

Union's Hometown Newspaper



First come, first served. **CALL TINA FOR DETAILS** 908-418-5586

PAID BRIDGEPORT CT

S. POSTAGE **PRSRT STD**

PERMIT NO.390

ECRWSS

A DREAM COME TRUE FOR COUPLE WITH DISABILITIES

Submitted by Erin Jerome, CAU

After six months of physical separation during COVID-19 lockdown, Megan and Maurice Stephens couldn't wait to be together and say their vows.

"COVID-19 wasn't going to stop our wedding," Megan said. It was meant to be, according to Maurice.

From the time they met at a Halloween party held by Community Access Unlimited (CAU), the two instantly connected and took things slowly to make the relationship a lasting one, Megan said. CAU is a Union County-based, statewide nonprofit that strives to integrate people with disabilities and youth at risk into the general community through comprehensive supports.

Maurice proposed to Megan on her birthday in June of 2019 at one of her favorite places to eat, the Rainforest Cafe.

"I was scared and nervous but I knew Megan would be happy no matter what," he said.

A few months into planning their nuptials, the couple realized that their plans to have a large wedding wouldn't be possible due to the pandemic. To make matters worse, they were separated while quarantined at different CAU residential programs.

"We couldn't see each other and it was very hard," Megan

said. "It did make our wedding day more special."

Thankfully, their family and support system at CAU stepped up to make their special day possible and find the couple the perfect apartment in Fanwood, where they moved just in time for the wedding. On October 17, the couple were married before their closest family members and friends in a garden at Warinanco Park in Roselle.

Through employment supports at CAU, both Megan and Maurice are working part-time to help finance their independence.

To learn more about CAU, visit cauniorg or follow the agency on Facebook, Twitter and Instagram. Learn more about supporting the agency and become a monthly donor at cauni.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 helps people with life skills. 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 at908-354-3040, online at cauni.org or by mail at 80 West Grand Street, Elizabeth, NJ 07202.



(above) Mr. and Mrs. Stephens at their wedding in Warinanco Park.

Full Color Flyers and Menus Printed and Mailed to Every Home and Business in Town! 🔤

MENUS - PRINTING - \$50 PER THOUSAND Rate is for quantities of 25,000 or more. For quantities less than 25,000 cost is \$68 per thousand. 11"x17" / Full color /2 sided / 60lb gloss coated stock / Includes folding (quarter fold or tri-fold, with or without coupons tab) FLYERS - \$35 PER THOUSAND 8.5" x 11" / Full color / 2 sided / 60lb gloss coated stock / Tri-fold add \$10 per thousand **INSERTED AND MAILED TO EVERY HOME AND BUSINESS** \$60 per thousand. (as low as \$30 per thousand depending on quantity.)



Spirit of UNION • Page 2 • April 2021



Spirit of Union is published by Renna Media. 5,500 newspapers are printed monthly and 5,000 are mailed free to businesses and residents in Union and distributed free at distribution sites throughout town.

Although great care has been taken to ensure the information contained within is accurate, Renna Media assumes no liability for errors or omissions.

© 2020 Contents of this newspaper cannot be reproduced without written consent from Renna Media LLC.

Tina & Joe Renna, Publishers 202 Walnut Ave., Cranford, NJ 07016 (908) 418-5586 • Fax: (908) 709-9209 E-mail: info@rennamedia.com

SEND US YOUR NEWS

Did you or someone you know accomplish something amazing? We are interested in hearing about your latest achievement (accomplishment, honor, award, etc.). Do you have an event that you need help publicizing? Then send Renna Media your news!

Call: 908-418-5586

DOCUMENTING HISTORY

Union Public Library, in partnership with the • What has surprised you most as this pandemic Union Township Historical Society, and the Vauxhall Historical Society, Inc. have formed a coalition to document for historical purposes, the impact of the Coronavirus (COVID-19) pandemic • What is the most difficult part of this on the Township of Union.

The Documenting History Coalition is • What are your hopes for the future when this collecting your words, photographs, drawings or videos to document the impact of COVID-19 on the people of Union circa 2020. The collection will be made available to the public in the near future.

The Documenting History Coalition thanks you in advance for your support, cooperation and participation. For further information please email the Union Public Library at COVID19NOTES@uplnj.org

• What will you remember most about this time?

- has unfolded?
- What is an unexpected, positive impact of the pandemic on you or your family?
- experience?
- is all over?

All submissions* must be accompanied by your first and last name, age and any other information you would like to include such as occupation, school/grade, etc.

Responses may be submitted in one of 3 ways: Website Form: https://bit.ly/COVID19NOTES Email: COVID19NOTES@uplnj.org Mail: Union Public Library, Attention: COVID19 Notes,

1980 Morris Ave., Union, NJ 07083.





HEARING LOSS CAN SNEAK UP ON YOU



Do you constantly turn up the volume on your tv, have a hard time hearing in crowded places, or ask "what did you say" a little too much?

You're not alone. Approximately 37.5 million American adults report some trouble hearing, according to the National Institutes of Health. Take our online quiz at JFKAudiology.org to see if you could benefit from a comprehensive hearing evaluation.

Turn up the volume on your life. Call JFK's Center for Audiology at 732-321-7063 for more information.



Hackensack Meridian JFK Johnson **Rehabilitation Institute**



IT'S TIME FOR SWIM LESSONS AT BOYS & GIRLS CLUBS

Submitted by Lisa Sepetjian

Boys & Girls Clubs of Union County is excited to dive into the pool and start their spring aquatics sessions. Beginners (ages 4+) can sign up for swim lessons and water safety where swimmers learn basic swimming skills and water safety. Advanced Swimmers (Level 4+) are able to join the Tidal Wave Swim Team (TWST). TWST works to help each swimmer develop confidence, ability, self-discipline, and team play all in a competitive aquatic environment.

Our instructors, Coach Yefim and Coach Lucero, have trained college and Olympic level swimmers in the BGCUC Aquatics Program. Swimming is a sport that requires dedication, practice, and passion for getting better every day. The goal of the Aquatics Department is to teach all students safe swimming skills that they can use for life. Our program focuses on developing swimmers' abilities ranging from survival aquatic skills to elite competitive swimming.

"Without the focus and discipline of swimming, I wouldn't be where I am", said Anthony Rincon, a TWST alumni and current Harvard swimming recruit, who will be competing in the Tokyo 2021 Olympics and began his swimming vocation in the BGCUC Union Club pool.

"Our Aquatics Program is one of our most popular activities at the Union Club," said Russell Triolo, CEO of Boys & Girls Clubs of Union County. "We are always excited to see new, and returning members who are ready to jump in and swim"

Limited spots are available for our spring sessions, so race to the finish and sign-up soon.

"Virtual School" and After- School programs are now open for our Union, Elizabeth, and Plainfield Clubs. Contact us at 908-687-2697 for information and registration. Aquatics, stroke development, and water safety instruction is available at our Union Club. Teen Leadership Club programs are available at our Clubs in Plainfield, Elizabeth, and Union. Teen members participate in character, leadership, career preparation, and community service activities throughout the year.

ABOUT BOYS & GIRLS CLUBS OF UNION COUNTY

Boys & Girls Clubs of Union County seek to inspire and enable young people, who need them most, to realize their full potential and have provided an opportunity for youth since 1955. They are part of a national network of some 4,000 neighborhood-based facilities, Boys & Girls Clubs of America, which serves more than 4.6 million young people annually, in all 50 states and on U.S. military bases worldwide. Clubs provide guidance-oriented character development programs on a daily basis for children 6-18 years old, conducted by a full-time professional staff. Key Boys & Girls Club programs emphasize leadership development, education and career exploration, financial literacy, health and life skills, the arts, sports, fitness and recreation, and family outreach.





(above) Registration is now open for swim lessons at the Boys & Girls Clubs of Union County.

New Hope for Mood Disorders

epression and mood disorders can affect an individual's ability to carry on a normal life. They can leave a person feeling unusually sad, depressed, anxious, manic and generally not able to live life to its fullest.

One of the state's largest and comprehensive hospital-based Behavioral Health programs is offering new hope to patients with life-affecting mood disorders.

The new Mood Disorders Program at Trinitas Regional Medical Center has centralized all major treatments into a single, customized delivery system – one that now includes, medication, psychotherapy, esketamine and Electroconvulsive Therapy (ECT).

Let our highly skilled and compassionate staff help you or your loved one today.

Call (908) 994-7552.



225 Williamson Street Elizabeth, NJ 07202 www.TrinitasRMC.org

EARTH DAY RAHWAY RIVER CLEAN-UP — SAT., APRIL 24

All volunteers are invited to celebrate Earth Day 2021 with Boy Scout Troop 330 and members of the Rahway River Watershed Association in a clean-up of the Rahway River on Saturday, April 24th (with a rain date of Sunday, April 25th). The clean-up will focus on areas upstream and downstream of the Bloodgoods Pond Dam at Winfield Park, New Jersey. Please plan to stop by the parking area adjacent to the waterfall of the Rahway River by the dam at Winfield Park, NJ at 8:45 a.m. to register, pick up bags, gloves, bottled water and snacks, and receive safety information. Folks should feel free to travel to any part of the river where they would like to perform cleanup activities but we specifically will ask folks to work in small groups for safety purposes with folks socially distanced and wearing masks. The team working registration will provide suggestions on areas with large volumes of floatable debris.

Cleaning up a river and park area is a great way to celebrate Earth Day and if you haven't participated in an event like this before, you will find it invigorating, and you will feel good about what you have accomplished...it is also fun and educational...especially for scouts and young adults as they always find something interesting.

The clean-up will generally be between 9 a.m. - 12 noon, but any amount of time or effort that

more importantly coordinating issues with city hall,

Cynthia made the difficult task of selling a

commercial building during a pandemic, look easy.

- Scarperi

through out the entire process.

Cynthia is a winner.

attorneys on both sides as well as handling my tenants

folks can volunteer is appreciated. There is always a large volume of floatable debris to pick up. Over the 20+ years this cleanup has occurred thousands of folks have participated, including girl scouts, cub scouts, boy scouts, fishermen, local activists and citizens, and we pulled some amazing things from the river.

All participants should wear jeans, longsleeved shirts, gloves and boots, and please wear a mask. Waders are welcome for folks who like to get a little wet. Each participant should bring a standard 5-gallon carry bucket with a handle (put your name on the bottom)...this makes for easy carrying of "stuff" for transfer to the large garbage bags. When we complete the event we do a basic inventory of the "big stuff" that we removed....and within approximately 24 hours Union County Parks removes and disposes of all the trash. There is no RSVP required but if you need more information or think you will attend please let us know by e-mail at rivercleanup@comcast.net.



(above) 2020 Rahway River Clean Up.



My husband and I are very grateful for all of your assistance in helping us sell our home. We'll definitely recommend you. Thank you - Mr. & Mrs. Johnson I'm very happy that I decided to use you as my real estate agent. When we met, I explained to you that since I'm an investor, I normally don't use an agent, but my property was a unique style & I needed professional assistance. All of your recommendations were very instrumental in getting my property sold.

Thank you – I. T.

Spirit of UNION • Page 7 • April 2021



NEW NURSES GRADUATE THE TRINITAS SCHOOL OF NURSING

One hundred and six students received their nursing diplomas from the Trinitas School of Nursing on January 21st, including Union residents Kimberly Ann Anoche, James Ryan Davis, Mina Dwamena, Kisha Elien, Alicia Gladstone, Adrianna Gomez, Camilia Hamzaoui, Charlie Izquierdo, Andrews Marsden, Wenscent-Irv Pua, and Dee Lorraine Solon.

"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 enrollment and applications to the School of 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 from the Accreditation Commission for Education in Nursing (ACEN), and the New

VOLUNTEERS WANTED FOR MEDICAL RESERVE

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!"



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.





NJ ORGAN DONORS SAVED 222 LIVES IN 2020

Submitted by Gary Mignone

NJ Sharing Network, the nonprofit, federallydesignated organization responsible for the recovery of organs and tissue donations in the state, announced the number of organ donors in a single year reached an all-time high as 222 generous individuals in New Jersey gave the gift of life in 2020, an 8% increase over last year's previous record.

This donation milestone was achieved despite the unprecedented challenges and restrictions that the COVID-19 pandemic has placed on organ donation and transplantation throughout the nation, especially in New Jersey where severe hospital patient surges forced the temporary suspension of routine medical care, elective surgeries and most transplant activity in April and May 2020. In addition, deceased patients with active COVID-19 virus were absolute rule outs for organ or tissue donation in 2020. Despite these challenges, NJ Sharing Network's clinical staff continued to put their own lives at risk on the frontlines of care providing comfort and support to donor families.

"We owe this achievement first and foremost to the generous donors who gave the gift of life, as well as their families," said Joseph Roth, President and CEO of NJ Sharing Network. "We are also deeply grateful for the extraordinary efforts of our team members and healthcare partners who have bravely worked throughout the difficult year to power our life-saving mission."

In 2020, 572 organs were transplanted thanks to donors in New Jersey, including 339 kidneys, 124 livers, 50 hearts, 45 lungs and 14 pancreases. In addition, 46,462 tissue and eye donations healed and enhanced the quality of life of those in need. Tissue donations include eye corneas, heart valves, skin grafts, and bone grafts, ligament and tendons.

NJ Sharing Network has received many accolades for its role in helping to increase organ transplantation in the Garden State by 31% over the last decade. "An increase in awareness about donation, the growth of the state's donor registry and advances in transplantation medicine have all contributed to a significant growth in lives saved by donation," said Carolyn M. Welsh, Vice President and Chief Clinical Officer, NJ Sharing Network.

In November, five New Jersey cities, including Newark, Jersey City and Edison, were among the top ten highest in the U.S. for registrations on the National Donor Registry. NJ Sharing Network's team of professionals, volunteers and community partners helped drive this impressive growth through online promotions, including a host of



daily activities on its robust social media channels, on its website and through targeted emails and mailings. An easy-to-follow video detailing the steps to register as an organ donor via the iPhone Health App has received more than 20,000 views on social media. These successful outreach activities helped generate a 14% increase in New Jersey registrations on the National Donor Registry in 2020.

In New Jersey, nearly 4,000 people are on the organ transplant waiting list and one person dies every three days waiting for a transplant. One organ donor can save eight lives, and one tissue donor can enhance the lives of over 75 people.

The following are the inspiring stories of two of New Jersey's 222 organ donor heroes in 2020: **ALWAYS THERE TO HELP OTHERS**

Melissa Daza was well-known and loved in her community as the owner and operator of Daza's Subs and Deli in Keyport. Melissa's husband James, and their six children, Justina, Nicolina, Haliemarie, William, Alexia and Angelina, remember her as a beautiful person inside and out. Even though Melissa suffered with many health issues, she always had the energy and strength to get up every morning and live life to its fullest.

"Melissa was our entire world," said James. "She was always strong, caring and loyal, and the best mom a child could ever have."

James, and Melissa's mother, Anna Dockery, were both able to find some comfort after her untimely passing in May 2020 when they supported her wish to give the gift of life to others. Melissa's liver, kidneys and lungs saved four people who were awaiting life-saving transplants.

"Melissa had mentioned to us several times that if anything were to ever happen to her, she would like to help save a life by being an organ donor," said James.

A HERO – FOREVER IN OUR HEARTS

Jessica and Jonathan Young have been coping with unimaginable pain since their 9-month-old son Damien tragically passed away in April 2020. Their personal strength has been stretched to the limits as they continue to provide loving care and support to their seven children.

"The pain of losing a child is something that no parent should ever have to feel," said Jessica. "However, we are fortunate to be surrounded by family and loved ones who are always here to love and support us. We are also blessed to have connected with the caring group at NJ Sharing Network and the staff at Hackensack Meridian Health Jersey Shore University Medical Center."

Jessica and Jonathan are grateful that they made the decision to donate Damien's organs and tissue for transplant. Damien's heart helped save the life of a 9-month-old girl and his liver saved a 1-year-old boy.

"It was very difficult to hear that Damien was not going to come back to us," said Jessica. "Damien was special and had a universal blood type that could help save just about anyone who needed an organ transplant. That is when we decided Damien would become a hero as an organ donor."

According to Joseph Roth, President and CEO of NJ Sharing Network, Melissa and Damien's stories underscore how organ donation can help turn sorrow into hope as a terrible loss becomes a gift. "Our selfless donors give the precious gift of life to others. Our donor families exemplify resiliency and compassion. Our staff and healthcare professionals are always brave and caring. Together – these heroes remind us all that there is good in the world," said Roth.

ABOUT NJ SHARING NETWORK

NJ Sharing Network is the federally designated non-profit organization responsible for recovering organs and tissue for the nearly 4,000 New Jersey residents currently waiting for a lifesaving transplant. With headquarters in New Providence, NJ, the organization is part of the national recovery system, serving the 110,000 people on the national waiting list. NJ Sharing Network was selected by NJBiz as one of the state's "Best Places to Work" for the third consecutive year. To learn more, get involved and register as an organ and tissue donor, visit NJSharingNetwork.org.





Interior & Exterior Remodeling | Family Owned & Operated

100% FINANCING AVAILABLE | 30+ YEARS EXPERIENCE

NJDCA 13VH07755300

MagnoliaHomeRemodeling.com 🔯

LOVE SHOULDN'T HURT

Safe+Sound Somerset

You may have heard about the increase in domestic violence since the start of the pandemic as families are forced to shelter in place. Since then, Safe+Sound Somerset has seen a 40% increase in calls and texts to our 24/7 domestic violence hotline – even as it has become harder for those experiencing domestic abuse to reach out for help. Domestic abuse is a pattern of controlling, threatening, degrading and violent behaviors by a partner. Abuse takes many forms, including emotional, psychological, physical, sexual and financial.

If someone you know is experiencing domestic abuse or dating violence, we can help.

24/7 Confidential Hotline - Call or text 866-685-1122. For more information visit www.safe-sound.org.



Instagram@heartwardyoga WOOD FLOORS Sand • Stain • Refinish • Repairs • Installation **CARPET & RUGS** Clean • Stretch • Sanitize • Repairs • Bind RESTOREMYFLOORS.NET A DIVISION OF CARPET DOCTOR LLC **116 SUSSEX ST. WESTFIELD, NJ** 908-913-4650

Insured * References * Visa / MasterCard 10% Discount On labor only. Materials not included. Cannot be combined with other offers. Exp. 4/30/21.



NAMI UNION COUNTY APRIL PROGRAMS

TUESDAY, APRIL 27 AT 7:30 P.M.

Dr. James McCreath, Ph.D., Vice President, and reduce hospitalizations. Behavioral Health & Psychiatry at Trinitas **Regional Medical Center**

(NAMI) affiliate of Union County invites the on Facebook. public to hear about the \$3.7 million federal grant from the Department of Health and Human Services given to Trinitas Regional Medical mental health care. This grant will enable Trinitas to be better equipped to identify those who have had an acute psychiatric crisis and are in need of community services for psychiatric, medical and substance use services.

Join us to hear Dr. McCreath explain how this program can alleviate decades old challenges by assisting individuals to receive the fully integrated care that they need on an ongoing namiunioncounty@yahoo.com with your name, basis to help stabilize them in the community

You must register in advance for this program. Email namiunioncounty@yahoo.com The National Alliance on Mental Illness or visit online at naminj.org/affiliates/union or

Tuesday, April 20 at 7 p.m.

Family Support Zoom Group

This group is for family members and Center to expand and increase operations of caregivers of persons with mental illness. Are you feeling stressed and alone in trying to cope with the effects of a loved one's mental illness? Join this peer led group meetingsand gain insight from others facing the same challenges. This group meets on the 3rd Tuesday of every month 7:00 p.m. - 8:30 p.m. Next meeting is April 20, 2021.

> То register: email Denise at town, and phone number

BLOOD DONATION REMAINS ESSENTIAL

American Red Cross

A year ago, many things in the world paused due to the COVID-19 pandemic. But the need for blood never stopped. Today blood donations are just as essential, and the American Red Cross urges individuals who are healthy to make an appointment to donate blood.

For patients in the emergency room, fighting cancer or coping with a life-threatening illness, help can't wait. Their health is reliant on the selfless generosity of blood donors. However, the blood supply continues to face challenges from

the ongoing pandemic and extreme winter weather that impacted much of the U.S. last month.

More donors, especially those with type O blood, are needed now to ensure that patients have lifesaving blood products available for emergencies and everyday medical treatments. Schedule a blood donation appointment by downloading the Red Cross Blood Donor App, visiting RedCrossBlood.org, calling 1-800-RED CROSS (1-800-733-2767) or enabling the Blood Donor Skill on any Alexa Echo device.





www.AccessSelfStorage.com

APRIL EVENTS AT THE UNION PUBLIC LIBRARY

1980 Morris Avenue, Union, NJ 07083. • Phone: 908-851-5450 •Email unionpl@uplnj.org • https://uplnj.org/ Curbside Pickup Available: Monday - Friday: 10:00 a.m. - 6:00 p.m., Saturday - Sunday: Closed

Beginning March 15 Union Public Library (UPL) patrons have two options for library services. Curbside service will continue for our cardholders. UPL cardholders may place holds online through our catalog or by calling 908-851-5450 x2. Limited indoor service will be available by appointment by calling 908-851-5450 x3.

As always, our digital resources are available 24/7. Visit our website, uplnj.org for the most up-to-date information.

Please register for all programs by going to uplnj.org/events/list/. To participate by phone, call UPL Reference at 908-851-5450 x3 for the phone number. At this time, all programs are virtual via Zoom.

Fighting Fraud- Protect Yourself!

Wednesday, April 7 at 1:00 p.m. Scams, imposter frauds, and other criminal scams are more active than ever - and are preying on potential victims in New Jersey through phone calls, emails, and other means. We'll show you what to do about them.

Presented by the Office of the Attorney General, State of NJ.

The American Songbook

Thursday, April 8 at 7:00 p.m. Chuck Granata encores The American Songbook featuring everyone from the Beach Boys to the Beatles - and, of course, Sinatra. Don't miss it!

Poetry Reading and After Party Open Mic

Wednesday, April 14 at 6:30 p.m. Join poets from Kean University and Union County College as they share their best work. After they read their poems, we'll have an open mic when it will be your turn to recite your

poem. Please keep to one short poem. Hilton Readers Book Discussion Group

Monday, April 19 at 6:00 p.m. Hilton Readers Book Discussion Group members will discuss some of their favorite books and authors! New members are always welcome. Call for this month's title.

What's Up at the Meadowlands

$\frac{1}{1}$

Monday, April 19 at 6:30 p.m. Once one of the most polluted watercourses in

the US, the Hackensack River in the Meadowlands is now home to more than 265 different species of birds and recognized as a major migratory fly-over and resting preserve. How did that happen? Learn from Captain Bill

Sheehan, founder of the Hackensack Riverkeeper.

Made in NJ: TV and Movie Edition Tuesday, April 20 at 6:30 p.m.

Join Joe Marra, Production Coordinator with the NJ Motion Picture & Television Commission, and learn about movies and TV shows produced in NJ now and then. Our own preview of the Oscars!

Off the Shelf Book Club

Thursday, April 22 at 6:30 p.m. This month the group reads The Book Club by Mary Alice Monroe, available to UPL cardholders on Hoopla. New members are always welcome.

Spring Mocktails: The Art of Non-Alcoholic Mixology

Thurs., April 22 at 7:00 p.m. Join Vanessa from The Thirsty Radish as she talks about making spring mocktails (WIP). Meditation

Thursdays, April 1, 8, 15, 22, 29 at 11:30 a.m.

Join Bindu Bhatt for a virtual meditation session. No experience necessary. Bindu has practiced meditation for over 30 years and would like to share her insight with you.

Beginners Flow Yoga

Thursdays, April 1, 8, 15, 22, 29 at 6:00 p.m.

This class will lead you through the foundations of yoga postures, body awareness and alignment, relaxation of the mind, and a connection with the breath. You will learn how to improve muscle strength, promote flexibility, and build your yoga program specifically for your mind and body.



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.



Spirit of UNION • Page 15 • April 2021

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.

POSTS ARE SHARED THROUGH SOCIAL MEDIA

Posts shared on multiple Facebook pages and twitter.

PAID SEARCH ENGINE PROMOTIONS

Posts are promoted by industry, key words and location.

 SEE WHAT IS WORKING AND NOT WORKING Know where your web traffic is coming from and why.

Evaluate the return you are getting from your online marketing costs.

Recommendations include ways to increase traffic to your website

web management contract. Use it to tune up your marketing plan.

ELIMINATE / AVOID COSTLY SCHEMES

INCREASE ONLINE MARKETING RESULTS

This service is recommended even if you have an existing

TRACKABLE RESULTS

All ads include a live view counter.

Joe Renna at 908-447-1295

email: JoeRenna@RennaMedia.com

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

LocalInfo.com

ONE TIME

FLAT FEE

\$250

Call for a consultation if you do not have a website or if need a new one. Joe Renna at 908-447-1295 email: JoeRenna@RennaMedia.com

WEBSITE / SEO SERVICES

WEBSITE AUDIT/ANALYSIS

AND RECOMMENDATION PLAN

STARTER WEBSITE: \$500

NO OBLIGATION

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.

STARTER WEBSITE \$500

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

Full Color Flyers and Menus Printed and Mailed to Every Home and Business in Town!

MENUS - PRINTING - \$50 PER THOUSAND Rate is for quantities of 25,000 or more.

For quantities less than 25,000 cost is \$68 per thousand. 11"x17" / Full color /2 sided / 60lb gloss coated stock / Includes folding (quarter fold or tri-fold, with or without coupons tab)

FLYERS - \$35 PER THOUSAND 8.5" x 11" / Full color / 2 sided / 60lb gloss coated stock / Tri-fold add \$10 per thousand

INSERTED AND MAILED TO EVERY HOME AND BUSINESS \$60 per thousand. (as low as \$30 per thousand depending on quantity.)

Joe Renna at 908-447-1295





THE COUNSELING CENTER

CONVENIENT | LOCAL | TRUSTWORTHY

GET THE HELP YOU NEED CLOSE TO HOME

World-Class Substance Abuse & Mental Health Outpatient Treatment

The Counseling Center offers a full range of substance abuse and mental health treatment in a serene and comfortable atmosphere with flexible scheduling during day and evening hours.

10 Facilities Throughout New Jersey

Freehold • Monmouth Junction • Clark • West Caldwell • Fair Lawn • Middlesex • Cherry Hill • Toms River • Roxbury • Robbinsville

> LEARN MORE AT TheCounselingCenter.com 855-788-8247

All Services Also Available Via Telehealth