the 07060 zip code and are distributed for free pick-up throughout town.

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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Renna Media welcomes the comments and concerns of its readers put into writing and sent via phone, fax or email to:

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## PROMOTE YOUR EVENT

Organizations who are interested  
in submitting content can email  
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or call 908-858-4012

## ROGER HELPS VETERANS FIND SUPPORT

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.

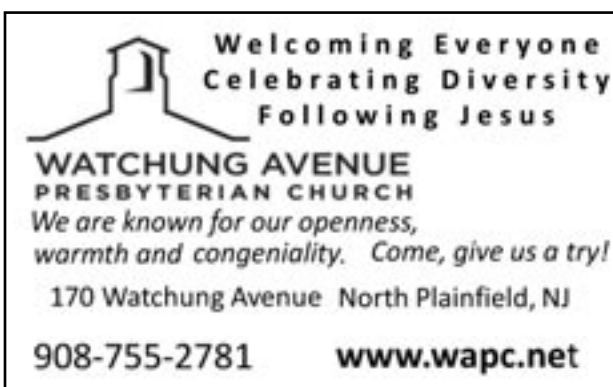
ROGER allows veterans and their family members to search for programs, resources and care by a variety of factors such as zip code, branch of service, discharge status and income. With these customizable search features, veterans will see only the programs that they qualify for. This helps mitigate time 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](http://www.roger.vet) or contact the ROGER team at [roger@backpacksforlife.org](mailto: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.



## ANNOUNCING THE NEW OFFICE OF DR. EDWARD SOMMA IN BERKELEY HEIGHTS

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Edward Anthony Somma, MD  
Internal Medicine

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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## FREE A CAPPELLA SINGING WORKSHOPS ON ZOOM

Looking for joy in the new year? Love to 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

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](mailto:info@hickorytreechorus.org) or call 908-377-1399.

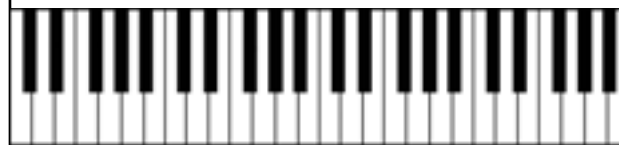
For more information visit [hickorytreechorus.org](http://hickorytreechorus.org).



(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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To find a doctor, visit [HackensackMeridianHealth.org/BackRehab](http://HackensackMeridianHealth.org/BackRehab) or call 732-897-BACK (2225).



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## CRISIS COUNSELING FOR THOSE AFFECTED BY COVID-RELATED STRESS

The Somerset County Richard Hall Community Health & Wellness Center (RHCHWC) obtained a \$360,000 grant from the Federal Emergency Management Agency (FEMA) and the NJ Division of Mental Health and Addiction Services. The grant funds Hope and Healing – a free crisis counseling program (CCP) that is available to all county residents who have been emotionally impacted by the pandemic. Professional counselors at Hope and Healing currently conduct essential services through virtual meetings via Zoom, phone

sessions and community partnerships.

The overall goal of the program is to help individuals learn about recovery options, acquire coping strategies to manage trauma, have access to confidential emotional support, and help them connect to agencies, resources and peer-support.

Beyond the pandemic, Hope and Healing will help residents and communities recover from the effects of any local, state, or national emergency by providing community-based outreach and psycho-educational services as well as short-term interventions.

For more information about Hope and Healing

or to speak to a counselor, the Hope and Healing helpline is available from 8 a.m. to 8 p.m., seven days a week at 908-231-6414.

Richard Hall Community Health & Wellness Center is the largest provider of outpatient mental health and substance use services in Somerset County since 1983. The center offers confidential, integrated healthcare by providing clients with a safe and nurturing environment. Programs offered at the wellness center, support recovery by fostering hope and wellness, and supporting empowerment through collaboration, compassion and respect.

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This pilot program is being tested for larger use, and is currently only available at our

Somerville and North Plainfield branches. Explore Personalized Picks at [sclsnj.org/personalized-picks](https://sclsnj.org/personalized-picks).



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# LIBRARY'S VIRTUAL PROGRAMS FOR JANUARY 2021

All programs listed are free. Registration is required unless otherwise indicated. Programs are subject to change. All programs are virtual unless otherwise indicated. Visit [sclsnj.libnet.info/events.org](http://sclsnj.libnet.info/events.org) for SCLSNJ's complete calendar of events. For questions contact SCLSNJ staff at [ask@sclibnj.org](mailto:ask@sclibnj.org).

\*Please note:

The North Plainfield branch will be closed on January 1, 18.

The Warren Twp. branch will be closed on January 1. The branch will be open limited hours from 10 a.m. - 6 p.m. on January 18.

The Watchung branch will be closed on January 1, 18.

## VIRTUAL PROGRAMS FOR FAMILIES

### Open Mic - A Night of Music

January 4, 7-8 p.m.

Register now: [sclsnj.libnet.info/event/4642773](http://sclsnj.libnet.info/event/4642773).

### Music, Bubble, and Comedy Show

January 23, 10:30-11:15 a.m.

Register now: [sclsnj.libnet.info/event/4649263](http://sclsnj.libnet.info/event/4649263).

### Panchatantra Stories (families with children)

January 26, 3-3:30 p.m.

Register now: [sclsnj.libnet.info/event/4660294](http://sclsnj.libnet.info/event/4660294).

## VIRTUAL PROGRAMS FOR CHILDREN, TEENS, AND TEENS

### Meet the Author

#### Dan Gutman (grades 2-5)

January 7, 1-1:45 p.m.

Register now: [sclsnj.libnet.info/event/4644882](http://sclsnj.libnet.info/event/4644882).

#### Ana Homayoun - Social Media Wellness (grades 6-12 and caregivers)

January 29, noon - 1 p.m.

Register now: [sclsnj.libnet.info/event/4672496](http://sclsnj.libnet.info/event/4672496).

#### Rita Williams-Garcia (grades 6-12)

February 2, 1-2 p.m.

Register now: [sclsnj.libnet.info/event/4674792](http://sclsnj.libnet.info/event/4674792).

#### Sensory Time - STEAM Edition (grades 3-6 with caregiver)

11-11:30 a.m.

Register now:

January 9: [sclsnj.libnet.info/event/4613610](http://sclsnj.libnet.info/event/4613610).

January 16: [sclsnj.libnet.info/event/4613634](http://sclsnj.libnet.info/event/4613634).

## STEAM

### Mining Chocolate Chips (grades 3-5)

January 11, 4-5 p.m.

Register now: [sclsnj.libnet.info/event/4635372](http://sclsnj.libnet.info/event/4635372).

### Excellent Engineering (grades K-5)

January 21, 4-5 p.m.

Register now: [sclsnj.libnet.info/event/4668693](http://sclsnj.libnet.info/event/4668693).

### Density (grades 3-5)

January 29, 4:30-5:15 p.m.

Register now: [sclsnj.libnet.info/event/4669414](http://sclsnj.libnet.info/event/4669414).

### We're Going on a Bear Hunt (ages 3-6 and caregivers)

January 13, 11-11:30 a.m.

Register now: [sclsnj.libnet.info/event/4668066](http://sclsnj.libnet.info/event/4668066).

### Artes y Manualidades (Kids Crafts) (grades 2-4)

January 16, 2-2:45 p.m.

Register now: [sclsnj.libnet.info/event/4662630](http://sclsnj.libnet.info/event/4662630).

### Bilingual English/Spanish Storytime (ages 3-7 and caregivers)

January 19, 5:30-6 p.m.

Register now: [sclsnj.libnet.info/event/4631532](http://sclsnj.libnet.info/event/4631532).

### Writing Workshop With Author Rachelle Burk (grades 2-5)

January 20, 1-2 p.m.

Register now: [sclsnj.libnet.info/event/4644890](http://sclsnj.libnet.info/event/4644890).

### Intro to Robotics - Dance Routine (grades 6-12)

January 21, 5-6:30 p.m.

Register now: [sclsnj.libnet.info/event/4674780](http://sclsnj.libnet.info/event/4674780).

### Dungeon Masters' Workshop - Building a One-Shot (grades 6-12)

January 22, 3:45-4:45 p.m.

Register now: [sclsnj.libnet.info/event/4663319](http://sclsnj.libnet.info/event/4663319).

### Fire and Ice (grades 2 and up)

January 27, 4:30-5:15 p.m.

Register now: [sclsnj.libnet.info/event/4650058](http://sclsnj.libnet.info/event/4650058).

### LEAD - Leadership Exploration and Development Club (grades 6-8)

January 28, 5:30-6:30 p.m.

Register now: [sclsnj.libnet.info/event/4663503](http://sclsnj.libnet.info/event/4663503).

### Meet Dr. King (grades K-5)

February 1, 6:30-7:15 p.m.

Register now: [sclsnj.libnet.info/event/4651445](http://sclsnj.libnet.info/event/4651445).

### Fables, Folktales, and Stories - Celebration of African Storytelling (grades K-5)

February 3, 5:30-6:15 p.m.

Register now: [sclsnj.libnet.info/event/4613284](http://sclsnj.libnet.info/event/4613284).

## VIRTUAL PROGRAMS FOR ADULTS

### New Year New You Meditation Series

2-2:30 p.m.

Register now:

January 4: [sclsnj.libnet.info/event/4549418](http://sclsnj.libnet.info/event/4549418).

January 11: [sclsnj.libnet.info/event/4549431](http://sclsnj.libnet.info/event/4549431).

January 25: [sclsnj.libnet.info/event/4549450](http://sclsnj.libnet.info/event/4549450).

February 1: [sclsnj.libnet.info/event/4549456](http://sclsnj.libnet.info/event/4549456).

### NASA's Next Mars Mission -

#### Perseverance The Mars 2020 Rover

January 11, 7-8 p.m.

Register now: [sclsnj.libnet.info/event/4585549](http://sclsnj.libnet.info/event/4585549).

### Writers' Group

January 12, 2-3 p.m.

Register now: [sclsnj.libnet.info/event/4662462](http://sclsnj.libnet.info/event/4662462).

### Simplify Weekly Meal Planning - Presented by Vanessa Young

January 12, 7-8 p.m.

Register now: [sclsnj.libnet.info/event/4500472](http://sclsnj.libnet.info/event/4500472).

### Cutting the Cord - Exploring Cable Alternatives

January 13, 2-3 p.m.

Register now: [sclsnj.libnet.info/event/4642662](http://sclsnj.libnet.info/event/4642662).

### How to Break Up With Your Clutter - Presented by Jamie Novak

January 13, 7-8 p.m.

Register now: [sclsnj.libnet.info/event/4521263](http://sclsnj.libnet.info/event/4521263).

### Virtual Book Discussion Salon

"The Old Man and the Sea"

by Ernest Hemingway

January 14, 6:30-7:45 p.m.

Register now: [sclsnj.libnet.info/event/4670209](http://sclsnj.libnet.info/event/4670209).

Traditionally hosted at the Watchung branch.

### "The Eyre Affair" by Jasper Fforde

January 21, 7-8 p.m.

Register now: [sclsnj.libnet.info/event/4643562](http://sclsnj.libnet.info/event/4643562).

### Meet the Author

#### Leslie Gilbert-Lurie -

#### Accompanied by Her Mother Rita Lurie

January 14, 7-8 p.m.

Register now: [sclsnj.libnet.info/event/4576562](http://sclsnj.libnet.info/event/4576562).

### Will Hunt

January 21, 7-8 p.m.

Register now: [sclsnj.libnet.info/event/4568797](http://sclsnj.libnet.info/event/4568797).

### How to Thrive During Transition and Change

January 15, 10 a.m. - noon

Register now: [sclsnj.libnet.info/event/4642208](http://sclsnj.libnet.info/event/4642208).

### Unstoppable Wellness -

#### Presented by Dr. Gene Ketselman

January 15, 3-4 p.m.

Register now: [sclsnj.libnet.info/event/4644395](http://sclsnj.libnet.info/event/4644395).

### Eating Well on A Budget With Healthy Food -

#### Presented by Karen Ranzi, M.A.

January 19, 7-8:30 p.m.

Register now: [sclsnj.libnet.info/event/4535094](http://sclsnj.libnet.info/event/4535094).

### The Grotesque 10 -

#### Amazing Architectural Sculpture

January 20, 7-8 p.m.

Register now: [sclsnj.libnet.info/event/4582111](http://sclsnj.libnet.info/event/4582111).

### Trivia Night - 2020 Year in Review

January 21, 6-7 p.m.

Register now: [sclsnj.libnet.info/event/4669205](http://sclsnj.libnet.info/event/4669205).

### George Washington's Winter Encampments -

#### And the Winning of American Independence

January 26, 7-8 p.m.

Register now: [sclsnj.libnet.info/event/4619795](http://sclsnj.libnet.info/event/4619795).

### Recipe Club - Healthy Eating in the New Year

January 27, 6-7 p.m.

Register now: [sclsnj.libnet.info/event/4662486](http://sclsnj.libnet.info/event/4662486).

### Self-Care Filling Up Your Cup -

#### New Year, New You

January 27, 7-8 p.m.

Register now: [sclsnj.libnet.info/event/4585626](http://sclsnj.libnet.info/event/4585626).

### A Black News Service for America -

#### Presented by Dr. Lawrence Hogan

February 1, 7-8 p.m.

Register now: [sclsnj.libnet.info/event/4552168](http://sclsnj.libnet.info/event/4552168).

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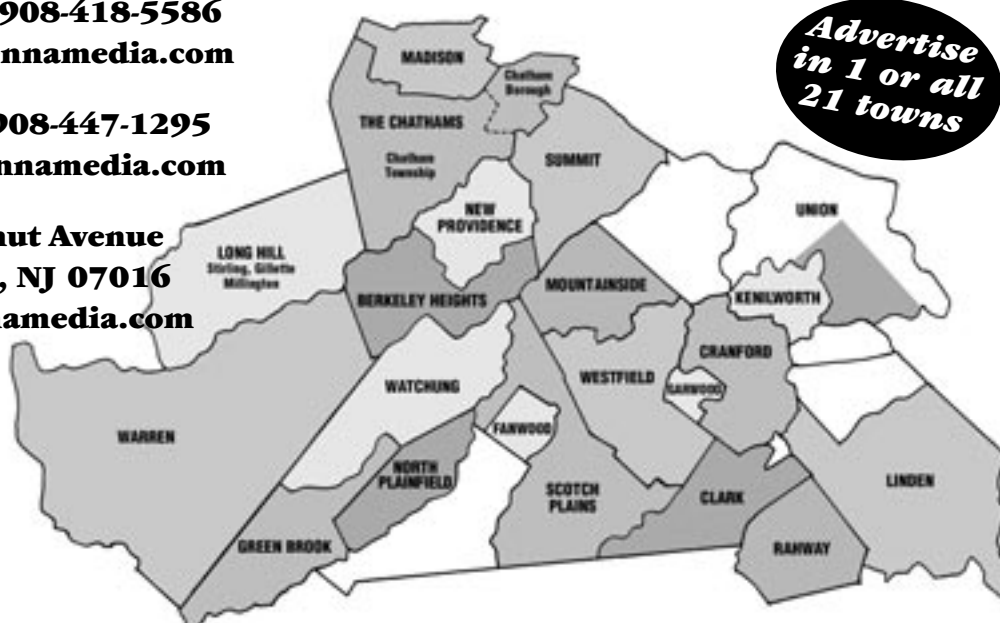
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<b>Berkeley Heights</b> COMMUNITY NEWS Qty: 4,800 Mailed to every home and business. Zip: 07922	<b>THE CHATHAMS</b> NJ Qty: 7,400 Mailed to every home and business. Zip: 07928	<b>Clark Monthly</b> Qty: 6,700 Mailed to every home and business. Zip: 07066	<b>CRANFORD MONTHLY</b> NJ Qty: 9,800 Mailed to every home and business. Zip: 07016	<b>Fairwood Post</b> NJ Qty: 3,000 Mailed to every home and business. Zip: 07023	<b>Garwood Times</b> NJ Qty: 2,200 Mailed to every home and business. Zip: 07027	<b>Green Brook Gazette</b> NJ Qty: 3,000 Mailed to every home and business. Zip: 08812
<b>KENILWORTH</b> NJ Qty: 3,600 Mailed to every home and business. Zip: 07033	<b>LIFE in LINDEN</b> NJ Qty: 17,400 Mailed to every home and business. Zip: 07036	<b>Long Hill LEADER</b> NJ Qty: 3,600 Mailed to every home and business in Gillette, Millington and Stirling. Zips: 07933, 07946, 07980	<b>MADISON MONTHLY</b> NJ Qty: 6,300 Mailed to every home and business. Zip: 07940	<b>MOUNTAIN SIDE VIEW</b> NJ Qty: 2,900 Mailed to every home and business. Zip: 07092	<b>New Providence NEWS</b> NJ Qty: 4,900 Mailed to every home and business. Zip: 07974	<b>The PRIDE of North Plainfield</b> NJ Qty: 8,300 Mailed to every home and business. Zips: 07060, 07062, 07063
<b>OUR TOWN Rahway, NJ</b> Qty: 12,400 Mailed to every home and business. Zip: 07065	<b>Scotch Plains</b> NJ Qty: 9,600 Mailed to every home and business. Zip: 07076	<b>Summit &amp; 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							

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

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# Tune Up Your 2021 Marketing Plan

**This is a FREE service offered by Renna Media.**

Tune-up topics include:

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

Link to  
Marketing  
Check List

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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

**Call Joe Renna 908-447-1295**

**Email: JoeRenna@RennaMedia.com**

**Let us help  
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your business  
in 2021**



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

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