# New Providence NEWS

Published by Renna Media

Issue 65 • February 2021

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#### **BOROUGH LAUNCHES COVID-19 MASK CAMPAIGN**

The borough of New Providence, in conjunction with the New Providence Business Community, has installed masks boxes and lawn signs throughout town to provide free masks and remind people to wear them. As COVID-19 cases continue to surge, it is imperative to reduce the spread of the disease. Wearing masks, washing hands, and keeping at least six feet apart are critical to containing the virus.

Although some residents are now starting to get vaccinated, we still have a long way to go until everyone has been immunized. "We want to offer free masks for anyone who might have forgotten to bring one or to anyone needs one," said Douglas Marvin, Borough Administrator. "The case numbers in town have been on the rise, and we want to remind people to wear masks to protect themselves and others. Providing these free masks helps ensure that everyone is wearing one. All we ask is that people take just one mask at a time and then dispose of it properly. Masks are required to be worn in all stores and restaurants in town."

Boxes with free masks can be found mounted on poles downtown.

Check the borough website, newprov.org, for the most up to date COVID notices, case statistics, and information.

### NEW PROVIDENCE EMS WELCOMES NEWEST MEMBER LISA HORA

Please welcome New Providence EMS newest member Lisa Hora! Lisa is a 14-year New Providence resident. She is an interior designer and photographer. Her photography has taken her all over the world! Lisa has a passion to help others and after contemplating a nursing career. Lisa decided to take the leap this year and is in an Accelerated BSN program. Lisa also enjoys CrossFit, watercolors, piano, macrame and any medium that allows her to express her creativity! Welcome to NPEMS Lisa.

If you have a drive to help others and your community, we always welcome inquiries from potential members to join our team.

We offer positions that have day and night shifts available.

If you are at least 18 years old and not enrolled in high school, you can volunteer to be a Full Member. If you are at least 16 years old and enrolled in high school, you can volunteer for our Cadet Program.

Visit newprovidenceems.org/join-us.

Photos by New Providence EMS



(above) Lisa Hora



### EMS VOLS RECEIVE COVID VACCINE

Follow New Providence EMS on Facebook.

Over the past few weeks our volunteer members graciously received their first of two COVID-19 vaccinations. Our members have been on the front line of this pandemic and we could not be more proud of their service to our community.







#### **LG WASHER SALE**

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25 Passaic Street New Providence, NJ 07974 www.colonialappliance.com

#### New Providence NEWS

New Providence NEWS is published by Renna Media. 4,700 newspapers are printed monthly and mailed to every business and resident in New Providence.

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> To submit content call Tina at 908-418-5586 Email: editor@rennamedia.com

> > New Providence NEWS is online at www.rennamedia.com like us on facebook.com/ New Providence NEWS



Reserve space in the next issue. Call Tina today at 908-418-5586 or email info@rennamedia.com



Follow New Providence Recreation on Facebook.

great! And the winners (drawn at random) are: Sarah Zimmerman, and Angela Parra.

Hey New Providence...your Snowmen were Vandana Vaidyanathan, Diana Knight, Yufeng Li,

















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#### **BICYCLE COLLECTION FOR COUNTRIES IN NEED**

#### Submitted by Larry Holt

In August 2020, Renna Media reported that Faith Lutheran Church collected and repaired 170 used bikes from residents of New Providence, Berkeley Heights and neighboring towns. The collection was conducted on behalf of Pedals for Progress, an organization which recycles bikes for persons in developing countries. Faith contributed \$1,700 toward the shipping bikes.

In the United States daily transportation occurs conveniently with little or no forethought. This is not the case in developing countries, where a village may not have one car. The mode of transportation for commuting to work, going to market and receiving medical care is frequently a pedal bike.

Later this year, Faith will again be asking persons to donate bikes for Faith to process through Pedals for Progress. A person may ask Faith to pick up the bike from his/her house or deliver the bike to Faith. If one wishes to donate a bike before the request, one may place the bike by the shed at the back of Faith's parking lot located at 524 South Street, New Providence, NJ. If you would like a bike picked up call 908-464-5177.

Since 2002 Faith has been participating in the Pedals for Progress program. For the past five years, Casey Walsh has chaired the ministry.

The pastor of Faith is Rev. Jane McCready. Visit online at famfaith.org, or reach by phone at 908-464-5177.



(above) This picture, sent to Faith by Pedals for Progress, demonstrates how completely and creatively the recipients use their bikes.

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

"Providing exceptional comprehensive health care with unrivaled compassion and personalized attention for more than 2 decades"



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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# Our Orthopedics Team Has New Stars

Say hello to Dr. Ben Brown, Dr. Derrick Heydinger and Dr. Jared Preston.

Here to bring expertise and great care to adults and children.



Ben Brown, DO Shoulder, Elbow, Hip, Knee and Ankle Surgeon Sports Medicine New Providence & Clark



Derrick Heydinger, DO Sports Medicine Interventional Orthopedics Clark



Jared Preston, MD Hip and Knee Surgeon Robotics (Mako<sup>TM</sup>) Clark



Daniel Harrington, DO Sports Medicine Interventional Orthopedics New Providence



Jeffrey Leary, MD Hip, Knee, Pelvis Surgeon Robotics (Mako™) New Providence



John Erickson, MD Shoulder, Wrist, Elbow Surgeon New Providence & Clark

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Atlantic Medical Group

#### FEBRUARY EVENTS AT THENEW PROVIDENCE LIBRARY

377 Elkwood Avenue, New Providence, NJ 07974 • Tel: 908-665-0311 • Visit us at www.newprovidencelibrary.org

#### **ALL YEAR LONG - CELEBRATE THE NP LIBRARY'S 100th ANNIVERSARY!**

The New Providence Memorial Library is celebrating its 100th anniversary from our founding in 1921. Join us all year long as we celebrate! Visit our website and social media pages for the latest on our year-long celebration, including great events like:

**Roaring '20s Community Read Birthday cards for the Library Book Cover Bingo Clara Wahl History (our first librarian)** more fun events to come! **Cartooning with Comic Book Artist Doug Baron** (Teens Grades 7-12)

\*February 4 @ 3:30-4:30 PM Learn to draw your favorite cartoon characters and more with the help of comic book artist Doug Baron. He will demonstrate and teach drawing from its basic shape to complete forms, including tips on proportion, placement, and other techniques. This program will be online via zoom, including trivia at the end to win Doug's finished drawings from the class! Email NPMLTeens@gmail.com to register.

#### **Re-Entering the Workforce (Adults)** February 6 @ 2 PM - 4 PM

Join this class to find out how to use LinkedIn and other web sites to network and find job opportunities, learn how employers evaluate resumes and assess candidates, and how to use job descriptions to write your resume and cover letter. Following the initial 30-minute zoom presentation by Mike Skara of the Adult School, you will sign up for a 15-minute virtual one-onone session.

#### **Pick Up February Teen Take Out Boxes (Teens)** \*February 8 @ 3:00 PM

If you signed up and received confirmation for the February box, check your email to see when

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yours is ready to be picked up in our library foyer. Keep the goodies, just return the library book when you finish!

#### **Virtual Club Phoenix (Kids)** February 8 @ 3:30 PM

Club Phoenix is online! In this program kids will learn about science, engineering, and logical thinking. Watch a variety of cool science experiments and learn how you can do them at home! This program is run by teen volunteers, who are passionate about sharing their love of science and STEM with younger children. Videos will be posted once a month at 3:30 pm on the library's YouTube channel.

#### **Baseball Discussion Group (All Ages)** February 8 @ 7 PM - 9 PM

Discuss teams, players and issues of the sport over Zoom with other baseball fans. Kids and parents are welcome to join this group of mostly seniors. To join the baseball group, email the library at npmlref@yahoo.com.

#### Virtual Read to a Dog (Kids) February 9 @ 7 PM

Join us on Zoom and practice reading aloud to trained Seeing Eye dogs and puppies. Email npmlchildrens@gmail.com to receive the link. For children in grades 2 and up.

#### **Cartooning with Comic Book Artist Doug Baron** (Students Grades 3-6)

\*February 11 @ 3:30-4:30 PM

Learn to draw your favorite cartoon characters and more with the help of comic book artist Doug Baron. He will demonstrate and teach drawing from its basic shape to complete forms, including tips on proportion, placement, and other techniques. This program will be online via zoom, including trivia at the end to win Doug's finished drawings from the class! Email NPMLChildrens@gmail.com to register.

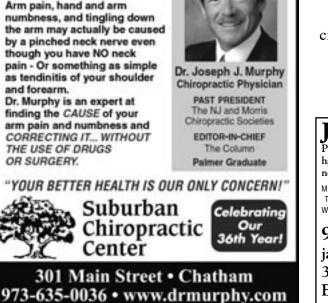
#### **Book Group (Adults)** February 11 @ 7:30 PM

The book group will meet over zoom. Copies of the book (title to be announced) will be available to pick up at the circulation desk a month before the discussion. To join the book group, email the library at npmlref@yahoo.com.

#### **Book Group (Adults)**

February 16 @ 10:30 AM

The book group will discuss "The Good Earth" by Pearl S. Buck over zoom. Copies of the book will be available to pick up at the circulation desk a month before the discussion. To join the book group, email the library at npmlref@yahoo.com.



#### JANET LEICHT, DPM Podiatrist specializing in foot and ankle, bunions, hammertoes, diabetic foot care, heel pain, neuromas, surgery, orthotics and sports medicine. Mon: 1:00 PM - 6:00 PM Thu: 9:00 AM - 12:00 PM Tue: 9:00 AM - 7:00 PM Fri: Surgery Day Wed: 9:00 AM - 1:00 PM Sat: 8:30 AM - 12:00 PM 908-381-8160 janetleichtdpm.com 369 Springfield Avenue Berkeley Heights, NJ 07922

#### **Teen Stress Relief Meditation & Breathing Session (Teens)**

February 18 @ 5:30-6:00PM

Dr. Somya Ramrakhyani, renowned pediatrician, meditation teacher and mental health advocate will offer a free 30-minute age appropriate meditation & breathing practice for teens. These methods have been proven to reduce stress, anxiety and aggression, and promote inner peace, confidence and focus. Email NPMLTeens@gmail.com to sign up and receive the zoom link and login.

#### Signup for March Teen Take Out boxes (Teens) February 22 @ 3:00PM

Teen Take Out is a monthly box of fun for NP teens in grades 6-12 with a current NPML library card. Each month, we put together a box for you including fun treats like snacks, crafts, bookmarks, buttons, stickers and more. Plus, we select a YA Fiction book for you based on your answers to our questionnaire! Use our Google form to sign up for the March box on Feb 22. (First 12 signups each month; preference to those who have not yet gotten one.)

#### **Virtual Timed LEGO Build (Kids)**

February 23 @ 3:30 PM

Participate in our fun LEGO build challenge over Zoom! You will be given several building prompts and a time limit to complete each one! After each build we'll share our creations! Email npmlchildrens@gmail.com to register. All ages.

#### **Mixed Media Virtual Workshop (Adults)** February 23 @ 7 PM -8:15 PM

Local artist and Adult School instructor Lisa Brown will teach a workshop over zoom. Create and embellish a scene based on one from a magazine using magazines, paint, markers, tissue paper, gift wrap, and colored paper. The library can provide some of these materials - let us know when you register if you need them. Space is limited. To register, email the library at npmlref@yahoo.com.

#### JOIN US ON OUR YOUTUBE CHANNEL FOR THE **FOLLOWING VIRTUAL STORYTIME PROGRAMS:** Storytime with Ms. Sam

Every Monday @ 1:00 PM \*No storytime on 2/15

Posted to our YouTube channel . Email npmlchildrens@gmail.com to receive the link and watch any day or time!

#### Storytime with Ms. Lori - 4, 5, 6 Yr Olds

Every Tuesday @ 10 AM

Posted to our YouTube channel. Email npmlchildrens@gmail.com to receive the link and watch any day or time!

#### **Baby Storytime with Ms. Sam**

Every Wednesday @ 10 AM

Posted to our YouTube channel. Email npmlchildrens@gmail.com to receive the link and watch any day or time!

#### Pajama Storytime with Ms. Debbie

Every Wednesday @ 7:00 PM

Posted to our YouTube Channel. Email npmlchildrens@gmail.com to receive the link and watch any day or time!

#### **SEA SCOUT SHIP 228 VIRTUAL OPEN HOUSE**

Are you interested in boating, sailing, or mechanics? Come check out Sea Scouting and let the adventure at sea begin! The crew of Ship 228 will be hosting a virtual open house, taking place over Zoom on Saturday, March 13 at 4:00 p.m. and featuring various activities that are bound to pique a young adult's interest in scouting.

Sea Scouting is open to both male and



(above) Whether you're steering the vessel from the wheelhouse, learning engine room repair, or visiting a new location on one of the many trips, there's something you'll enjoy in Sea Scouting.

females ages 14-21 who have graduated the 8th grade; we also have a new Maritime Explorer Club for younger youth in 6th to 8th grade. Adult volunteers with maritime experience or captain's licenses are needed too. Join us for a day on the water and bring a friend! Visit our website for more information ship228.com.

Ship 228 is proud to host the virtual open house. The event will include a tour of the ship's main vessel (the 65' Sea Dart II, one of the largest Sea Scout vessels on the east coast), an introduction to the Sea Scout program, appearances from current Sea Scouts, a lively Q&A, and more.

To register, please provide your name, email address, and phone number (which is optional) in an email to Ship228.SeaDart@gmail.com.

Sea Scouts from Ship 228 operate the 65' vessel Sea Dart II, along with a fleet of smaller vessels (including sailboats) from their picturesque base located in Linden, New Jersey. Sea Scouting (which is part of the Venturing Program of the Boy Scouts of America) offers young adults the opportunity to travel and learn skills that could be useful in future careers. Whether you're steering the vessel from the wheelhouse, learning engine room repair, or visiting a new location on one of the many trips, there's something you'll enjoy in Sea Scouting. So, try something different, check us out, and prepare yourself to set sail for a real adventure.



(above) Sea Scouts from Ship 228 operate the 65' vessel Sea Dart II, one of the largest Sea Scout vessels on the east coast, along with a fleet of smaller vessels (including sailboats) from their base located in Linden, NJ.



(above) Adult volunteers with maritime experience or captain's licenses are needed too. Visit our website for more information ship228.com, or email Ship228.SeaDart@gmail.com.

# CONSUMER ENDORSED & APPROVED: HIGHEST RATING IN UNION COUNTY

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Spring Grove is by far the best rehab center I have ever been to. The staff are kind and caring and have gone above and beyond my expectations. The building is kept extremely clean and the new renovations are very nice.

Thank you Spring Grove for a wonderful and pleasant stay.



I have been at Spring Grove for a few weeks now, they have exceptional service and excellent staff. All the nurses have been professional and attentive to all my needs. I never thought a rehab center can have such a beautiful layout and well put together. The newly renovated room I have stayed in, is up to date and extremely clean. The therapy staff have gone above my expectations with their expertise and getting me to where I am today. Alyssa the social worker has gone above and beyond with all her assignments.

Thank you Spring Grove.



The nursing staff and administration is professional, patient, attentive and understanding. The facilities are very clean and well maintained. My parents room is always clean and tidy. Although it was a difficult decision to make relocating my folks from a home environment to a senior living facility, Spring Grove made my decision easy.

Thank God for them!



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#### "CIRCLE OF FRIENDS"

The Union County chapter of the National Alliance on Mental Illness (NAMI) invites area residents to join its Zoom "Circle of Friends" for a free informal evening of discussion on Feb. 23, from 7:30 - 9 p.m.

The format will be a panel discussion with Joyce Benz, LCSW, Director of Intensive Family Support Services of the Mental Health Assoc. in NJ as moderator along with other NAMI members. The panel will explore various topics affecting persons with mental illness and offer insight from their own experiences in dealing with these problems. Join us and bring your questions and concerns. This is an opportunity for information sharing with others who have a common interest.

Please register for this evening at naminj.org/support/affiliates/union/Upcoming Event. Click on the "Register Here" link which will not be available until a few days before the event.







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#### **SCHEDULE YOUR COVID VACCINATION**

The County of Union opened an online registration system at ucnjvaccine.org for those eligible to receive the COVID-19 vaccination.

Please note the registration system will only log those who are eligible to receive the vaccination. Those who are ineligible to receive vaccinations will not be allowed to pre-register, and must wait until they are eligible.

Those who are eligible to receive the vaccine include paid and unpaid persons serving in health care settings who have the potential for direct or indirect exposure to patients or infectious materials and long-term care residents and staff, and also sworn law enforcement personnel and

fire professionals. Residents 65 and older are also eligible to receive the vaccinations, as are those between the ages of 16-64 with medical conditions, as defined by the CDC, that increase the risk of severe illness from the virus.

The county is offering the Moderna vaccine. The vaccination clinic is located at Downs Hall at Kean University in Union, and is currently open five days a week from 3-7 p.m. Once more vaccines are available, the county is planning to offer the COVID-19 vaccine in different areas of the county.

To secure an appointment for the COVID vaccination visit ucnjvaccine.org.

### COMMUNITY HOPE CONNECTS VETERANS AND THEIR FAMILIES WITH HOUSING, SERVICES

#### **CALL THE REFERRAL HOTLINE FOR ELIGIBILITY**

Veterans and their families who are experiencing a housing crisis may be eligible for emergency assistance such as motel/hotel stays, security deposits, rent, rental arrears, groceries and utilities through Community Hope.

Community Hope's Supportive Services for Veteran Families (SSVF) program is currently providing assistance remotely. Urgent community-based services such as critical supplies and veteran wellness-checks are provided in person.

The increase in support services to veterans and their families during the COVID-19 pandemic is possible thanks to funding from the U.S. Department of Veterans Affairs.

To make a referral, please call the referral hotline at 1-855-483-8466 or email SSVF@communityhope-nj.org, or email Gema Diaz at gdiaz@communityhope-nj.org.

Community Hope is a nonprofit that helps individuals, including veterans, and their families, overcome mental illness, addiction, homelessness and poverty. Learn more at communityhope-nj.org.



### ROGER, FOR NEW JERSEY VETERAN COMMUNITY TO 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

community." - Sgt. Brett
D'Alessandro, Retired US
Marine & President of
Backpacks For Life

To explore ROGER, visit www.roger.vet or contact the ROGER team at

roger@backpacksforlife.org

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

#### **UGGLA, THE GREAT HORNED OWL, PASSES**

announced one of their very dearest ambassador birds, Uggla, the Great Horned Owl, had passed on at age 40. Chris Soucy, director of the organization, wrote a tribute to Uggla on their Facebook page and asked the public to share their memories of Uggla. At this writing the post received 1.1 K likes, 135 comments, and 187 shares.

The Raptor Trust is a 501c 3 non-profit organization located in Millington, NJ that provides free medical care to thousands of injured and orphaned wild birds each year. In addition, they provide educational programs to individuals, clubs, and schools about New Jersey's native raptors. Learn more at theraptortrust.org.

Chris Soucy, Director, The Raptor Trust, Facebook homage to Uggla reprinted below, reveals the history, and passion of the organization.

Uggla was an almost unimaginable 40 years old. In the research I have done, I believe he may have been the second-oldest Great Horned Owl that ever lived, and he lived almost every day of those 40 years right here at 1390 White Bridge Rd, Millington, NJ.

In the early spring of 1980, I was a freshman in high-school. The backyard wildlife rehab facility that my parents ran on our property had not yet become The Raptor Trust. It was still The New Jersey Raptor Association at that point: not yet incorporated and without the 501(c)3 nonprofit status that would follow. A "fledgling" organization, one might say. But Len and Diane knew their birds. Even though The Raptor Trust wasn't hatched until a few years later, they had been caring for wild birds – often in the laundry room or bathroom of the house - since the mid-1960's.

It was in that setting that someone dropped off a young floof of an owl. Just a few weeks old, the owl had been found by some well-intentioned local folks who attempted to raise it on their own. There are few things cuter than a baby owl, I'll give you that. But raising a wild baby owl is not easy to do. It is also against state and federal law. The owl wasn't being fed a proper diet, did not have proper housing and it wasn't thriving.

Worse, even though it had been with the folks who found it for only a few weeks, it was already completely imprinted and dependent on humans,

On January 9, 2021, The Raptor Trust having been hand-fed and socialized to people. This youngster, still fluffy, had already lost his chance to survive in the wild. Since he was so young, and already so accustomed to people, Len and Diane made the decision to keep him as an education and ambassador bird.

> My grandparents and my 95-year-old greatgrandmother joined us for dinner one night that spring, shortly after the owl's arrival. Greatgrandma Alma Gustavson, a first-generation immigrant from Sweden, saw the bird and proclaimed, "Uggla!" She explained: "Uggla" means "owl" in Swedish. And so, his journey as "Uggla" began.

> For 40 years Uggla delighted visitors here. He was talkative. Children would inevitably "hoot" at him – he was an owl after all – and he would often return the favor.

> He was inquisitive. Having been imprinted, he had no fear of humans and would often sit out during the day, right up at the front of his enclosure, engaging passers-by with his big, yellow eyes and that kind of funny way he always tilted his head to one side. He really seemed to enjoy it.

> He was photogenic. He has graced many of our gift shop cards, mugs and other items, including a holiday card we sent out last month.

> Not long ago, some of my young second cousins came to visit – little guys two generations further down the family tree than me. While passing by Uggla's enclosure, it occurred to me that SIX generations of my family knew this one amazing bird. That's hard to wrap my head around, but there it is. SIX.

> Later in his life, Uggla's voice changed and began to make this kind of scratchy, cracklysounding call. Len used to say that he had "lost his hooter." He was still as talkative as ever; he just sounded like a grumpy, little old man mumbling under his breath. In owl-culture, perhaps that's exactly what he was.

> There would be no way to even begin to count the number of people this one wonderful bird met, delighted, hooted at, taught. Tens of thousands for sure. Possibly hundreds of thousands.

> While it would have been better in every way for him to have lived a natural life in the wild, he did live an amazing and meaningful life as an ambassador for his species and for all wildlife. Godspeed, old man.

Photos by The Raptor Trust









(above, l-r) Summer 1980: Baby Uggla and his tennis ball friend, Summer 1980 - As a fledgling in the Soucy family living room, Circa 1983: As a "young man", Circa 2018: Always ready to greet visitors.



(above) With Raptor Trust founder, Len Soucy. Summer 1980

If you have your own story about this wonderful owl, please do share. We know that many of you loved Uggla just as much as we did. Visit us on Facebook at The Raptor Trust.

#### RAPTOR TRUST VIRTUAL EVENTS THIS SPRING

The Raptor Trust is a 501© 3 non-profit organization located in Millington, NJ that provides free medical care to thousands of injured and orphaned wild birds each year. In addition, they provide educational programs to individuals, clubs, and schools about New Jersey's native raptors.

The Raptor Trust is offering the following virtual program options this spring:

#### **RAPTOR CONFERENCE CALL**

\$30 for two screens/households. 20 minutes with a TRT educator and one of our ambassador birds.

#### **SMALL GROUP PROGRAM**

\$60 for up to 12 participants. 40-minute program led by one of the TRT educators and an ambassador bird. Program topics vary.

#### **LARGE GROUP ADULT PROGRAM**

\$80 for up to 50 participants. 45-minute program led by one of the TRT educators and an ambassador bird. Program topics vary.

#### **TEACHER-MODERATED CLASSROOM PROGRAMS**

\$80 for 45-minute program. Maximum 35 students and 2 teachers. Choose from a variety of lesson plans that can be integrated into your existing curriculum.



or visit www.CHChousing.org

### Marketing Toolbox

Renna Media offers a full range of marketing services, in print and online, hyperlocal to regional, for every budget and market size.

#### **NEWSPAPER ADVERTS**

We mail 135,000 newspapers to every home and business in 21 towns. You can advertise in any number of towns. Ads start at \$60.

#### **FULL COLOR PRINTING**

We print flyers and menus, full color, two sided, on coated stock for only \$35 per thousand.

#### **DIRECT MAIL**

Insert your flyer into the newspapers and get it mailed to every home and business for \$60 per thousand and as low as \$30 per thousand for higher quantities.

#### **ONLINE MARKETING**

Online ads and press releases designed and placed to drive traffic to your website and get your phone ringing.

#### **SOCIAL MEDIA**

We can design and/or manage your social media campaign from passive to aggressive plans customized to work within your budget.

#### **WEBSITE AND SEO SERVICES**

Start with an audit/analysis of your website giving you a report and recommendations for \$250.

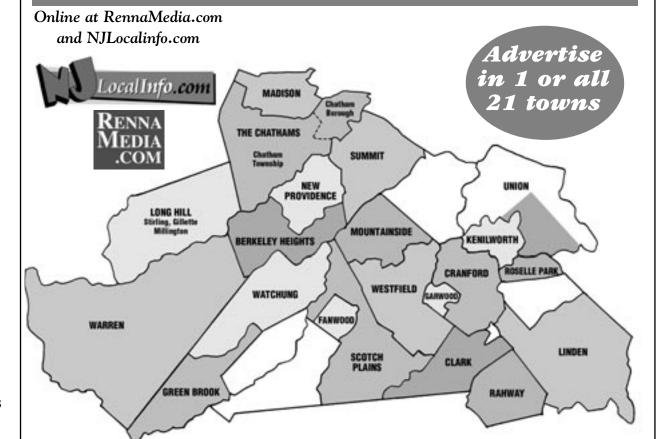
It is highly recommended to have a marketing plan and budget before spending.

**CALL JOE RENNA FOR A** FREE CONSULTATION. 908-447-1295

#### RENNA MEDIA NEWSPAPER RATE SHEET WE MAIL 135,000 NEWSPAPERS MONTHLY!

Tina Renna 908-418-5586 · tinarenna@rennamedia.com Joe Renna 908-447-1295 · joerenna@rennamedia.com 202 Walnut Avenue, Cranford, NJ 07016

Call today for FREE consult on marketing and business plans.





Qty: 4,800

Zip: 07922

KENILWORTH

Qty: 3,600

Mailed to every

ene and busine Zip: 07053



Qty: 7,400

Mailed to every

Zip: 07928

LIFEin

NDEN

Qty: 17,400

Mailed to every

Zip: 07036











Qty: 9,800

Qty: 6,300 Zip: 07940



Qty: 3,000 home and bu Zip: 07025

**OUNTAINSIDE** 

VIEW

Qty: 2,900

Zip: 07092



Mailed to every esc and busine Zip: 07027





Qty: 12,400 Mailed to every Zip: 07065

Green

Gazette

Brook.



Qty: 5,600 ome and busine Zip: 07204

Scotch Plains NJ O X T II L Y

Qty: 9,600 Zip: 07076



Qty: 9,600 Zip: 07901



Qty: 5,500 Zip: 07083



Qty: 6,200 Mailed to every



Mailed to every

Zip: 07974

Qty: 2,800 Mailed to every



Qty: 11,800 Mailed to every

NEWSPAPER AD RATES Rates are per month. Artwork inchaled in price. Newspapers are black on white. Units Size				ANY 1 NEWSPAPER	ANY 3	ANY 6	ANY 9	ANY 12	ANY 15	ANY 18	ALL 21
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	5700	\$900	\$1100	\$1300	\$1500	\$1700
6	Units 6.5" x 6.25" or	10"	x 4"	5240	\$600	5900	\$1200	\$1400	\$1600	\$1800	\$2000
9	HALF PAGE 65'x9' or	10°	x 7"	5320	\$800	\$1000	\$1300	\$1600	\$1900	\$2200	\$2400
12	Units	10°	x 8°	\$360	8900	\$1200	\$1500	\$1800	\$2100	\$2400	\$2700
18	FULL PAGE	10°	x 14"	\$400	\$1000	\$1400	\$1800	\$2200	\$2500	\$2800	\$3000
2 P/	AGE SPREAD	21"	x 14°	\$700							

PREPAY 6 MONTHS AND GET 1 MORE FREE PREPAY 12 MONTHS AND GET 3 MORE FREE

Make Checks payable to Renna Media, 202 Walnut Avenue, Cranford, NJ 07016

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

FRONT PAGE BANNER

10° x 14°

8.25° x 2°

\$500

\$320

\$240

### **Full Service Online Marketing**

## ONLINE ADS & PRESS RELEASES DRIVE LOCAL TRAFFIC TO YOUR WEBSITE

Get unlimited clicks

An alternative to expensive pay-per-click programs

- Free ad design and copywriting Advertising webpage includes many features including write-up, images, video, Google map, etc.
- Paid search engine promotions

  Posts are promoted by industry, key words and location.
- Posts are shared through social media Posts shared on multiple Facebook pages and twitter.
- Trackable results

All ads include a live view counter.



\$20 PER POST Block of 20 for \$200



Joe Renna at 908-447-1295 email: JoeRenna@RennaMedia.com

WEBSITE AUDIT/ANALYSIS AND RECOMMENDATION PLAN

- See what is working and not working Know where your web traffic is coming from and why.
- Eliminate / avoid costly schemes

  Evaluate the return you are getting from your online marketing costs.
- Increase online marketing results
  Recommendations include ways to increase traffic to your website
- No obligation
  This service is recommended even if you have an existing web management contract. Use it to tune up your marketing plan.

FLAT FEE \$250

**ONE TIME** 

Joe Renna at 908-447-1295 email: JoeRenna@RennaMedia.com

Call for a consultation if you do not have a website or need a new one.

### WEBSITE / SEO SERVICES

• Starter Website: \$500

Basic static site that can be developed further

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 for free a consultation if you need help developing an online marketing plan.

Joe Renna at 908-447-1295 email: JoeRenna@RennaMedia.com

STARTER WEBSITE \$500

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