# BUSINESS + LIFE LIFE LIFE

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POSTA

# **POLICE CHIEF JOHN ZIMMERMAN TO RETIRE MARCH 1**

Police Chief John Zimmerman will be retiring from the Kenilworth Police Department effective March 1, 2021. A retirement ceremony honoring him was held at the Kenilworth Borough council meeting held on Wednesday, February 24th. A "Walk Out" ceremony saluting Chief Zimmerman will be held on Friday, February 26th at 3 p.m. in front of Borough Hall on Kenilworth Boulevard.

Chief Zimmerman was born and raised in Kenilworth and still resides here with his wife Nancy, and daughter Jenna.

He was a Union County police officer for 2.5 years starting in 1988, he joined the Kenilworth Police Department on February 1, 1990 as a patrol officer. He made Detective in 1993, Sergeant in 2006, Lieutenant in 2010, and was appointed Chief on July 1, 2013.

Chief Zimmerman's academic accomplishments include an Associate's Degree from Union County College in Criminal Justice; A Bachelor of Arts degree in Individualized Studies/Public Administration, and a Master's Degree in Administrative Science, both from Fairleigh Dickinson University.

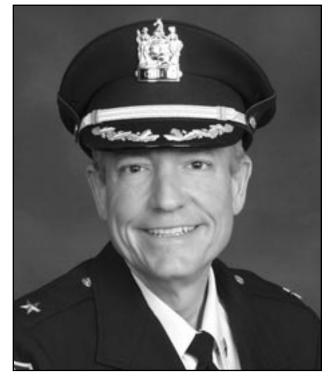
Chief Zimmerman took great pride in serving the town of Kenilworth. His passion for policing had no ends. He attended nearly every community function in Kenilworth during his term as Chief. He was available for his officers and residents 24/7. During the COVID-19 crisis, from March thru June, he was at work 7 days a week.

Chief Zimmerman was responsible for the initial accreditation for the Kenilworth Police Department. He developed the Kenilworth Police Department Handbook. He established public outreach initiatives on social media, and events such as School Safety Day, Coffee With A Cop, National Night Out, and the Dr. Suess Reading Program in schools.

In addition to his duties as Chief, a long list of community services includes serving as a volunteer fireman and rescue squad member from 1986-1990, volunteering as Santa Claus at Harding School, and manning the Salvation Army Kettle & Bell Ringing at the Kenilworth Acme for the Welfare Department. He played Daddy Warbucks in Annie, a performance by C.A.S.T. working with local youths. He would chaperone proms and DARE pool parties. He organized youth fishing derbies. And never missed a turn on the PBA carnival Dunk Tank. He was a Kenilworth Little League Girls Softball coach, and was named 'Kenilworth's Little League Home Town Hero' in 2002. He served on the Kenilworth Municipal Alliance since 1993, was a Red Ribbon coordinator, and in 2000 was named Volunteer of the Year.... And the list goes on.

Diane O'Neill said "I had the pleasure of being his Administrative Assistant his entire term as Chief and have worked with him for 18 years and can honestly say he is the most knowledgeable, dedicated and sincere Chief I have ever had the honor and pleasure to work with."

Chief John Zimmerman is well known, liked and respected in the



(above) Police Chief John Zimmerman

Kenilworth community. He served his community well. Best wishes for a long, healthy and happy retirement.

#### A MESSAGE FROM CHIEF JOHN ZIMMERMAN

It's been a pleasure and an honor serving the Borough of Kenilworth. When I retire this month, I will have served over 33 years in law enforcement with 7 and a half of those years as the Chief of Police for the Borough of Kenilworth.

I want to thank the men and women both civilian and sworn of the Kenilworth Police Department for their support over the years. For without them and all their hard work, the Kenilworth Police Department would not be what it is today – a very fine professional police department that is customer service driven to keep our borough and its citizens safe.

Albert Einstein said, "Only a life lived in the service to others is worth living' and so far for me after more than 33 years of service I agree! I hope to find ways to serve, other than law enforcement, in my retirement.



# KENILWORTH

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# **VIRTUAL FORENSIC MEET**

Saint Theresa School in Kenilworth was one of six schools who participated in a Virtual Union County Catholic League of Forensics "Declamation" Competition held on February 10.

Saint Theresa's team moderated by Mrs. Christine McCarthy consisted of six students: Jayson Ferrari and Cindy Lleras (eighth graders); Magdalene Battista and Jacob Falconer (seventh graders); Gabrielle Aguinaldo and Madalyn Polinger (sixth graders). Magdalene Battista, Jacob Falconer and Jayson Ferrari advanced to the final round.

Jacob Falconer was awarded an Honorable Mention Ribbon; Jayson Ferrari received the third place ribbon; and Magdalene Battista placed first.

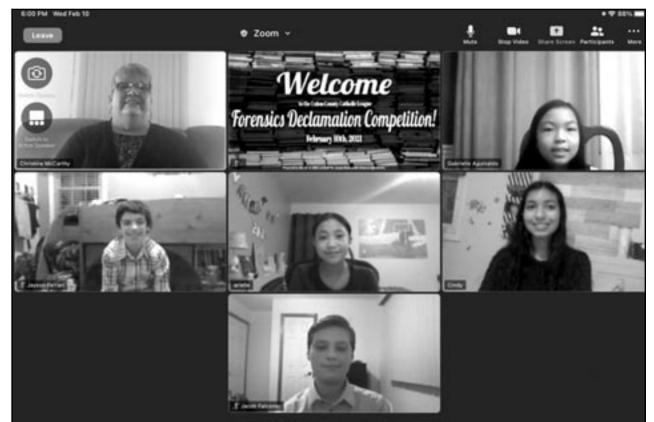
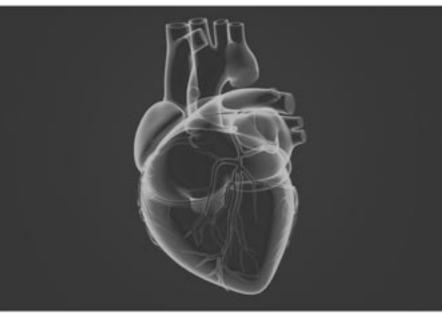


Photo by Saint Theresa School

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# **BREARLEY SHOOTS FOR THE MOON WITH STEM INITIATIVES**

ready students is a top district goal.

But 100 years into the future? That's taking it to another level.

Students at David Brearley Middle School recently were challenged to create a model of a city on the moon. They followed the "Living on the Moon" theme outlined in this year's Future City Competition. Though students didn't officially enter the national engineering education



Photo by Kenilworth Public Schools

(above) What will it take to live on the moon? STEM students at David Brearley Middle School envisioned lunar cities as required by the Future City Competition. The school plans to expand its STEM program with a Tech Lab and new Creative Design course.

At Kenilworth Public Schools, molding future- contest, they showcased their projects at a offering more STEM-related electives that are question-and-answer session with teachers and administrators.

> STEM teacher Catherine Allan was impressed with students' designs and ideas to keep their lunar cities safe and sustainable.

> "Several groups came up with the idea of having a dome over the city to protect residents from the harsh solar rays, provide the residents with oxygen and provide the residents with gravity," she said. "The students overcame the challenge of some team members being in person, some being virtual, and never meeting all together in person."

Even as Brearley navigated COVID-related complications this school year, administrators have forged ahead with plans to expand STEM activities.

A Tech Lab, planned for the 2021-22 school year, is in the design phase. The space will accommodate a revamped Creative Computing elective, STEM 7, STEM 8, and Future Cities courses; and a "student center" with after school activities. A new Creative Design elective that teaches career skills such as creating social graphics, short videos, and web pages also will meet in the Tech Lab.

"The idea for the Creative Design elective came about as a way to spark creativity among middle school students," said Brearley Assistant Principal Dr. Kayla Lott. "We hope that by

hands-on and engaging, students will continue that path in high school."

Allan describes the "nontraditional classroom setting" that's planned for the Tech Lab as a creative workshop for students. Administrators plan to outfit it with whiteboard tables, blackboard walls, coding robots, computers and tablets.

"The students need to be able to draw on tables and walls. The flexible seating will give the students a choice on how they want to do their work," Allan said.

Brearley recently received a Union County STEM Scholars grant, and will use the \$500 award toward the purchase of a 3-D printer. The school plans to add 3-D design to its Creative Computing class. STEM students are currently participating in a "Shark Tank"-style competition that will require them to build 3-D models to be judged by a panel of teachers.

Much like the Future City challenge, it's a fun activity that underscores Brearley's growing focus on STEM-related college and career preparation.

"It is our hope that by expanding our computer science department and offering more STEMrelated programs in the Middle School and High school that we will empower our students to be the new problem-solving, tech-savvy movers and shakers of the 21st century," Lott said.

# **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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# **ATLANTIC FEDERAL WELCOMES A NEW CEO**

Atlantic Federal Credit Union (Atlantic FCU), who has been providing banking solutions to Union and Essex Counties for over 86 years, is pleased to announce the appointment of Anthony Mero as their new CEO to lead the organization. Mero comes to Atlantic FCU with extensive experience in the credit union and banking industries.

Mero joins Atlantic FCU most recently from Mariner's Bank and Two River Community Bank, where he served as Chief Operating Officer. During his tenure with these organizations, Mero was responsible for the overall operations of the institutions, including serving as the Chief Technology Officer. He has had hands on experience with direct department oversight of Information Technology, Retail Banking, Deposit Operations, Loan Operations, Security, Facilities Management, Compliance / BSA & AML and Marketing.

Mero holds a Master of Business Administration from Centenary University, and a Bachelor of Science in Business Administration from Bloomfield College. Such has guided him in proven success developing strategic plans, building high performance teams, employing technology solutions, process reengineering, member development, and operations and facilities management.

"Our team is truly excited to work with Anthony as he strategically leads the Credit Union into a new era of expanded technological innovation and growth," says Sandy Hilenski, Atlantic FCU Chief Financial Officer. She added, "Anthony is a proven leader who has the right operational background and expertise to drive change that will positively impact the communities we serve and INSPIRE our member's financial success."

Atlantic FCU, located at 27 Market Street, Kenilworth, NJ, offers a wide array of convenient mobile and online banking services, loan products, as well as exclusive benefits for members like higher savings rates, lower loan rates and fewer fees for consumers and small business. Visit their website at www.atlfedcu.com for more information.



(above) Anthony Mero, CEO, Atlantic Federal Credit Union

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# KENILWORTH PUBLIC LIBRARY MARCH EVENTS

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#### **Easter Grab n Go craft ages 4-10** Beginning Monday, March 22

Check out a children's book from the Kenilworth Public Library's collection and pick up your Easter craft kit. Kenilworth residents may call the library beginning Monday, March 22 to schedule a pick up time, Kenilworth and out of town residents may call March 25-26 to schedule a pick up time. Crafts are available while supplies last. Any questions please feel free to call us 908-276-2451.

## St. Patrick's Day Grab n Go craft ages 4-8

Beginning Monday, March 1 Check out a children's book from the Kenilworth Public Library's collection and pick up your St. Patrick's Day craft kit. Kenilworth

residents may call the library beginning Monday, March 1 to schedule a pick up time, Kenilworth and out of town residents may call March 4-5 to schedule a pick up time. Crafts are available while supplies last. Any questions please feel free to call us 908-276-2451.

Kenilworth Public Library is offering the following virtual programs during the spring season. Programs can be viewed on the library's open Facebook page: facebook.com/kenilworth.public.library. Participants do not need to have a Facebook account in order to view these programs.

> **The Spring Reading Club** Begins Monday, March 29.

#### CHILDREN'S VIRTUAL PROGRAMS

Lap Sit for ages 0 - 24 months March 30 - May 11 Tuesdays at 10:30 a.m. Toddler Time for 2 year old children March 31 - May 12 Wednesdays, at 10:30 a.m. PJ Story Time for children ages 3 & up April 1 - May 13 Thursdays, at 3:30 p.m.

Fusion Dance Centre will be teaming up with the Kenilworth Public Library Children's Department for a virtual Storytime & Dance event on March 17 at 11:00 a.m. Join Fusion for a reading of stories like 'Boogie Monster' by Josie Bissett & 'Down by the Cool of the Pool' by Tony Mitton, followed by imaginative creative movement activities! This event is recommended for children ages 3 and up. "These stories are some of our favorites in class!" says Fusion Dance Centre's Preschool Program Director Mary McCormick. "We are so excited to be able to share them with a new community in a safe way, and are so grateful to the Kenilworth Library for the chance to do this event."

To attend a virtual Storytime & Dance event with Fusion, visit fdc.dance/kenilworthlibrary and RSVP for free! Meeting ID: 819 9619 6590; Passcode: 096509.







## VOLUNTEERS WANTED FOR MEDICAL RESERVE CORPS

The New Jersey Medical Reserve Corps (MRC) – a network of community-based, locally organized units comprised of volunteers – is looking for reinforcements, particularly those with vaccination skills. MRC volunteers are especially vital during emergencies and disasters when paid public health and emergency response assets are overwhelmed. Healthcare professionals (including recently retired individuals) having vaccination skills are especially needed now that COVID-19 vaccines are available.

In addition to skilled vaccinators, individuals with all types of skill sets (for example, security, language translation/interpretation, education and outreach, warehouse operations, clerical, counseling, and more) are needed. If you are interested in volunteering with the MRC, visit njlmn.njlincs.net and click on "Register as an Existing or New MRC Volunteer!"

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# BICYCLE COLLECTION FOR DEVELOPING COUNTRIES

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 shipment of the 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 for Faith.

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.

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# **MAKING MAGICAL MEMORIES AT CAMP FATIMA**

#### Submitted by Sue Baldani

Like most nonprofit organizations, Camp Fatima of New Jersey is experiencing major challenges due to COVID-19. Founded in 1968 by four Seton Hall seminary students, the camp offers free sleep-away programs for disabled children and adults. And it's determined to continue doing so. Seeing the smiles on the faces of those it serves, and providing a respite to their families, is not something that can be sacrificed due to a pandemic.

And smile they do. It's not called FATIMAGIC for nothing. The campers, regardless of their disabilities, get to do things that most able-bodied children and adults take for granted. They splash around in pools, sing songs, eat s'mores, dance, and take part in arts and crafts. Every child has his or her own dedicated counselor to ensure the utmost care, so each activity can be individually tailored according to the camper's ability.

Its mission statement, "Camp Fatima provides free, life enriching camp experiences for children and adults with developmental disabilities," says it all. Some of the campers are in wheelchairs, while others have neurological, sensory or other serious issues. Camp Fatima and its volunteers open their hearts to all who come. It truly is a magical place.

The volunteers come from diverse ethnic and socio-economic backgrounds. Most have

experience working directly with the disabled, all donations may be tax-deductible. and include teachers, nurses, police officers, firefighters, college students and other professionals. For these selfless individuals, the sounds of laughter and the looks of pure joy on the campers' faces are all the payment they need.

Many of these volunteers live locally. Billy Malone, a Scotch Plains firefighter and Fanwood resident, became a volunteer in 1994 and has been the chairperson for the past 13 years. Scotch Plains resident and former Scotch Plains police officer, Jamie Denman, has been a volunteer since 1979, and is the current director.

Even though no one at the camp is paid, all this magic requires funding. It costs several hundred thousand dollars to operate the two children's summer sessions and the four adult weekends each year. Funding to support and host the more than 200 campers and over 450 on site-volunteers comes from generous benefactors, corporate matching gifts, private giving, and fundraising. Because of COVID-19, many of the usual fundraisers are not able to take place. So this year, Camp Fatima is looking for individuals to sponsor a camper. The cost to feed, house, and supply materials to each camper is more than \$1,000.

To find out more about Camp Fatima, or to volunteer, make a donation, or sponsor a camper, please go to campfatimanj.org/. Since the camp is a designated 501(c)(3) organization,

Camp Fatima of New Jersey: Changing Lives, Enriching Hearts - One Camper, One Volunteer at a Time.

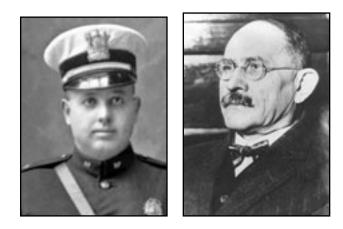
Photos by Camp Fatima





# **KENILWORTH 100 YEARS AGO – PART 3**

The only school was the McKinley School on the Boulevard at N. 18th St. and it was bursting at its seams with 400 pupils. The 18 high schoolers attended Roselle Park H. S. on a tuition basis. The school budget was \$11,000. Today there are 840 elementary students, 370 in high school, and a budget of \$29,912.000. Upsala College had its largest enrollment ever including senior Signe Swanberg. She became a long-time Kenilworth teacher and principal.



(above, left) Alfred Vardalis, Sr., named police officer in 1920, became first "real" police chief in 1921. Source: Vardalis family

(above, right) Mayor Oswald J. Nitschke was mayor 100 year ago, 1919-1922. Source: Historic Signs, Inc.



(above) Rahway Valley RR Station with steam locomotive #10, ca. 1920. Source: Trainweb.org.; Thos, T. Taber III

What, Where, and When in Old Kenilworth

Back in 1920 the colorful Oswald Nitschke was mayor. Big issues of the day included extending water mains, planning for a sanitary sewer, and getting the county to adopt the Boulevard as a county road. Then have the county extend the Boulevard west past McKinley School to Springfield Ave. in Cranford. A wide path from McKinley School led to the Rahway River where locals and visitors fished, clammed, picnicked, bathed, and swam frequently often at a location along the river called Kenilworth Grove.

The fire department, established in 1912, bought land on Washington Ave. in 1920 to erect a one-bay firehouse erected by local contractor Antonio Tortora in 1921. Its first fire truck, a converted 1916-17 Vim truck, would no longer be housed in the Kenilworth Inn stable.

The police department had no real police chief. A councilman annually was designated as chief and authorized to carry a pistol. In late 1920 Alfred Vardalis was named a police officer. In 1921 he became our first "real" chief and served until 1930.

A trolley started at the Boulevard and 20th St. and ran to Michigan Ave., then down into Roselle Park and terminated at the Central RR of N.J. at Westfield Ave. The trolley was so busy in 1920 that late night and midnight rides were scheduled. One conductor, the legendary Elmer Guy, was known for many good deeds and giving free rides for fun to kids.

The Rahway Valley RR, running here since New Orange Days, was busy hauling freight to and from booming factories lined up along Market St. and Downtown at the end of Monroe Ave. Regular passenger service was down to one car and a small rail bus. All passenger service was to end before long. Freight service ended in 1992 and most of its track was torn up.

Kenilworth of 1920 was very different than today. It had no library, no supermarket, no high school, no cemeteries, a Boulevard to nowhere, no sanitary sewers so outhouses abounded, no real police chief, vast amounts of open land, a trolley, a railroad, some farms, and unpaved streets. Through the continued hard work and perseverance of many, Kenilworth continued to evolve into the fine community it is today.

Research provided by Walter E. Boright, Ed. D., historian; Historic Signs, Inc. Persons with inquiries about this or other aspects of Kenilworth history may contact Dr. Boright at drbori@aol.com or 908-256-5200.



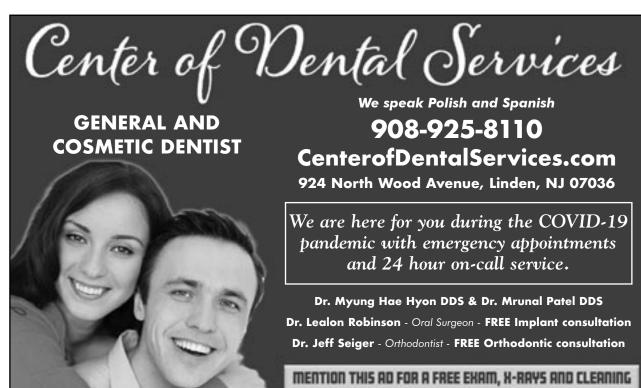
(above, l-r) Kenilworth's first motorized fire truck in active service, 1918-1921. Pictured are Claude Butler, Andrew Ogden, Chas. Vitale Sr., and Henry Stein. Source: Kenilworth Volunteer Fire Department



(above) Kenilworth Trolley Blvd & 20th St. House at 507-509 Blvd in background. Conductor Elmer Guy, 2nd from right. Source: Kenilworth Historical Society



(above) Upsala College reached its highest enrollment in 1920 since moving to Kenilworth in 1898. Source: Kenilworth Historical Society





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

On January 9, 2021, The Raptor Trust 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, 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"



(above) Uggla, the Great Horned Owl

#### Photo by The Raptor Trust

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.

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<sup>©</sup> 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.

For more information

and to book a program please visit theraptortrust.org/education/programs



Taxes & fees may apply. Subject to availability. Offer valid for new customers only.

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# **STEPHANIE HERNANDEZ GRADUATES TRINITAS SCHOOL OF NURSING**

nursing diplomas from the Trinitas School of Nursing on January 21st, including Stephanie Hernandez of Kenilworth who also received two awards, the Second Scholarship Award, and the George F. Billington-Leadership Award.

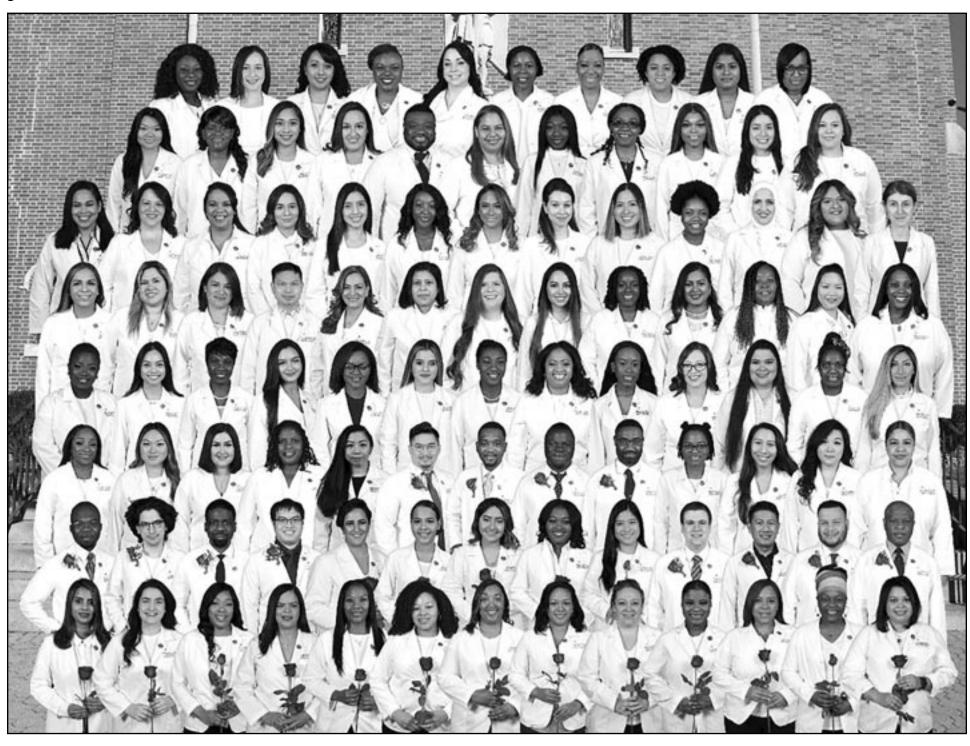
"Trinitas School of Nursing is a National League for Nursing Center of Excellence in Nursing Education for the fourth time," said Dr. Roseminda Santee, Dean of the Trinitas School of Nursing, which is affiliated with Union County College, and also awards Associates in Science Degrees to the graduates. "I have data to show that the

One hundred and six students received their enrollment and applications to the School of from the Accreditation Commission for Nursing have increased. And during the pandemic, it did not falter. It continued increasing. You would think that people would no longer be interested. Instead, they go forward. We are very proud of our class of January 2021, and our faculty and staff, for doing this professional work during a very challenging situation and practicing all precautions including screening, social distancing, handwashing, and masking."

> Trinitas School of Nursing, operated jointly by Trinitas Regional Medical Center and Union County College, currently holds full accreditation

Education in Nursing (ACEN), and the New Jersey State Board of Nursing. The National League for Nursing has awarded the School of Nursing a fourth designation as a Center of Excellence in Nursing Education status for the years 2015 - 2024 for Creating Environments that Enhance Student Learning and Professional Development. The School also holds a 20-year, 40-class national licensing examination (NCLEX) passage rate of 86.30% on first writing.

For more information about Trinitas School of Nursing, visit www.trinitasschoolofnursing.org.



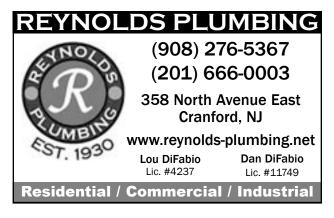
(above) Although a typical ceremony was not held, 89 women and 17 men became eligible to sit for the registered nurse licensing exam. Individual photos were taken by Grace Photography and edited to create the class photo.

# CLOTHING DRIVE – SAT., MARCH 20

The David Brearley High School Class of 2022 will be hosting a "Clothing Drive" on Saturday, March 20 from 8 a.m. to 11 a.m. in the Harding Elementary School parking loop located on the Boulevard.

They will accept donations of gently worn clothing of all seasons (men's, women's, and children), accessories (such as belts, shoes, handbags, ties, backpacks, etc.), and linens (such as blankets, sheets, table cloths, curtains, towels). Please note they cannot accept household items (books, electronics, appliances, furniture, dinnerware, sports equipment, toys).

You can drive up and they will unload the donations from your vehicle for you. Please contact the Class of 2022 at dbmhsclass2022@gmail.com if you have any questions.



# 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.

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## **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.

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1	Unit (Business card)	3.25° x	- 2"	\$60
2	Units 6.5' x 2' or	3.25° x	-4*	\$100
4	Units 3.25' x 8' or	6.5° x	4*	\$180
6	Units 6.5" x 6.25" or	10° x	4*	\$240
9	HALF PAGE 6.5" x 9" or	10° x	7*	\$320
12	Units	10° x	8"	\$360
18	FULL PAGE	10° x	14"	\$400
2 P/	14*	\$700		
BAG	CK PAGE	10° x	14*	\$500
FRO	ONT PAGE BANNER	8.25° x	2*	\$320
FRO	ONT PAGE BOX	1.5° x	4.5*	\$240
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RATE FOR	BATE POR	BATE FOR	BATE FOR	BATE FOR	DATE DOD
ANY 6 NEWSPAPERS	ANY 9 MERSPAPERS	ANY 12 NEWSPAPERS	ANY 15 NURSPAPERS	ANY 18 MERSPAPERS	ALL 21
\$250	\$350	\$400	\$450	\$500	\$550
\$400	\$500	\$600	\$700	\$800	\$900
\$700	\$900	\$1100	\$1300	\$1500	\$1700
\$900	\$1200	\$1400	\$1600	\$1800	\$2000
\$1000	\$1300	\$1600	\$1900	\$2200	\$2400
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# **Full Service Online Marketing**

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

Get unlimited clicks

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 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.

# **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.

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

Joe Renna at 908-447-1295

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