

# Scotch Plains NJ

## WHAT'S HAPPENING MONTHLY

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### COLES STUDENTS PROVIDE LUNCH TO THOSE IN NEED

Submitted by Elizabeth Valcich

Our students might not be physically in the classroom, but that doesn't stop their giving hearts!

The J.A. Coles PTA, a part of the J.A. Coles School in Scotch Plains, NJ continues its Sharing Lunch Program despite the challenges of Covid-19. In November, Coles families made 93 lunches for people in need.

Each month, on a designated day, the Coles children (grades Pre-K-4th) typically pack an extra brown bag lunch and bring it in to "share." This year, collections take place at volunteers' homes. The lunches collected are brought to the Salvation Army in Plainfield, where they are given to patrons of their daily soup kitchen. Bagged lunches are packed with love by students at Coles and make their way to children only a few miles away who are hungry, to families that are struggling, and to older people who have a need. This initiative is part of our Coles Kids

Care program.

The J.A. Coles PTA is a 501(c)(3) non-profit whose mission is to enhance the educational experience of our students and support the staff and parents at the J. A. Coles School in Scotch Plains, NJ.



(above) The D'Alessandro Family loads their car with lunches.

### COLES ELEMENTARY SCHOOL SPONSORS FALL COAT DRIVE

Submitted by Elizabeth Valcich

The J.A. Coles PTA, a part of the J.A. Coles School in Scotch Plains, NJ, sponsored Maddux's Coat Drive for the second year this Fall. We are proud to announce that 100 coats were donated, with donations being dropped off at a volunteer's home due to virtual learning.

Donated coats were combined with the collection at the East Orange 5th Ward Council Coat Drive/Giveaway. The coats, donated by Coles families and friends, will provide locals and homeless a much-needed warm coat this winter.

The J.A. Coles PTA is a 501(c)(3) non-profit whose mission is to enhance the educational experience of our students and support the staff and parents at the J. A. Coles School in Scotch Plains, NJ.



(left) The Coles Kids Care program, sponsored by the J.A. Coles PTA, continues to give back to those in need in our community throughout the school year.



(above) "We're warming the homeless and those in need one coat at a time," said Maddux McAndrews, pictured with some of the donated coats.

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# Scotch Plains NJ

WHAT'S HAPPENING MONTHLY

Scotch Plains Monthly is published by Renna Media. 9,500 newspapers are printed monthly and mailed to every business and resident in Scotch Plains.

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

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## 2021-2022 SCHOLARSHIP APPLICATIONS

The College Club of Fanwood-Scotch Plains 2021-2022 scholarship application forms can be obtained from the SPFHS Counseling Office or at <http://www.spfk12.org> or [www.fspcollegeclub.org](http://www.fspcollegeclub.org).

Scholarships are awarded annually to women who are:

- 1) high school seniors or
- 2) college students, and who plan to pursue a Baccalaureate Degree at a four year –college.

Scholarships totaling \$20,500 were awarded for the academic year 2020-2021 to 10 students, 5 of whom were high school seniors of the Class of 2020 and 5 of whom were attending College.

To be eligible for consideration, high school applicants must be residents of Fanwood or

Scotch Plains. College applicants must be local residents of Fanwood or Scotch Plains at the time they graduate from high school.

Scholarships are awarded based on three primary characteristics of the applicants:

- 1) financial need
- 2) academic achievement
- 3) character of the applicant.

This will be the 85th year that female students seeking financial assistance to pursue a four-year college degree have been helped by the club's fund-raising efforts. To date the College Club has awarded approximately \$690,000.00 in scholarships to approximately 552 women.

Application materials must be postmarked on or before February 15, 2021 to be considered.

## TINY TIM NEEDS YOU

The Tiny Tim Fund is a non-profit corporation that provides financial assistance to help families pay for the medical needs of children in Fanwood and Scotch Plains. The organization has been providing financial assistance to local families since 1983.

The Fund is administered by a volunteer Board of Trustees, which consists of Fanwood and Scotch Plains citizens from varied sections of the community.

Traditionally, the Tiny Tim Carol Night held annually in December has been the organization's sole fundraiser. This year in an effort to keep carolers and neighborhoods safe during the current pandemic, the Tiny Tim Fund is launching a contactless fundraiser seeking donations through publicity and a letter distribution campaign.

Donations from civic and service clubs, as well as from local citizens will keep the Tiny Tim Fund from becoming a COVID tragedy. The trustees are confident that members of the community who have generously supported the Fund in the past, will make it possible for the Tiny Tim Fund to continue to provide assistance for current cases as well as be able to accept referrals of new requests for assistance during the coming year.

Checks made out to The Tiny Tim Fund can be mailed to:

The Tiny Tim Fund,  
PO Box 181 Fanwood, NJ 07023.

Additional information can be obtained by contacting the Tiny Tim Board at [TINYTIMSPF@gmail.com](mailto:TINYTIMSPF@gmail.com) or follow The Tiny Tim Fund on Facebook @TinyTimFund.

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# SCOTCH PLAINS CELEBRATES HANUKKAH WITH MENORAH LIGHTING



Scotch Plains township held a virtual Menorah Lighting ceremony for the first night of Hanukkah. The ceremony took place on Thursday, December 10th, 2020 on the Alan Augustine Village Green. Rabbi Avrohom Blesofsky of The Chabad of Union County, presided over the lighting and lead viewers in a prayer.

A video of the ceremony is available on the Township Facebook page.



*(above) Rabbi Avrohom Blesofsky offered a dedication. For more information about Chabad of Union County, located at 400 Martine Ave., Scotch Plains, visit [chabaduc.com](http://chabaduc.com).*



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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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# AUTHORS VISIT VIRTUALLY WITH COLES STUDENTS

*Submitted by Elizabeth Valcich*

J.A. Coles Elementary School students enjoyed virtual author visits this fall, sponsored by the J.A. Coles PTA.

2nd, 3rd and 4th graders at J.A. Coles School in Scotch Plains, NJ had a wonderful visit with author Dan Gutman. Mr. Gutman shared his writing process and encouraged children to never give up. Mr. Gutman also read the first chapter of his newest My Weird School series book, Mr. Corbett is in Orbit. The children had fun learning from Mr. Gutman and were able to ask lots of questions at the end of his presentation. To learn more about Dan Gutman, please visit his website, dangutman.com/.

Local author and Coles mother, Kim DiVita Smith, shared her Catch My Kiss series of picture books with PreK, Kindergarten and 1st grade students. She taught students to look for

rhymes when reading because it helps with reading, spelling and writing. She shared one of her favorite rhymes, “Every time I find a rhyme, I giggle and I wiggle.”

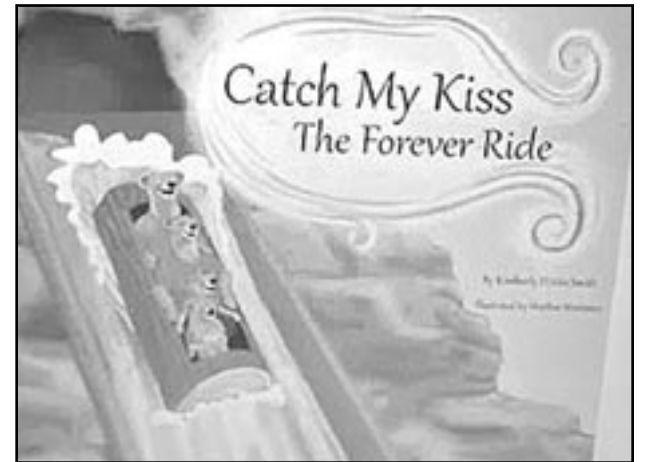
After answering questions, she left students with three key take-aways: always take a moment to catch or blow a kiss each day to a loved one; make it a habit to be kind so that you can spread happiness; if you’re looking for an adventure, just open any book!

The PTA is so thankful Ms. DiVita Smith could share her talent with our students. You can schedule a visit and find out more about Ms. DiVita Smith by visiting her website, booksbykds.com/.

The J.A. Coles PTA is a 501(c)(3) non-profit whose mission is to enhance the educational experience of our students and support the staff and parents at the J. A. Coles School in Scotch Plains, NJ.



*(above) Author Dan Gutman visited virtually with the students at J.A. Coles School.*



*(above) The 3rd book in Kim DiVita Smith's series, "Cath My Kiss - The Forever Ride"*

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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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## VIDEO OF CHRISTMAS TREE LIGHTING CEREMONY STEAMED ONLINE



*(above) The Township of Scotch Plains hosted a virtual Christmas Tree Lighting ceremony, which featured a special appearance from Santa Claus on Monday, December 7th. The tree will be lit throughout the season to show the Township's holiday spirit. A video stream of the event can be found on the Scotch Plains Township Facebook page.*



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# RELIEF FROM CHRONIC KNEE PAIN

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## DON'T BLAME THE ARROW FOR MISSING THE TARGET

Just like tens of millions of other Americans, you were looking for relief from your chronic knee pain. You thought Viscosupplementation injections might be the answer, but the results were disappointing and painful. Don't assume the treatment wasn't right. That could very well be like blaming the arrow for its path to the target when the problem might be the archer. If you didn't get the pain relief you were hoping for, chances are your injection treatment was off target. Unlike blind injections or even ultrasound targeted treatments found elsewhere, **Northeast Spine & Wellness Center** uses diagnostic fluoroscopy to make sure the area that needs treated is the exact area where the injection goes. This is the most advanced method of delivering this pain relieving treatment with 95% accuracy to give you the results you're looking for. The use of Fluoroscopy guided injections sets **Northeast Spine & Wellness Center** apart. The end result is you living pain free from your chronic knee pain. You can avoid the lengthy and painful road of knee replacement surgery. You can avoid the endless trial and error assortment of potentially addictive prescription medications. This treatment, using fluoroscopy guided injections has seen a success rate of above 85% in those suffering from knee pain related to osteoarthritis, and that includes people with bone on bone involvement. You've suffered from chronic knee pain long enough. Call **Northeast Spine & Wellness Center** now for a RISK FREE consultation.



### If Knee Surgery Sounds Scary, It Should

Have you have been told you are facing knee replacement surgery? Have you been told about all the downsides you could be facing? First and foremost, there are NO guarantees that knee replacement surgery will be the answer to your pain, but let's look further:

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

### Consider This Alternative To Surgery

**Northeast Spine & Wellness Center** offers you a real opportunity and a painless way to say goodbye to your knee pain without any surgery. Here are just a few of the important benefits you should consider?

- Diagnostic fluoroscopy accurately targets the pain, unlike blind injections.
- Guided fluoroscopic injections are virtually pain free, unlike blind injections.
- No lost time from work or family.
- No expensive or time consuming rehabilitation.
- No potentially addictive prescription medications.
- Recovery time is almost instant, not months or years.

### How Does This New Treatment Work?

Relief begins almost as fast as it takes to pronounce the treatment. It's called Viscosupplementation Therapy. To begin with, it starts with **Northeast Spine & Wellness Center** investing in the use of diagnostic fluoroscopy. This enables them to target the exact location of your knee pain with pinpoint accuracy. What follows is a simple injection that causes little to no pain, especially when compared to what you may be living with daily. That explains what you will see on the surface of this revolutionary treatment. What's taking place below the surface is how and where the natural healing process takes place. The injection of a Hyaluronic acid called Hyalgan. This gel-like substance was approved by the FDA in 1996. Hyalgan is a natural substance that mimics the synovial fluid that is already produced by your body in your joints. Osteoarthritis sufferers in particular see a reduction in this much needed synovial fluid in their knee joints. Without that cushioning layer of protection, the cartilage in your knee can begin to wear away leading to the rubbing of bone on bone. Through Viscosupplementation Therapy, this natural substance immediately goes to work reducing the swelling and inflammation in the joint and adding a coating layer of protection. Think about Dorothy taking the oil can to The Tin Man. You'll begin to feel that same kind of relief and quite possibly feel like you're ready for a dance down the yellow brick road to recovery yourself. And with a success rate of over 85% in alleviating pain associated with osteoarthritis, it's easy to see why this treatment is so readily covered by Medicare and by most major insurance providers. Diagnostic fluoroscopy to target the pain, Viscosupplementation Therapy to relieve the pain. Simple, fast and no surgery!

### Do you Suffer from any of these Symptoms?

There are a number of reasons why you developed Osteoarthritis pain. It can develop with age or because of heredity. It could be from repetitive stress from a job or some glory days in athletics. Of course your concern is with the symptoms you face daily and how to make them end, hopefully without surgery or the use of potentially addictive medications. **Northeast Spine & Wellness Center** understands the symptoms you have been living with and can help. If you have any of the symptoms below, please call us today. Relief is a phone call away.

- **Pain** - Whether it's a sharp aching or maybe a burning sensation, the pain can range from irritating to debilitating.
- **Swelling** - This can cause tenderness and soreness to the entire knee area, making walking or going up and down stairs painful, getting in and out of bed or bathtubs difficult and dangerous just name a few activities affected by swelling.
- **Stiffness** - Getting up out of bed or after sitting for a period of time gets more and more difficult. This loss of mobility can be more than a hindrance. It can be dangerous if you need to move quickly.
- **Loss of muscle strength** - This can lead to balance issues and the strong possibility of falling.
- **Joint deformity** - Not just unsightly, but painful as well.
- **Creaking Joints** - Can be painful and a sign of more discomfort to come.
- **Sleepless nights** - Losing sleep over your suffering is not just irritating, but potentially dangerous because of so many other health concerns that can be affected by loss of sound sleep.

### Let Me Show You Targeted Relief From Your Knee Pain

Every day, I see patients suffering from knee pain due to arthritis, osteoarthritis, sports injuries or other conditions. Many have been told that they are in need of knee replacement surgery. Other patients say they have been prescribed various prescription medications to deal with the pain.

Something else I see almost every day, are patients that have tried viscosupplementation knee injections elsewhere and found it to be a painful and ineffective experience because the injections were not administered using fluoroscopic guidance. Instead of using the incredibly accurate diagnostic fluoroscopy we use at **Northeast Spine & Wellness Center** these patients experienced a blind injection technique, which can be as inaccurate as playing pin the tail on the donkey.

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

Call 732-827-0800

Scot Paris MD, FACS



### Here's what our patients have to say

"I'm dancing without pain. I can move with no problem whatsoever. I can go up and down steps with no pain."  
- Patricia G.

"Over 85% relief for the first time in 15 years, suffering with knee pain. My life is getting back to normal."  
- Perry O.

"After only four visits, I have absolutely no pain! The staff is "top-notch."  
- Quentin L.

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## GO FUND ME SET UP FOR SANDY KLING, FORMER SPF TEACHER



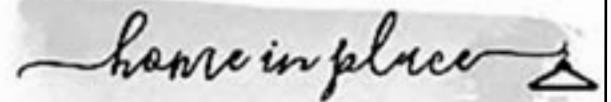
A Go Fund Me account has been set up for Sandy Kling by her friends Susan Palmer and Judith Murphy.

Sandy Kling taught in the Scotch Plains/Fanwood school system for 38 years. Sandy taught physical education and health, and in the last 5-6 years she taught health and psychology. Sandy said "I loved teaching teenagers, they are looking for important things to do with their lives and they need us, their teachers, to help them find it. This is not something in the curriculum."

Sandy also started the Gay/Straight Alliance organization. Sandy's students knew she was an adult whom they could go to talk about things that were hard in their lives and to celebrate the good. She was someone they knew they could trust.

Sandy has battled Multiple Sclerosis for 30 years. She now needs 24-hour care and is fully bed ridden. Therefore, she has fallen into hard times and has accrued an excessive amount of debt. At this writing nearly \$30,000 had been raised with a goal of \$50,000.

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## GREEN BROOK HOCKEY CLUB SUCCESSFULLY PLAYED A MODIFIED FALL SEASON

*Submitted by Ann Marie Kleiber*

With all the uncertainty of Covid in September as to whether schools and sports would take place, Green Brook Hockey Club (GBHC) chose after much deliberation and planning to have a modified Fall season featuring Saturday pickup games only. Parents and Board Members of the League were looking for ways to safely give their kids some physical activity and outdoor fun. It was decided that GBHC could offer this by running a carefully planned "mini" 8-week season in October and November.

A sense of normalcy was the goal at GBHC, even though we had to change many of our protocols. Pre-screening questionnaires, temperature checks, social distancing, mask wearing, and thorough sanitizing of high-touch areas were put in place so that we could proceed with the modified season.

Sixty-three children registered for the season. All the families that participated were overjoyed and thankful that their children had something to look forward to. The start of the season was a big success, and so a two-week "Iron Man" tournament was added on Sundays for our older divisions. Because we are a non-checking and recreational league, hockey at GBHC is always fun competition so everyone can enjoy the game.

Registration for the GBHC Spring 2021 season is now open and we are hoping for as much of a normal season as we can deliver in the Spring. No matter what comes, we will try our best to provide roller hockey fun in some shape or form for the children in our surrounding communities.

Please visit our website at [greenbrookhockeyclub.com](http://greenbrookhockeyclub.com) to learn more about our club and to register.

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(above) Green Brook Hockey Club players during a Saturday Fall game.

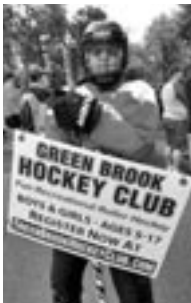
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Information: [greenbrookhockeyclub@gmail.com](mailto:greenbrookhockeyclub@gmail.com)



- We accept boys & girls ages 5-17 from all towns
- We welcome players of all experience levels
- We are a non-checking roller hockey league and offer fun competition so everyone can enjoy the game.
- No travel required. We have a dedicated rink where all games & practices are held behind the Green Brook Middle School (132 Jefferson Ave, Green Brook)
- We have a Spring and Fall season every year
- We are a fun, well run, and highly regarded inline roller hockey league since 1999





# SP PUBLIC LIBRARY ANNOUNCES WEEKLY ONLINE GENTLE FITNESS SERIES

Resolve to move with more confidence in 2021! Through funds provided by the All of Us Research Program, the Scotch Plains Public Library is pleased to be offering a weekly balance and gentle fitness class live via Zoom, led by instructor Yasmin Ofek. The series will begin on Friday, January 8 at 10 a.m., and will continue through April.

Older adults in particular are encouraged to join these classes, which are designed to address the loss of balance and strength that can occur as we age. Yasmin's instruction integrates principles from the Feldenkrais

Method, which emphasizes moving with awareness to allow your nervous system to discover easier, more efficient movement patterns. With her knowledge of anatomy and experience as a fitness trainer, Yasmin's classes can help you establish a better connection between the brain and body, while also gently strengthening the muscles that keep your body upright.

All you'll need are a chair and sneakers to begin this gentle but effective approach to moving confidently throughout the lifespan! Registration is required. Please sign up at

scotlib.org/events or call the Library at 908-322-5007, x204. You will be sent the Zoom link prior to the class.

Developed resources reported in this project are supported by the National Library of Medicine (NLM), National Institutes of Health (NIH) under cooperative agreement number UG4LM012342 with the University of Pittsburgh, Health Sciences Library System.

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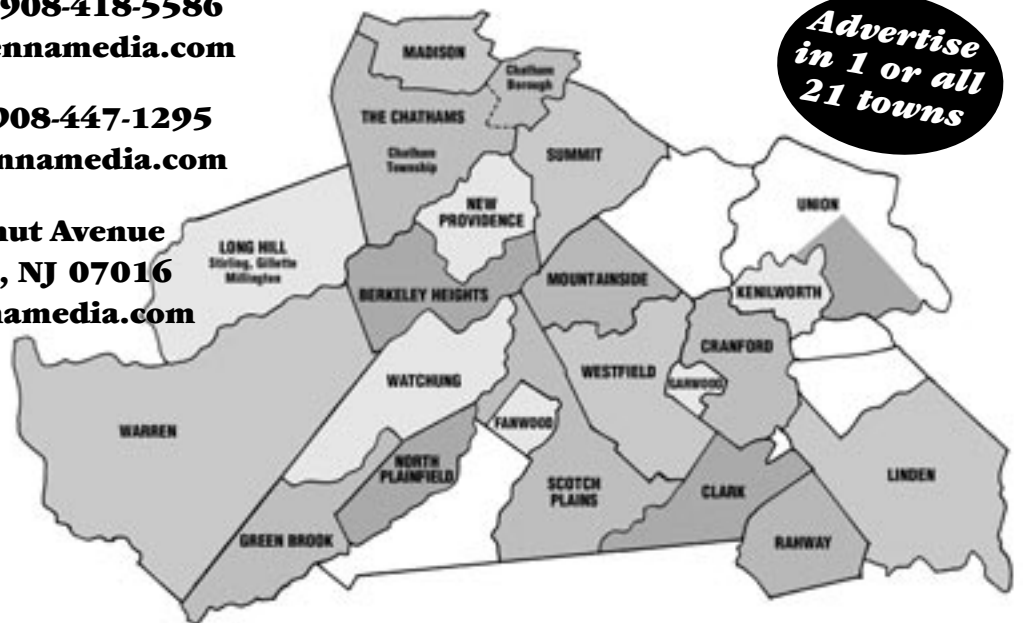
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<b>KENILWORTH</b> BUSINESS + LIFE NJ Qty: 3,600 Mailed to every home and business. Zip: 07033	<b>LIFE in LINDEN</b> NJ Qty: 17,400 Mailed to every home and business. Zip: 07036	<b>Long Hill LEADER</b> NJ Qty: 3,600 Mailed to every home and business in Gillette, Millington and Stirling. Zip: 07935, 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. Zip: 07060, 07062, 07065
<b>OUR TOWN Rahway, NJ</b> 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 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: 07085	<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							
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FRONT PAGE BOX	1.5" x 4.5"	\$240							

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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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- 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.**

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