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## WESTFIELD RESIDENTS HONORED BY NJ VETERANS NETWORK

On Veterans Day the New Jersey Veterans Network hosted its first team awards ceremony at the Union VFW. Over fifty contributors were honored during a ceremony that practiced social distancing protocol including Westfield residents Caroline Angel and Tim Smith.

The New Jersey Veterans Network is a volunteer mobile outreach team that aggressively seeks out veterans and their families members in need.

In the last few years the NVN has saved over a dozen lives, donated 20 cars, 400 business suits, and during covid the team provided over 3,000 meals and thousands of PPE items for disabled veterans and active servicemen.

The Team is fully backed by the NJ VFW, NJ American Legion, NJ PBA, NJ FOP, NJ FMBA, multiple service groups, and several elected state officials.

Former VFW State Commander Barbara Hagemann presented over 30 NJ VFW Award Commendations.

NJVN President Michael Boll presented all the members in attendance with NJVN team plaques in recognition of their contributions. Each member also received proclamations from the New Jersey Senate and Assembly.

Congressmen Tom Malinowski presented the Presidents Volunteer Service Award with a Gold Medal and a Congressional Commendation to the team's executive board including Michael Boll, Sara Abraham, Frank Schupp, Bob Johnsen, and Leo Graf. Frank Schupp was presented an American Flag that was flown over the Capital Building in his honor. Schupp is the mobile outreach program director. He was awarded for his outstanding work mentoring veterans during Covid and organizing an effort to feed over 3,000 veterans.

### ABOUT NEW JERSEY VETERANS NETWORK

We are a group of veterans and volunteers dedicated to helping our veterans and their families live better lives. Our team is raising awareness of our veterans needs by organizing public speaking engagements, meeting with business and political leaders across the state and sponsoring fundraising events. Our mission is to identify veterans and connect them with resources and programs designed to meet their unique set of needs. To ensure that every single one of our veterans, who have sacrificed so much for this great country, receives the resources that they require and deserve.

If you are interested in joining our team, would like us to speak at your event, or contributing to our mission, call 973-332-1556 or email [mdbollio@optonline.net](mailto:mdbollio@optonline.net).

To learn more visit [njvn.org](http://njvn.org).



(above, l-r) Dr. Caroline Angel and Mike Boll, president New Jersey Veterans Network, at a team race. Dr. Caroline Angel is a Westfield resident. She is a researcher in the area of veterans health and reintegration. She assists the NJ Veterans Network's mobile outreach program by helping with PTSD and anti-suicide initiatives. Dr. Angel was awarded the NJVN Plaque, State proclamation, and the NJVFW medal.



(left) Attorney Tim Smith is a Westfield resident, and a former Bloomfield Police Officer. He donates his time to the NJ Veterans Network helping veterans with their legal issues. He also races in team events. Tim Smith was awarded the NJVN Plaque, State proclamation, and the NJVFW medal.

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## A MESSAGE OF THANKS FROM MAYOR BRINDLE

As we approach the end of 2020, I'd like to take the opportunity to thank the members of the Westfield community for your perseverance in what has been a year like no other. This pandemic has required all of us to change our way of life and put others before ourselves in order to protect our public health. I remain exceedingly grateful every day to the many residents who take this shared responsibility seriously.

Sadly, COVID-19 cases continue to surge throughout the country, a trend we also see reflected here in New Jersey and more locally in Westfield. In addition, statewide and regionally, COVID-related hospitalizations, ICU admissions, ventilator usage, and even deaths continue to rise. The health and safety of every resident is my top priority, and it is my hope that we can take steps now to avoid a worsening trend.

Public health is everyone's responsibility, and I know that our community-minded residents care deeply about their neighbors, and about the survival of our local businesses. I am asking you to do all that you can to prevent this virus from spreading further, which means taking significant additional precautions during this holiday season. What is normally a time for gatherings with loved ones near and far will simply have to look different this year. Please keep your celebrations outdoors whenever possible, and only with small

groups indoors (ten people or less) in well-ventilated spaces with proper distancing and hand washing measures.

It's not easy to make these changes, especially with colder weather upon us, but it's incredibly important -- not only in terms of health, but also economic vitality. Remember that our local businesses depend very heavily on this holiday season, and any additional closures in this timeframe would be devastating to them. Please commit to shopping local this season, and when you do, please be sure to wear a mask! If you are sick, please do your part and give your full cooperation to contact tracers, who are working tirelessly in our best interest to assess the level of the virus' community spread.

As a reminder, you can receive my regular COVID-19 updates by enrolling at [westfieldnj.gov/townupdates](http://westfieldnj.gov/townupdates), or by visiting my Facebook page.

I know we all share the common goal of returning to normalcy, and with encouraging news about vaccines, those days are just around the corner. Let's all do our part for just a bit longer to ensure the safety and good health of our community.

I wish you all a happy and healthy holiday season, and best wishes for a brighter new year ahead.

*Mayor Shelley Brindle*

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

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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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# WPD TO PROMOTE MENTAL HEALTH COUNCIL'S C.A.K.E. INITIATIVE

The Westfield Police Department has recently announced that it will place a distinctive logo on all of its marked patrol vehicles to help promote the Westfield Mental Health Council's "C.A.K.E." initiative.

The Westfield Mental Health Council was formed in 2018 by Mayor Shelley Brindle with the goal of bringing members of the community together with mental health stakeholders to assist with the following:

To coordinate and align efforts amongst the various organizations that provide mental health

services;

To create awareness for existing community resources;

To break the stigma that exists around mental health;

To identify best practices for support and crisis prevention measures and make recommendations accordingly;

To establish additional mental health programs and support for Westfield families and youth as identified by the community.

The Westfield Mental Health Council recently

introduced its "C.A.K.E." initiative, which is an acronym for behaviors that it is working to promote – Compassion, Acceptance, Kindness, and Empathy – all of which can enable a "stigma-free" community.

"The Westfield Police Department will strive to demonstrate all of these behaviors in its interactions with the public," stated Westfield Police Chief Christopher Battiloro. "And to promote this initiative, the distinctive C.A.K.E. logo will now be prominently displayed on all marked police vehicles," he added.



(above, l-r) Pictured are members of the Westfield Mental Health Council and the Westfield Police Department with a marked patrol vehicle displaying the distinctive "C.A.K.E." logo: Officer Joseph Saunders; Detective Sergeant Lauren Maloney; Officer Matthew O'Holla; Town Councilwoman Linda Habgood; Town Councilman James Boyes; WMHC Rep. Giao Williams; WMHC Rep. Dominique Trott; Chief Christopher Battiloro; WMHC Member Maureen Mazzaresse; WMHC Member Lauren Kaplan-Sagal; WMHC Member Ellen Devin; WMHC Member Liz Jeffery; Officer Kristopher Jackus; WMHC Rep. Ron Holmes; Officer Anthony Perconte.

Photo by Town of Westfield

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**Rich Vaill**  
*Business Development  
Officer Team Leader*

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# CLARA CHRISTIAN RECEIVES 2020 YOUTH VOLUNTEER AWARD

Submitted by Darielle Walsh

The Optimist Club of Westfield is pleased to announce Clara Christian, a junior at Westfield High School, as the recipient of the 2020 Optimist Club Thom Hornish Youth Volunteer Award. The Youth Volunteer Award is given annually to a high school junior who resides in Westfield and has dedicated a substantial amount of time and effort to volunteer and benefit the local community.

Many of the nominees show a long history of volunteerism through their schools, churches and the community at large. Clara distinguished herself in this impressive group of young people with her creativity, work ethic, dedication, leadership in local community activities and involvement in the Girl Scouts. For her Gold Award, the highest achievement in Girl Scouts, Clara chose to create a sensory garden for children with special needs in Mindowaskin Park. “Veronica’s Garden” was inspired by Clara’s younger cousin Veronica. The garden is located near the Mountain Avenue entrance to Mindowaskin Park.

The annual award is named in honor of Thom Hornish, a former Westfield High School history teacher, in recognition of his dedication to youth, club service and involvement as a past president and long-time member and former president of the Optimist Club. The recognition includes a cash award and certificate of achievement presented to the recipient.

As a club that is founded on the principals of volunteerism and community service, the Optimist Club is pleased to recognize young men

and women who have embraced these ideals. This is the 25th year the Optimist Club has recognized outstanding young people who distinguished themselves through volunteer service to the community.

To request additional information about the Optimist Club, contact:  
optimist@westfieldnj.com.



(above) Clara Christian created a sensory garden for children with special needs in Mindowaskin Park. The garden is located near the Mountain Avenue entrance to the park.

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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 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.'"

- Quenton L.



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## WHS STUDENTS EARN PERFECT SCORES ON RECENT SATS

Seven Westfield High School students earned perfect scores of 800 on recent SAT subject area tests. They are:

### September 26 SAT

Ashley Talwar, 11th Grade – Math

### October 3 SAT

Zachary Roitman, 11th Grade – Math

Justin Shen, 12th Grade – Math

Kyle Azzaretto, 12th Grader – Math Level 2

Cynthia Li, 11th Grade – Math Level 2

Ashley Talwar, 11th Grade – Math Level 2 and

Physics

Amy Xiao, 11th Grade – Math Level 2

Maxwell Scialabba, 12th Grade – Chemistry

"I commend you for this outstanding achievement for it speaks volumes about your abilities and your commitment to your education," WHS principal Mary Asfendis said in an email to each student.

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## AUCTION OF BUTTERFLIES FROM ART TAKES FLIGHT EXHIBIT

The Westfield Public Arts Commission (WPAC) has announced the upcoming online auction of the butterflies from its first public art exhibit, Art Takes Flight.

Eighteen butterflies will be available for public auction beginning at noon on December 4, 2020, with minimum opening bids of \$500, and will conclude on December 10, 2020 at 10:00 p.m. All funds raised at the auction will be used to support future public art projects in Westfield. The remaining butterflies from the exhibit are being purchased by their respective sponsors or kept by the town for permanent public display.



Bidders may visit [32auctions.com/westfieldbutterflies](http://32auctions.com/westfieldbutterflies) to view the available butterflies and set up an account, which is required for placing a bid. Winners will be contacted by members of the WPAC to arrange pickup beginning on December 11.

"The Public Arts Commission heard from many residents about the joy the butterflies brought to the community during a difficult time," said Councilwoman Dawn Mackey, liaison to the WPAC. "We were thrilled that this exhibit provided a safe experience to enjoy art during the pandemic, and we look forward to offering these butterflies to those in the community who wish to purchase them for years of future enjoyment."

Art Takes Flight showcased the talent and vision of local artists on fiberglass butterflies throughout the downtown area from August through October. These 30 butterflies -- one for each decade of Westfield's 300 years -- were set on pedestals or affixed to trees or poles in a variety of locations, with themes ranging from nature, to pop art, to Westfield pride. All of the funds associated with purchasing the butterflies were raised through private donations, without any cost to the Town.

The Westfield Public Arts Commission was established by ordinance in September 2019 at the direction of Mayor Brindle, and is comprised of resident volunteers, as well as Town Council

liaison Dawn Mackey and Downtown Westfield Corporation liaison and Executive Director Bob Zuckerman. Its purpose is to provide a coordinated and comprehensive approach to utilizing art in the Town's public space. In late 2019, local artist and gallery owner Ricardo Roig was commissioned to design and paint the first phase of a mural under the South Avenue overpass as part of the Town's overall revitalization efforts of that business corridor, with the second phase also recently completed. The mural was fully funded by donations from residents, the Presbyterian Church in Westfield, James Ward, The Westfield Foundation, and an anonymous donor -- in addition to grants through the Main Street NJ and Union County HEART programs. For more information, visit [westfieldnj.gov/publicartscommission](http://westfieldnj.gov/publicartscommission).

Westfield 300 is a year-long celebration, comprised of various programs and events, to commemorate the Town's 300th anniversary in 2020. Westfield 300 is presented by Valley Bank, and is sponsored by: Columbia Bank; Elizabethtown Gas; Embassy Suites and Grain & Cane Bar & Table, Berkeley Heights; PSE&G; Stop & Shop Westfield; and Suplee, Clooney & Company. Westfield 300 is also sponsored, in part, by PNC Bank and Westfield Soccer Association. For more information, visit [westfieldnj.gov/300](http://westfieldnj.gov/300).



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## TWO WHS STUDENTS RECEIVE SPECIAL COLLEGE BOARD RECOGNITION

*Submitted by Mary Ann McGann*

Westfield High School senior Anna Qiang has been named a 2020-2021 National African American Scholar and WHS senior Jordan Ortiz has been named a 2020-2021 National Hispanic Scholar, as part of the College Board National Recognition Programs.

According to the College Board, the program honors academically outstanding students from

underrepresented communities each year who achieve a qualifying score on the PSAT/NMSQT for their region and maintain a cumulative junior year grade-point average (GPA) of 3.5 or higher.

"I am grateful that the instruction I have received at Westfield High School provided me with a solid educational foundation," says Qiang, who serves on the board of the Dr. Martin Luther King, Jr. Association of Westfield and as the high

school liaison of Westfield's Human Relations Advisory Council, among other activities. "I look forward to continuing to make a positive impact in my community."

"It's an honor and a privilege to be named a National Hispanic Scholar for the 2020-2021 school year," adds Ortiz. "I'd like to thank my teachers, parents, and friends for their love and support over these past 4 years." Ortiz, a varsity athlete, has interned for a Westfield town councilman and is a member of the Community Service Club and the Westfield DoSomething Club, organizations at the high school designed to make real-world impacts.

"We are proud of Anna and Jordan for this incredible achievement," says WHS principal Mary Asfendis. "This recognition speaks volumes about their abilities and commitment to their education."



*(above) Westfield High School senior Anna Qiang has been named a 2020-2021 National African American Scholar.*

Photos by Westfield Public Schools



*(above) WHS senior Jordan Ortiz has been named a 2020-2021 National Hispanic Scholar as part of the College Board National Recognition Program.*



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# WESTFIELD ROTARIANS MOURN THE LOSS OF FELLOW ROTARIAN PHIL RICHARDSON

Submitted by Westfield Rotary Club Foundation

Westfield Rotarians mourn the loss of fellow Rotarian Phil Richardson. Phil joined the club in 2002 and earned 3 Paul Harris recognitions. Phil served on the scholarship committee for many years and chaired the committee for one year.

Last May in the midst of the pandemic, Phil

helped raise funds to purchase inexpensive face shields for health medical workers, made by his alma mater, MIT.

250 shields were donated to Children’s Specialized Hospital and Overlook Hospital. Phil loved Rotary and his joyful spirit and friendship will be sorely missed.

## YMCA SERVES AS DROP-OFF FOR FOOD PANTRY

The Westfield Area YMCA is pleased to be continuing its partnership with the Westfield Food Pantry by opening the doors to the vestibule of the Main Y, 220 Clark Street for food pantry donations from 8:00 a.m. - 5:00 p.m. Monday-Friday.

Items especially needed are canned soup, canned meals, canned vegetables, peanut butter, jelly and personal care products such as toothpaste, deodorant, shampoo, soap and

hotel samples.

Each time the bins are full, the Westfield Police will pick up the items and bring them to the food pantry to be packaged. Then the police will help deliver to people in need. The mission of the Y is to serve the needs of the community.

The Westfield Area YMCA would like to thank the Westfield Police for helping make this happen.



### This Week in Westfield Rotary

Rotarians are always honored to be amongst our bravest. As part of their monthly distribution the Community Hope shelter for homeless veterans at Lyons VA, we will be selling a coat, heavy gloves and hat/scarf/glove set to prepare the veterans for winter. \$40 donation buys the whole set.

If you would like to share in the satisfaction of serving those who served our country, you can purchase via check or cash at Outtahand Pizza or [gofundme.com/f/westfield-rotary-veteran-campaign](https://gofundme.com/f/westfield-rotary-veteran-campaign).



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## RAKE AND HOE GARDEN CLUB DELIVERS HOLIDAY GIFT BAGS TO VETERANS

Every year members of the Rake and Hoe Garden Club donate Holiday Gift Bags to the Veterans at Lyons Hospital in Basking Ridge NJ. This project was coordinated by Betty Gulino, Karen Jolly Gates and Mary Foley Smith. In early September, the club held an online auction to raise funds for the purchase of the bags and their contents.

### RAKE & HOE GARDEN CLUB CLEAN UP THE NORTHSIDE TRAIN STATION GARDEN

*Submitted by Betty Round*

Despite the pandemic a masked trio of members of the Rake & Hoe Garden Club of Westfield recently got together to clean up the community garden at the north side of the Westfield Train Station. The activity was led by Kay Cross and supported by husband and wife team Jeanette and Richard Pelikan. Kay provides horticultural oversight of the garden by organizing clean ups and maintaining appropriate plantings.

During the year members of the club also maintain community gardens at Shadowlawn, Miller-Cory House Museum, and the Clare Brownell Wildflower Garden at the Westfield Historical Society's Reeve History and Cultural Resource Center. The garden at Shadowlawn includes a Butterfly Garden which is designed to provide a nurturing habitat for butterflies and other pollinators. This section of the garden is maintained by the Rake & Hoe Juniors. All the gardens are open to the public.

The Rake and Hoe Garden Club is affiliated with the Garden Club of New Jersey and the National Garden Club, Inc. The club meets on the second Wednesday of the month at 12:00 p.m. at the Scotch Hills Country Club. Membership is open to residents of Westfield and surrounding towns. The Juniors, ranging from kindergarten through high school students, meet monthly, after school during the school year to work on projects focused on flower design, gardening and community service. For more information about the club, call Beth Siano (908) 233-4150 or visit the club's website, ([rakeandhoe.org](http://rakeandhoe.org)) or Facebook page.



(above, l-r) Jeanette Pelikan, and Kay Cross

Despite the restrictions imposed by the pandemic, club members shopped for the personal care items requested by the Lyons staff and later met to sign holiday cards and cut ribbon to decorate the bags. The bags were then filled with the selected items and each bag was decorated with a festive ribbon. On November 17, club members delivered 200 Holiday Gift

Bags to the hospital.

These gift bags are designed to bring holiday cheer to the veterans who have served our country and are now deserving of our thanks and well wishes. To learn more about the services Lyons Veterans Medical Center provides and volunteer opportunities to support our military heroes, please call 908-647-0189 or visit



(left) Betty Gulino delivering holiday gift bags to Holiday Gift Bags to the Veterans at Lyons Hospital.

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## NEW JERSEY BLOOD SERVICES IN URGENT NEED OF DONORS

New Jersey Blood Services, a division of New York Blood Center (NYBC), wants to increase blood donations for area hospitals. The COVID-19 pandemic has created a chronic shortage across the country that shows no sign of improving. This is particularly dangerous given the looming uncertainty surrounding the pandemic's trajectory over the course of the next few months.

Blood is urgently needed. The region's healthcare system requires 1,500 donations each day to treat patients ranging from trauma victims and cancer patients to newborn babies and their mothers. Prior to the pandemic, blood drives were held at businesses, high schools, colleges and community groups. Most of those groups have had to cancel their blood drives due to COVID-19. Donations are at just 65% of pre-pandemic levels - well below what is needed by hospitals and patients in our area.

"This is an incredibly challenging time for our communities. We are now relying on people seeking out a place to donate. So far, that is not happening at the level we need," said Andrea H. Cefarelli, Senior Executive Director of Recruitment & Marketing for New York Blood Center.

We are asking our community to visit our donor centers or to find a convenient community

blood drive to donate. "The Covid-19 pandemic has created blood shortages for all New Jersey and NY hospital systems, said Cefarelli. Donated blood is essential for trauma and surgery patients in need. We encourage healthy New Jersey residents, aged 16 to 75, to donate blood at NJBS blood drives and donation sites now. Visit NYBC.org or Call 1-800-933-BLOOD (2566) to make an appointment today."

### HOW NEW JERSEY RESIDENTS CAN HELP:

To make an appointment to donate blood, visit [donate.nybc.org/donor/schedules/zip](https://donate.nybc.org/donor/schedules/zip).

NYBC also needs more partners to step up and help host drives in large venues.

If you have a space available and would like to host a blood drive, please sign up at [nybloodcenter.org/support-us/host-blood-drive/apply-host-drive](https://nybloodcenter.org/support-us/host-blood-drive/apply-host-drive).

For information on the extra precautions being taken to help prevent the person-to-person spread of COVID-19, visit our website.

Founded in 1964, New York Blood Center (NYBC) is a nonprofit organization that is one of the largest independent, community-based blood centers in the world.

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Are you a Union County resident in danger of eviction because you are struggling to meet your rent payments? You may be eligible for rent assistance through Community Access Unlimited.

People who have fallen behind on their rent payments may be eligible for up to three months of back rent assistance. Applicants must already be at least one month behind on their rent payments.

Contact Community Access Unlimited at [info@caunj.org](mailto:info@caunj.org) to inquire about this program. Landlords or any person who knows a renter who is struggling are encouraged to let tenants know about this program.

CAU is a Union County-based, statewide nonprofit that works to integrate people with disabilities and youth at risk into the general community through comprehensive supports.

Funding for this program has been provided by the City of Elizabeth and Union County.

To learn more about CAU, visit [caunj.org](http://caunj.org) or follow the agency on Facebook, Twitter and Instagram. Learn more about supporting the agency and become a monthly donor at [caunj.org/support-us/](http://caunj.org/support-us/).

### ABOUT COMMUNITY ACCESS UNLIMITED

Community Access Unlimited (CAU), celebrating more than 40 years in 2020, supports people with special needs in achieving real lives in the community. CAU provides support and gives voice to adults and youth who traditionally have little support and no voice in society. CAU helps people with housing, life skills, employment, money management, socialization

and civic activities. CAU also supports opportunities for advocacy through training in assertiveness, decision-making and civil rights. CAU currently serves more than 4,000 individuals and families, with the number served growing each year.

For more information about CAU and its services, contact us by phone at 908.354.3040, online at [www.cauj.org](http://www.cauj.org) or by mail at 80 West Grand Street, Elizabeth, NJ 07202.



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## KEAN VOLUNTEERS JOIN EMERGENCY FOOD DISTRIBUTION EFFORT

Kean students are supporting local families struggling with food insecurity during the COVID-19 pandemic by volunteering at Union County food distribution events throughout the Fall semester.

In a community partnership with the county, more than two dozen students volunteered on a recent Saturday at an emergency food distribution site in the Vaughn-Eames parking lot. Students will continue to volunteer at the campus location as well as at Cedar Brook Park in Plainfield.

"The experience was so very humbling and rewarding," said Nives Migliaccio of Springfield, a graduate student in the writing studies program.

"We helped over 1,000 families that day. I feel like a proud Kean cougar, and everyone involved was very kind and really cared deeply about their fellow citizens who are in need. I can't wait to volunteer next time!"

The volunteers offered curbside service, depositing bags of produce from the Community FoodBank of New Jersey into the trunks of cars at the drive-through event.

"Kean prides itself on preparing our students to become active, contributing members of their communities, and this is clearly evidenced by the commitment from our students to this important program," said Kean President Lamont O. Repollet, Ed.D.

Kean is currently the site of the county's drive-through COVID testing program.

"We continue to work to ensure that our residents receive the necessary resources to support them during this time as they face unprecedented levels of unemployment, housing issues and food insecurity," said Union County Freeholder Sergio Granados '10, '16 MPA. "We thank the Community FoodBank of New Jersey and volunteers involved in coordinating this effort."

"The distributions have been a lifeline to many of our residents affected by the COVID-19 pandemic," Freeholder Chairman Alexander Mirabella said.

Senior criminal justice and psychology major Danielle J. Olistin of Woodbridge said she

volunteered to give back to her community.

"Food is one of the main necessities in life, and it's awful to know that not everyone can afford to have the bare necessities in their households especially during this pandemic," she said. "If the service act is small or large, all types of volunteerism makes a difference in changing the lives of citizens in our community. All it takes is one person to begin the change."

Offering students an opportunity to participate in community service is a vital part of a Kean education. Kean students volunteer between 60,000-70,000 hours per year, according to Acting Vice President for Student Affairs Matthew Caruso.

"We often hear from students that this is the most rewarding work they have ever performed," he said. "This kind of real-world experience is invaluable to our students' development and both their personal and professional growth."

Alyssa Ramirez, a senior biomedicine major from Somerset, said she will volunteer again at a county food distribution site.


"It is a safe and great way to give back to the community especially with so many families affected by COVID-19," she said. "Kean provides us with various ways to volunteer, and there are a lot of students eager to help the community in any way possible."

For more information, including the schedule for emergency food distribution events, visit [ucnj.org/covid19/food-distribution-events/](https://ucnj.org/covid19/food-distribution-events/).

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# WEEK OF “EXTRA” RESPECT IN WESTFIELD PUBLIC SCHOOLS

*Submitted by Mary Ann McGann*

Whether virtual or in-person, students and staff in Westfield Public Schools participated in lessons and activities emphasizing the meaning of respect and the different ways people show it during the Week of Respect, observed annually by public school districts across New Jersey.

“We call it the Week of ‘Extra’ Respect because respect for self, respect for others, and respect for the community is an ideal reinforced in our district throughout the school year,” says Superintendent Dr. Margaret Dolan.

Each of the district’s ten schools continued to focus on social and emotional learning and character education. Special activities taking place at the elementary schools during the Week of Respect included a continued focus on the Six Pillars of Character, lessons and stories on inclusiveness and promoting tolerance, clothing-themed days, as well as kindness motivational videos and songs. There were virtual lessons on respect for the youngest learners at Lincoln and respect-themed stories including *What if Everyone Did That* by Ellen Javernick and *Should I Share My Ice Cream* by Mo Willems.

At the middle schools, students heard special morning announcements read by members of the No Place for Hate Committees, wore themed items of clothing, and were reminded of the importance of Harassment, Intimidation, and Bullying (HIB) Prevention. There were similar activities at Westfield High School where the “No Place for Hate” committee now has nearly 80 members.

“One example that illustrates how the Week of Respect is practiced year-round in Westfield Public Schools is the tutoring program supported by the Police Athletic League (PAL) so that all WHS students have access to tutoring assistance,” Dolan says. “This program, in existence for many years, continued even as the pandemic hit, with teachers and students gathering virtually once a week to help one another with assignments and to engage in discussion and socialization.”

Dolan says those wishing to volunteer for the PAL program or to receive tutoring should

contact WHS Assistant Principal Warren Hynes at [whynes@westfieldnj12.org](mailto:whynes@westfieldnj12.org).

“These are just a few of the many activities taking place across the district during the Week of ‘Extra’ Respect,” adds Dolan. “I am thankful that we have so many caring teachers, administrators, and other staff who model respectful behavior every day and who are committed to providing for both the academic and emotional well-being of their students, especially during this challenging time.”



*(above) Lincoln kindergartners demonstrate resilience as they take part in virtual activities during the Week of Respect.*



*(above) Roosevelt Intermediate School 7th grader Casey Barker reads a respect-themed morning announcement over the school intercom during the Week of Respect.*



*(above) Edison Intermediate School students and staff wore their favorite sneakers to “stomp out bullying” during the Week of Respect. Pictured here are 7th graders Sophia Opryshko (left) and Macaila Mercer.*



*(above) As part of Week of Respect activities, Jefferson School 4th grader Lucas Castelluccio dons a tie-dyed shirt to illustrate how every person is diverse and unique is his/her own way during the Week of Respect.*


Photos by Westfield Public Schools



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Sunday, January 3 at 10:00 a.m.

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## UNITED WAY OF GREATER UNION COUNTY

As part of its transformation to continue providing programs and services, United Way of Greater Union County (UWGUC) recently announced that it has modernized their comprehensive approach to their family strengthening model. The organization is collaborating within its community resources network and its affiliated initiatives to provide a series of virtual webinars that will provide families and individuals with continued access to services, leadership and career focused initiatives, and ways they can advocate in their communities.

Building Resiliency Empowering Parents, Families and Individuals, the themed focus, serves to provide continued support to residents who are facing educational, health and economic barriers, and ensures services are provided in both the traditional and virtual (online) setting. During the Coronavirus pandemic, UWGUC saw an increase in the number of families struggling to meet basic needs such as buying food, paying rent and utility bills, and having access to

healthcare. The unemployment rate in Union County went from 4.5% in January to 16.4% in June 2020, resulting in more than 81,000 unemployed residents, 3,100 evictions filed and 9,000 food stamp applications filed in Union County.

The organization, through donations of fresh and nonperishable food from Amazon Logistics and the Community Food Bank of New Jersey, also hosts weekly food distributions, where 900 families are served on average each week, since the pandemic began. In addition, during the summer, UWGUC organized and held a virtual back-to-school drive serving more than 400 students with backpacks and school supplies.

UWGUC is also calling for volunteers who are experts in their field to host a workshop or webinar that could help those in the community.

The virtual workshops and webinars are free and open to the public.

Interested persons can access them through the United Way of Greater Union County website at [uwguc.org/virtualworkshops](http://uwguc.org/virtualworkshops).

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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 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 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 more information/membership please email [info@nplions.org](mailto:info@nplions.org) and visit [nplions.org](http://nplions.org).

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## WESTFIELD HIGH SCHOOL SENIORS SIGN LETTERS OF INTENT

Thirteen Westfield High School student-athletes signed Letters of Intent with colleges and universities, signifying recognition of the seniors' accomplishments both academically and athletically.

The following student-athletes will continue to compete at the college level:

**SEBASTIAN BIRSE**

University of Massachusetts-Amherst, Lacrosse

**MIA FLEMING**

University of Southern California, Lacrosse

**MATTHEW GRUTERS**

Sacred Heart University, Lacrosse

**KATHERINE HAMILTON**

Duke University, Cross Country/Track and Field

**CHRISTOPHER HO**

University of Maryland, Baltimore County, Baseball

**JACK KELESOGU**

Connecticut College, Soccer

**LAURAJANE "LJ" KEHLER**

Colgate University, Lacrosse

**GIANNA MANGIAMELE**

Franklin & Marshall College, Volleyball

**AIDAN MCLANE**

Fairfield University, Lacrosse

**CHLOE PAPPALARDO**

Susquehanna University, Lacrosse

**MACK PRYBYLSKI**

Villanova University, Lacrosse

**BROOKE SCHEUERMANN**

Salisbury University, Lacrosse

Colin Summers, Fairfield University, Golf



(above, front, l-r) WHS seniors Chloe Pappalardo, Mia Fleming, Brooke Scheuermann, and LJ Kehler signed National Letters of Intent to play lacrosse at colleges/universities next fall.

(back, l-r) WHS Principal Mary Asfendis, Coaches Katie DaSilva and Abigail Cohn, Supervisor of Athletics Sandra Mamary.



(above, seated, l-r) WHS seniors Sebastian Birse, Matthew Gruters, Mack Prybylski, and Aidan McLane signed National Letters of Intent to play lacrosse at colleges/universities next fall.

(standing, l-r) WHS Principal Mary Asfendis, Coach Boomer Wertheimer, Supervisor of Athletics Sandra Mamary.

Photos by Westfield Public Schools



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*(above) WHS senior Colin Summers will play golf for Fairfield University next fall. with Colin Summers, Coach Ryan Daly seated next to him and parents standing. Mr. and Mrs. Summers.*



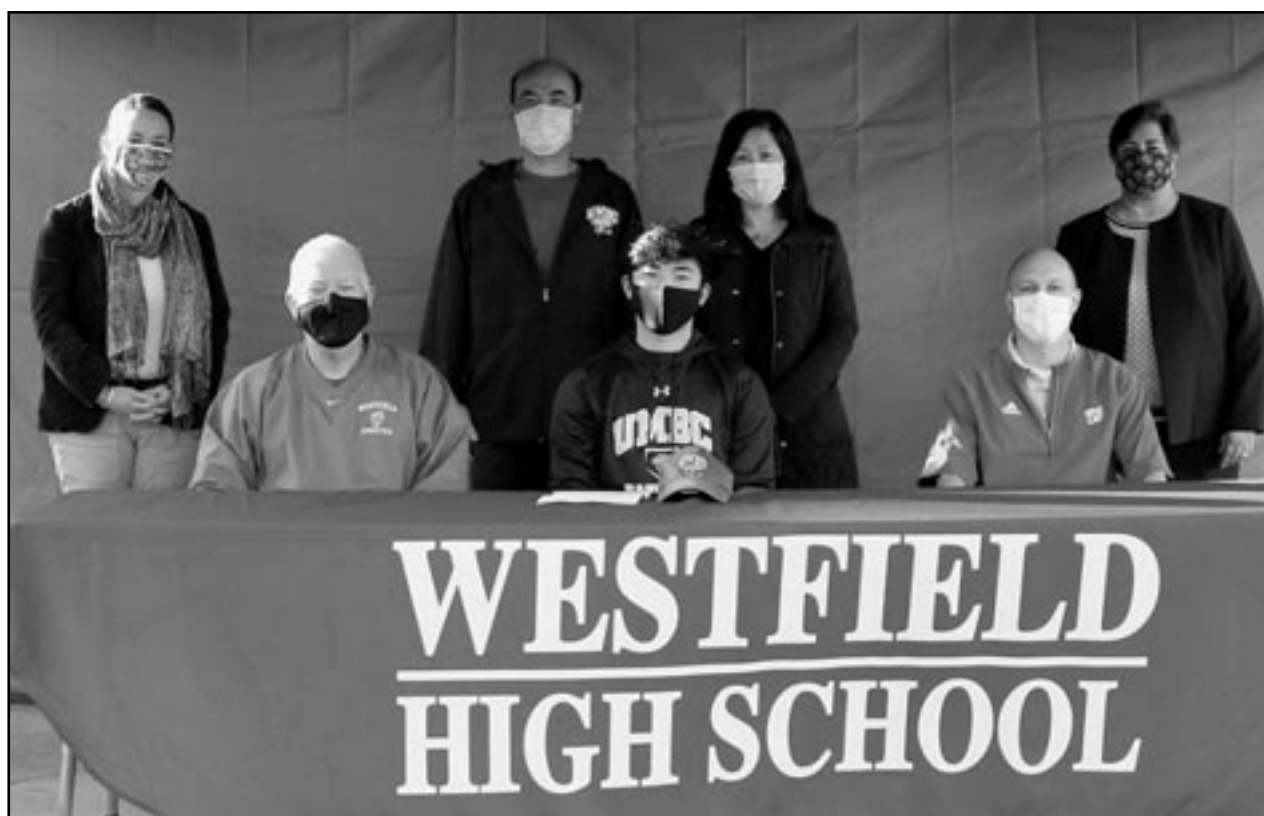
*(above) WHS senior Katie Hamilton will run Cross Country/Track for Duke University next fall, with Coach Jen Buccino (seated right) and Coach Joe Berardi (seated left) and (standing, l-r) Coach John Preston Supervisor of Athletics Sandra Mamary.*



*(above) WHS senior Jack Kelesoglu will play soccer at Connecticut College next fall with Coach Eric Shaw (seated left) and Coach Demont Heard (seated right) and parents standing behind him.*



*(above) WHS senior Gianna Mangiamiele will play volleyball for Franklin & Marshall College next fall. with Coach Ed Saggio (seated right); with family members standing behind her.*



*(above) WHS senior Christopher Ho will play baseball at University of Maryland, Baltimore County next fall with Coach Bob Brewster (seated left) and Coach Brian Sloan (seated right) and (standing, l-r) WHS Principal Mary Asfendis, Ho's parents and Supervisor of Athletics Sandra Mamary.*

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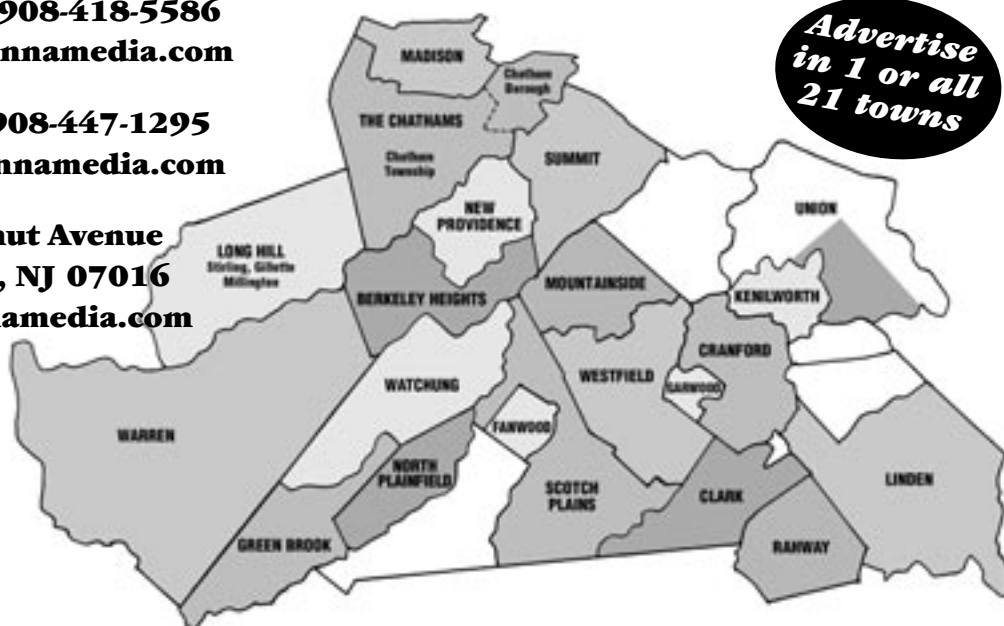
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<b>OUR TOWN</b> <b>Rahway NJ</b> Qty: 12,400 Mailed to every home and business. Zip: 07065	<b>Scotch Plains NJ</b> WHAT'S HAPPENING MONTHLY Qty: 9,600 Mailed to every home and business. Zip: 07076	<b>Summit NJ Times</b> Qty: 9,600 Mailed to every home 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

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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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# 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.

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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.  
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