

# MADISON MONTHLY NJ

MAILED FREE  
TO EVERY HOME  
AND BUSINESS  
IN MADISON

Published by Renna Media

Issue 43 • May 2021

**WE'LL BUY YOUR HOME FOR TOP DOLLAR & NEVER TEAR IT DOWN!**



We are the Gerckens Family, lifelong area residents. We love older homes and where others see "tear downs," we see "diamonds in the rough."

We may *pay more*, and never destroy - only enhance - your home after the sale.

We make fair, cash offers, with no inspections, repairs or appraisals! We are buying now, and we can only buy one at a time, so...

**Call Our Agent Now!**  
**Scott Gleason**  
Sales Associate  
**908-233-9292**



PRSR STD  
U.S. POSTAGE  
PAID  
BRIDGEPORT CT  
PERMIT NO.390

**EGRWSS**

\*\*\*\*\*EGRWSSDDM\*\*\*\*\*  
**POSTAL PATRON**  
**MADISON, NJ 07940**

## CHAMBER THANKS ALL FOR EASTER FUN FEST

*Peter Daniele, Vice President, Madison Area Chamber of Commerce*

On behalf of the Madison Area Chamber of Commerce and as chairman of our Easter Fun Fest event, I would like to thank our sponsors: Alfred's Sports, 32 Main St., Bernie McDonough of Coldwell Banker Madison, 49 Main St., Carter Smile, 290 Madison Ave., Morristown., Cleaners Advantage, 888-471-7676, Harvest Bistro, 50 1/2 Main St., Lure Lash, 89 Main St., Madison & Main Advisors, 266 Main St., and Nothing Bundt Cakes, 170 E. Hanover Ave., Morristown.

I would also like to thank all of the families that came downtown on April 3 to celebrate Easter with our community and businesses

Our 13th Annual Easter Fun Fest was a wonderful way to get out and enjoy the day since the overwhelming effect of the COVID-19 pandemic.

What started out as a cool spring day, families came and enjoyed searching for Shelly the Easter Egg, visiting with the Easter Bunny and exchanging greetings with neighbors.

The event brought families from nearby towns, all who commented on how they enjoy Madison's town, events and incredible community spirit. We all enjoyed hearing these positive compliments and we hope that these types of events continue to bring new people into our community and to the downtown area.

This year we had our 7 ft. tall inflatable colorful Easter Bunny and our decorated Chamber tent at a new location on Main St. Many families took photos of their children at this location.

Children got to take a chance to win a 20" grey Rip-Rock Specialized bicycle donated by Peter Daniele of Rose City Collision, 291 Main St. and supplied by Hilltop Bicycles | HB Madison, 14 Kings Rd.

The winner of the bicycle was Cedric Asselin. In addition to the bicycle, the family received an Easter Basket and Tulip plant, donated by Ankor Patel and his staff at Stop & Shop, 133 Main St. They also received deluxe car wash coupons donated by Ken Maietta, owner of Madison Car Wash, 267 Main St.



*(above, l-r) This year's jelly bean contest winner was Madison Hanson; The lucky Grand Prize winner of the Specialized bicycle was Cedric Asselin; Second prize winner Penelope Karounis.*

Second prize winner Penelope Karounis, received a \$25 Tons of Toys Gift Certificate donated by owner Chris Brinkofski and a \$25 Sugar Rush Gift Certificate donated by owner Andrea Zembelis.

This year's jelly bean contest was once again a highlight of the event with Madison Hanson receiving a \$200 Tons of Toys gift certificate donated by Doug Loikith, owner of Madison Memorial Home. Madison also received an Easter basket and Tulip plant donated by Stop & Shop and deluxe car wash coupons donated by Madison Car Wash.

Second place jelly bean runner up received a \$25 Sugar Rush Gift Certificate donated by owner Andrea Zembelis.

I would like to extend a very special thank you to Mayor Robert Conley for his participation and the following volunteers: Chamber President, John Morris; Executive Director, Karen Giambra; Frank Iannarone of Madison Pharmacy, Robbin Salmeri of Cleaners Advantage, Valerie Cassidy and to Fran Boardman for entertaining the children as our Easter Bunny.

I would also like to thank Madison Police Department Sgt. Bart Glab, Patrolman Bret Smith and Auxiliary Police John Grant for public relations, traffic control and pedestrian safety.

Madison business owners were pleased with the Chamber's annual Easter Fun Fest and hope that the families that participated and visited their stores will return for future shopping.

Thank you again to the many that came out for this fun family event and for your continued support of our Madison businesses. Happy Spring!



Genesis® II S-435  
Gas Grill \$1,249.00

Free assembly on all grills

**WEBER**  
**PRE-SEASON**  
**SALE**



Spirit II E-310  
Gas Grill \$449.00



908-665-1212

25 Passaic Street  
New Providence, NJ 07974

www.colonialappliance.com



*Madison Monthly* is published by Renna Media. 6,300 newspapers are printed monthly and mailed to every business and resident in Madison.

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.

**To submit news email:  
editor@rennamedia.com**

**Madison Monthly  
is online at  
www.rennamedia.com  
like us on facebook.com/  
Madison Monthly**

**Advertise in this  
newspaper**



**6,300 papers  
are printed  
monthly  
and mailed  
to every home  
and business  
in Madison.**

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



**908-464.1511**  
**1790 Springfield Avenue**  
**New Providence, NJ 07974**  
7 days - Sun-Thur: 12 noon to 10 pm  
Fri-Sat: 12 noon to 10:30 pm  
ORDER ONLINE **zitasicecream.com**

**Authentic Freshly Made  
Belgian Waffles**

**\$1.00 OFF PLAIN WAFFLE OR  
WAFFLE SUNDAE**  
With this coupon. Expires 5/31/21. MAD

# THURSDAY MORNING CLUB TEAMS UP WITH CENTRAL AVENUE SCHOOL TO RECYCLE PLASTIC

*Submitted by Cathy Gotliffe*

In October, 2020 members of Thursday Morning Club of Madison began to collect plastic bottle caps and plastic lids to be recycled, melted down and manufactured into products for outdoor use. The manufacturing of a single bench requires about 200 pounds of lids/caps, more than our Club could store. We therefore joined forces with Central Avenue School, which, under the leadership of teacher Deborah Mantone, was already collecting plastic caps and lids. Their goal was to collect enough caps and lids to recycle and have manufactured into several benches for their school grounds. Our members enthusiastically took on this new project, and on March 31 of this year we donated 61 pounds of caps and lids to Central Avenue School.

As a result of recent town guidelines to reduce the use of single use plastic bags, Thursday Morning Club ordered reusable, sturdy, insulated, zip top shopping bags with reinforced handles that hold hot or cold items. These bags are available for purchase at the Madison Community House for \$5.00 each and have been a great success with our members. COVID-19 may have impacted gatherings, but not the work of the Thursday Morning Club members.

Organized in 1896, the Club is a member of both the New Jersey State and General Federation of Women's Clubs. The club offers programs and services to support the community, and its Community House provides a home for a

number of sports, recreation and civic groups. The Thursday Morning Club is a non-profit service organization with over 260 members whose goal is to provide services for the town of Madison and neighboring communities.



For information about the Thursday Morning Club or membership, call the Community House at 973-377-0244 or visit TCMCH.org



*(above, l-r) Pictured with the bags of plastic caps and lids to donate to Central Avenue School and one of our reusable shopping bags are Club members Olga Soriano and Claire Burling.*

**20K sq.ft. world class New Vernon, NJ contemporary home on approximately 8 acres. "One-Stop" total living. A home and entertainment place. Resort-like recreation/sports facilities and heated indoor pool. Regulation size tennis/sports court. Home theater. Finished ground level with large stunning mahogany bar. Professional Full Swing golf simulator. Large gym area/dry sauna. Elevator. Full apartment for in-laws/au pair. 4 car heated garage with 3 Tesla charging stations. Commercial size whole house generator. Poured concrete/steel beam construction. Easy commute to NYC. and so much more! Virtual tour available. \$4,800,000**

**New Vernon, NJ**


**kw TOWNE SQUARE**  
KELLERWILLIAMS. REALTY

222 Mount Airy Road • Basking Ridge, NJ 07920  
Office: 908-766-0085 Cell: 908-385-1594  
Email: marshalldec@aol.com  
www.njrealestateteam.com

**Marshall & Anne  
DeCristofaro**  
Broker/Sales Associates

# The Isoldi Collection

#LOVEWHEREYOU LIVE



14 Kimball Circle, Westfield  
5 Bedrooms | 5.1 Baths | \$3,850,000



306 Massachusetts Street, Westfield  
5 Bedrooms | 4.1 Baths | \$1,599,900



225 Eton Place, Westfield  
4 Bedrooms | 2.1 Baths | \$899,900



37 Barchester Way, Westfield  
5 Bedrooms | 3.1 Baths | \$1,150,000



553 First Street, Westfield  
4 Bedrooms | 3 Baths | \$649,000



1370 Johnston Drive, Watchung  
8 Bedrooms | 5.1 Baths | \$999,000



941 Fox Hill Lane, Scotch Plains  
5 Bedrooms | 4.3 Baths | \$1,399,900



230 Virginia Street, Westfield  
4 Bedrooms | 2 Baths | \$550,000

## Now More than Ever #LoveWhereYouLive



THE  
**ISOLDI**  
COLLECTION

Frank D. Isoldi



Cell **908.787.5990**  
Office **908.233.5555**  
Web **theisoldicollection.com**  
Facebook **/theisoldicollection**  
Twitter **@HomesWestfield**  
Instagram **@frankdisoldi**



© 2020 Coldwell Banker Residential Brokerage. All Rights Reserved. Coldwell Banker Residential Brokerage fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. Operated by a subsidiary of NRT LLC. Coldwell Banker® and the Coldwell Banker logo are registered service marks owned by Coldwell Banker Real Estate LLC.



## THE IMPACT OF COVID - A LOOK BACK WITH GRATITUDE

On January 24, Home for Good Dog Rescue (HFGDR) achieved a milestone of the 9,000th dog adoption in just ten years since our founding. This new year is full of hope and thus, we look back to 2020 with gratitude to our friends, supporters, and community partners who lifted us up in the midst of the COVID pandemic.

Like so many others, the effects of the pandemic certainly presented challenges to the rescue. The immediate objective was to ensure the safety of our staff, volunteers, foster and adoptive families while continuing to carry out our mission of saving the lives of thousands of dogs living in squalid conditions, abusive situations, or on death row at high-kill shelters in the South.

From the pandemic, two trends emerged. First, changes in household routines and more time spent at home increased the community's interest in dog fostering and adoption. Second, the financial hardship of some households in the South exacerbated the need for dog rescue and respite in already severely life-threatening conditions.

"A year of quarantine and isolation has provided an opportunity for all of us to take stock of what is important in our lives," says Bernie Cicirelli, HFGDR Board Member and Director of Operations. "At the top of that list are our families, of which our dogs are an integral part."

The local community rallied around our mission and offered support in so many ways and for that, we are grateful. An emergency aid grant from the Berkeley Heights Business and Civic Association was a lifeline for the rescue. Other resources came in the way of supply and gift card donations and an increased participation in fostering and adoption.

The heart and generosity of our community continues to be a beacon of hope and light to pave the way to an even greater impact in 2021. On behalf of the dogs we save, and the families who have been enriched through fostering and adoption, we extend our deepest appreciation for the support of our community.

*Sincerely,*

*The Home for Good Dog Rescue Team*

### WHO WE ARE:

Home for Good Dog Rescue is a 100% foster-based, non-profit 501(c)(3) dog rescue established in 2010 in Summit, New Jersey, with offices in Berkeley Heights. We socialize, care for, and provide rescue dogs with life-saving medical care at our Wellness Center in Aiken, South Carolina, transport them to New Jersey, and nurture them in our network of foster families while they await adoption into loving homes - giving them a second chance at life.

We work to significantly decrease the number of animals living in conditions of squalor and under the threat of abuse and death, by rescuing, medically treating, fostering, transporting, and finally adopting those animals into loving homes. Our rescues do not live in a shelter or kennel, but rather in loving, volunteer foster homes, right up to the point of adoption into their "home for good".



(above) Home for Good Dog Rescue extends a "thank you" to the community and celebrates their 9,000th dog adoption.

## WAIT LIST NOW OPEN

FOR FAMILY & SENIOR AFFORDABLE HOUSING IN

### MADISON, NJ

56 duplex affordable homes (non-senior) on scatter sites at:  
**20-24 Belmont Ave / 24-32 Community Place / 20-28 John Ave**  
**30 Loantaka Way / 70-72 Park Ave / 80 Park Ave**

5 one-bedroom  
30 two-bedroom  
21 three-bedroom

Age-restricted 80-unit elevator complex at:  
**REXFORD TUCKER APARTMENTS – 15 Chateau Thierry Avenue**  
74 one-bedroom & 6 two-bedroom units

*(For senior housing all household members must be 62 years of age or older)*

**Regional Preference for Essex, Morris, Union & Warren County residents**  
Applications will be randomized on May 17, 2021

#### Maximum Income Limits by family size:

1 person	2 people	3 people	4 people	5 people	6 people
\$54,950	\$62,800	\$70,650	\$78,500	\$84,800	\$91,100

The wait list will close when 400 applications are received  
or on May 15, 2021.

Online application available at

<https://www.rosenet.org/1313/For-Applicants>

# CHIMNEY & ROOFING SPECIALISTS

**MURSELI PRO CONSTRUCTION**  
**908-361-6372**  
**1-800-650-0968**

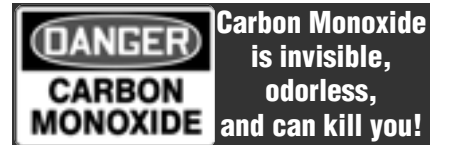
Family  
Owned &  
Operated For  
17 Years

- All Work Guaranteed
- 24/7 Emergency Service
- 20% Senior Discount
- Major Credit Cards
- NJ Lic. 13VH08570100



**Save \$900  
ON ROOF  
REPLACEMENT**

With coupon. Cannot be combined with any other offer. Some restrictions apply. Expires 5/31/21.



*May Special*  
**COMPLETE SET OF STEPS**  
 Up to 6 Feet, 5 Steps / Brick, Limestone & Concrete  
**\$2,800** With this ad. Cannot be combined with any other offer. Expires May 31, 2021



## FOUNDATION



- NEW FOUNDATIONS
- REPAIRS
- WATERPROOFING

## MASONRY



- DRIVEWAYS
- STEPS
- BRICK & BLOCK
- SIDEWALKS
- REPAIR

## ROOFING



- RE-ROOF
- NEW ROOF
- ROOF REPAIRS
- SHINGLES
- FLAT ROOF

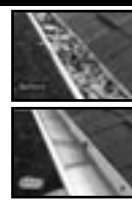
## CHIMNEY



- CLEANING
- RE-LINE
- REPAIRS
- REBUILD
- CAPPING

## GUTTERS

- CLEANING
- INSTALLATION
- SCREENING
- REPAIRS
- REPLACEMENTS



**\$400 OFF**  
**ANY FOUNDATION JOB**  
**OF \$2000 OR MORE**  
 With coupon. Cannot be combined with any other offer. Some restrictions apply. Expires 5/31/21.

**Save \$900**  
**ON ROOF**  
**REPLACEMENT**  
 With coupon. Cannot be combined with any other offer. Some restrictions apply. Expires 5/31/21.

**\$79.99**  
**GUTTERS CLEANING**  
**(Any Average House)**  
 With coupon. Cannot be combined with any other offer. Expires 5/31/21.

**\$150 OFF**  
**ANY ROOF REPAIR**  
**of \$500 or more**  
 With coupon. Cannot be combined with any other offer. Expires 5/31/21.

**\$200 OFF**  
**ANY CHIMNEY REPAIR**  
**of \$800 or more**  
 With coupon. Cannot be combined with any other offer. Expires 5/31/21.

*Special!* **CHIMNEY LINER**  
**\$1300**

*Why Should I Use A Chimney Lining System?*

- Protect your house from heat transfer combustibles
- Protect the masonry from the corrosive by products of combustion
- Provide a correctly sized flue for optimum efficiency of appliance



**Fire Safety**



**Improved Performance**



**Long Term Preservation**



**Easy & Effective Cleaning**

With this ad. Cannot be combined with any other offer. Expires May 31, 2021

## ROSE CITY RUNNERS SEEKING NEW MEMBERS

*Submitted by Barbara Rushman*

Attention Madison/Chatham/Morristown area runners! Whether or not you are affiliated with a running club come check out the Rose City Runners. We meet every Saturday morning at the Kitchell Rd. parking area of nearby Loantaka Park. Meet time is 8:30 a.m. April-October and 9 a.m. November-March.

Because of the current pandemic, getting

together for a run is our only activity for the time being. Because we break into smaller groups on pace, we are able to keep our distance safely. We hope to be back soon to sharing a post run breakfast every Saturday, complete with a fire in the shelter fireplace on cold winter days. We also hope to start having member hosted house parties. When races start coming back our USATF racing team will be active racing against

other NJ clubs. Racing on the team is an option, but not a requirement for membership. Just come some Saturday. Members run varying paces (including a few walkers) and cover 3-8 miles, much on quiet wooded park trails. We are a friendly welcoming group.

Contact [BarbaraRushman@yahoo.com](mailto:BarbaraRushman@yahoo.com) or visit our website [www.RoseCityRunners.com](http://www.RoseCityRunners.com) for more information.



(above) A group run at the group's meeting place in Loantaka Park. (front row) Pam Helmer, Dede Paul, Lee Brush, Beth Nelson, Lynda Brush, Bobi Commer, Noriko Charnley, Lauren Dolan, Aileen Flanagan, Alison Redmond, Joseph Balwierzak, Gerry Ciciciola, Chuck Paul; (back row) Himanshu Pandya, Judy Ahlers, Henry Ahlers, Manav Agarwal, Jim Bickelhaupt, Peter Allen, Robb Lillibridge.

## 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 Marine & President of Backpacks For Life

To explore ROGER, visit [www.roger.vet](http://www.roger.vet) or contact the ROGER team at [roger@backpacksforlife.org](mailto: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.

**kw** PREMIER PROPERTIES  
KELLERWILLIAMS.  the mavins group, LLC  
So much more than a move.





**Finn Polisin** Sales Associate, REALTOR  
O: 908 273 2991 • **908 500 4838**  
E: [finnpolisin@kw.com](mailto:finnpolisin@kw.com)  
[finnpolisin.kw.com](http://finnpolisin.kw.com) • [themavinsgroup.com](http://themavinsgroup.com)  
488 Springfield Avenue, Summit, NJ 07901

**Investing is about more than money.**

At Edward Jones, we stop to ask you: "What's important to you?" Without a real understanding of your goals, investing holds little meaning.

Call today to discuss what's really important: *your goals.*



 **Andrew B Boles, CFP®, AAMS®, CRPC®**  
Financial Advisor  
Two Shunpike Road Suite 22  
Madison, NJ 07940  
973-377-2377

[edwardjones.com](http://edwardjones.com)  
Member SIPC

**Edward Jones**  
MAKING SENSE OF INVESTING



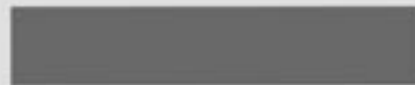
# THE COUNSELING CENTER

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*

# FUN FESTIVAL FOR ALL BOYS & GIRLS K-5

**NEW JERSEY VETERANS NETWORK**

**Dedicated To Helping Veterans And Their Families Live Better Lives**

If you are a veteran, or family member, in need of assistance or comradeship, please contact us at [NJVN1775@gmail.com](mailto:NJVN1775@gmail.com) or call 973-332-1556.

Visit online at [NJVN.org](http://NJVN.org) for more information about our services, and ways you can make a difference in a heroes life.

**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. 5/31/21.

**WIRED RITE ELECTRICAL SERVICE**

**COMMERCIAL & RESIDENTIAL**  
ALL PHASES OF ELECTRICAL WORK  
• FIXTURES • OUTLETS • PANEL CHANGE  
• SECURITY • HIGHHATS • CEILING FANS

Senior Citizen Discount      24 Hour Emergency Service      Free Estimates

**201-600-3530**

Fully Insured      Free Estimates

**Needleman Roofing** Lic. # 13VH06601300

SLATE - TILE - ASPHALT SHINGLES  
**908-389-0200**

**CHC SENIOR HOUSING** *Looking for a great place for Mom & Dad?*

**SHARED LIVING - AGES 62 & OLDER**

Private, spacious rooms with full baths includes dining, activities, and housekeeping in ranch style homes.

Attractive • Affordable • Available Now!  
To learn more call **908-526-8130** or visit [www.CHChousing.org](http://www.CHChousing.org)

Cub Scout packs and Scouts BSA troops of Chatham and Madison will hold a Fun Festival on Saturday, May 8 from 1 - 4 p.m. at the Madison Community Pool, 105 Rosedale Ave.

All boys and girls who will be entering grades K-5 in September are invited. This is a free event.

Activities will include: a model campsite, archery, bb, backyard bass, balloon popping, stomp rockets, corn hole, and Pinewood Derby cars.

We will be following all social distancing regulations in effect on that date and all participants will wear masks.

Please let us know you are coming, [tinyurl.com/funfestchatmad](http://tinyurl.com/funfestchatmad). For more information, email [Al.Thomas@Scouting.org](mailto:Al.Thomas@Scouting.org) or call 973-765-9322, x229.



**Owl Hands** -- Computer Anything --

My name is Brian Vivas. Computer problems? I can help. I'm local and reasonably priced. I've worked at the Madison Area YMCA IT department.

347.899.0374  
[owlhands.anything@gmail.com](mailto:owlhands.anything@gmail.com)

**DO YOU NEED A DUMPSTER?**

Professional Delivery & Pickup      Affordable

**Call to Reserve One Today**

We take (but not limited to)...  
General Construction      Logs & Stumps  
Household Waste      Demolition Debris  
Concrete & Asphalt      Bulky Waste

**STERLING YARDS LLC**  
30 YARDS  
NJ DEP# S27236

**908-234-2382**  
Fast, Friendly, Reliable Service



# GIRL SCOUTS CONNECTING WITH THE GENERATIONS

*Submitted by Laura Axler*

The Madison Harding Girl Scouts are always busy with activities and service projects that help our community, and this year is no exception! This past March, troops celebrated Kindness Month and Girl Scout Week (March 7-13) with fun events and some very thoughtful projects that span the generations.

Every year, Daisy troops, the youngest level of Girl Scouts, celebrate the Girl Scouts' Birthday (March 12) by creating and delivering a baby basket for the first girl born at a local hospital on that day. The St. Vincent Martyr School Kindergarten Daisy Troop 8159 and the Kings Road Daisy Troop 8161 teamed up to create a beautiful basket for one lucky baby at Morristown Medical Center. Troop members and their families collected items they thought a new baby would need, including necessities (diapers, wipes, lotion, baby wash, teething toys, sunscreen) as well as fun accessory items (baby outfits with daisy flowers, picture frames, a lovey, headbands and bows). They also couldn't resist including some Girl Scout related items (Future Girl Scout onesie, Girl Scout Cookie bib, and of course, a few boxes of Girl Scout cookies for the parents).

The festive basket was welcomed by staff with big smiles (under masks) at the lobby of Morristown Medical Center. Troop members were all anticipating the news of who received the basket. They later found out that Baby Ava received the basket and the parents could not have been more gracious. Mom, Jennifer Diana, reached out to SVMS Daisy Troop Leader, Katelyn McAneny, to thank the troops for their

generosity. She included a photo with a beautiful message, that in part read:

"Thank you so much! We are blown away by the gifts. So unbelievably thoughtful! She will absolutely be a Girl Scout as I was for many years and all 3 of her cousins are currently!"

The 8th grade St. Vincent Martyr Troop 5700 chose to brighten the days of many local seniors. As part of Kindness Month, the troop prepared and delivered 55 care packages to 68 seniors in the St. Vincent Martyr parish. Each package included a mug, a hot cocoa packet, candies, cookies, a snack bar, an activity book, a tissue packet, hand sanitizer, chapstick donated by Garden Goat Soap, and a bookmark with a bible verse and prayer. Boxes going to couples had two mugs and multiples of some items.

"It was a wonderful opportunity for our troop to show love and kindness to the seniors in our community," says Troop 5700 leader, Barb Puglisi, "especially during this time of Covid that has robbed so many of the personal connections that are so important to our well-being. It also served as a thank you to the seniors for the support many have shown our Girl Scout endeavors through the years."

There are more than 450 registered Girl Scouts and 45 active troops in Madison and Harding. Although this year has been different from years past, troops continue to meet safely outdoors and on Zoom, and help our community in many ways. Projects such as these allow them to witness first hand the beauty and value of generosity and service in their community. For more information about Madison Harding Girl Scouts, visit [www.gsmadisonharding.com](http://www.gsmadisonharding.com).



(above) Ava Diana was the lucky recipient of the special basket of baby items that was created by Daisy Troops 8159 and 8161 for the first girl born at Morristown Medical Center on March 12, the Girl Scouts' Birthday.



(above) Daisy Troops 8159 and 8161 created a basket of special baby items for the first girl born at Morristown Medical Center on March 12, the Girl Scouts' Birthday.



(above) Eighth grade St. Vincent Martyr Cadette Troop 5700 made and delivered 55 care packages to seniors in the St. Vincent Martyr parish.


## LEG PAIN

**You Don't Have To Live With It!**

That "searing, burning pain" in your thigh and calf... that "aching, numbing" feeling in your hip and buttocks... that "tingling" in your foot and toes and loss of balance... It interferes with your ability to walk, to ride a bicycle, play golf, garden... to have **FUN IN LIFE!**


Leg pain, thigh ache and numbness, and tingling in the foot may actually be caused by a pinched back nerve even though you have NO back pain - it could even be Sciatica. Dr. Murphy is an expert at finding the **CAUSE** of your leg pain and numbness and **CORRECTING IT WITHOUT THE USE OF DRUGS OR SURGERY.**

**"YOUR BETTER HEALTH IS OUR ONLY CONCERN!"**



**Dr. Joseph J. Murphy**  
Chiropractic Physician

PAST PRESIDENT  
The NJ Board of  
Chiropractic Examiners  
The NJ and Morris  
Chiropractic Societies  
Palmer Graduate



**Suburban  
Chiropractic  
Center**

301 Main Street • Chatham  
973-635-0036 • [www.drjmurphy.com](http://www.drjmurphy.com)

**Celebrating  
Our  
37th Year!**

**PETER W. TRAUB**  
ROOFING & CARPENTRY LLC

**908-464-9655**

PeterWTraubRoofing@gmail.com

**PeterTraubRoofing.com**

A.A.S. in Construction, SUNY Delhi University  
Established 1985 • Lic. #13VH00107400

83 Industrial Road, Berkeley Heights, NJ 07922

**NOW  
HIRING**

- Slate • Tile
- Wood Shingles
- Copper Gutters & Flashing
- Snow Guards
- All Phases of Carpentry
- Roof Restoration

**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



# Marketing Toolbox

Renna Media offers a full range of marketing services, in print and online, hyper-local 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 • tinarena@rennamedia.com**

**Joe Renna 908-447-1295 • joerenna@rennamedia.com**

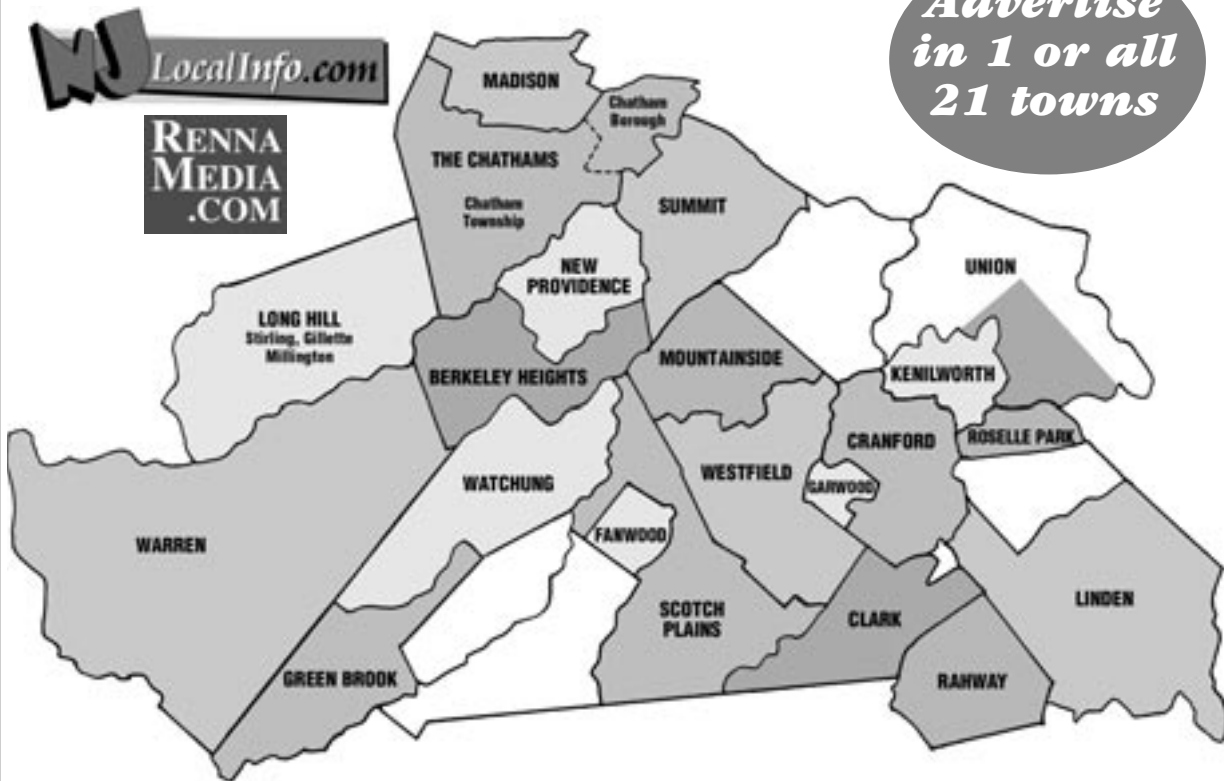
**202 Walnut Avenue, Cranford, NJ 07016**

**Call today for FREE consult on marketing and business plans.**

Online at [RennaMedia.com](http://RennaMedia.com)

and [NJLocalInfo.com](http://NJLocalInfo.com)

*Advertise in 1 or all 21 towns*



<b>Berkeley Heights</b> COMMUNITY NEWS Qty: 4,800 Mailed to every home and business. Zip: 07922	<b>THE CHATHAMS</b> NJ Qty: 7,400 Mailed to every home and business. Zip: 07928	<b>Clark Monthly</b> Qty: 6,700 Mailed to every home and business. Zip: 07066	<b>CRANFORD MONTHLY</b> NJ Qty: 9,800 Mailed to every home and business. Zip: 07016	<b>Fanwood Post</b> NJ Qty: 3,000 Mailed to every home and business. Zip: 07025	<b>Garwood Times</b> NJ Qty: 2,200 Mailed to every home and business. Zip: 07027	<b>Green Brook Gazette</b> NJ Qty: 3,000 Mailed to every home and business. Zip: 08812
<b>KENILWORTH</b> NJ Qty: 3,600 Mailed to every home and business. Zip: 07033	<b>LIFE in LINDEN</b> NJ Qty: 17,400 Mailed to every home and business. Zip: 07036	<b>Long Hill LEADER</b> NJ Qty: 3,600 Mailed to every home and business in Gillette, Millington and Stirling. Zip: 07933, 07946, 07960	<b>MADISON MONTHLY</b> NJ Qty: 6,300 Mailed to every home and business. Zip: 07940	<b>MOUNTAIN SIDE VIEW</b> NJ Qty: 2,900 Mailed to every home and business. Zip: 07092	<b>New Providence NEWS</b> NJ Qty: 4,900 Mailed to every home and business. Zip: 07974	<b>OUR TOWN Rahway NJ</b> Qty: 12,400 Mailed to every home and business. Zip: 07065
<b>ROSELLE PARK MONTHLY</b> NJ Qty: 5,600 Mailed to every home and business. Zip: 07204	<b>Scotch Plains</b> NJ WHAT'S HAPPENING MONTHLY Qty: 9,600 Mailed to every home and business. Zip: 07076	<b>Summit Times</b> NJ Qty: 9,600 Mailed to every home and business. Zip: 07901	<b>Spirit of UNION</b> NJ Qty: 5,500 5,000 mailed to homes and businesses. Zip: 07083	<b>WARREN MONTHLY</b> NJ Qty: 6,200 Mailed to every home and business. Zip: 07059	<b>Watchung Post</b> NJ Qty: 2,800 Mailed to every home and business. Zip: 07069	<b>Westfield MONTHLY</b> NJ Qty: 11,800 Mailed to every home and business. Zip: 07090

### NEWSPAPER AD RATES

Rates are per month. Artwork included in price. Newspapers are black on white.

Units	Size	RATE FOR ANY 1 NEWSPAPER	RATE FOR ANY 3 NEWSPAPERS	RATE FOR ANY 6 NEWSPAPERS	RATE FOR ANY 9 NEWSPAPERS	RATE FOR ANY 12 NEWSPAPERS	RATE FOR ANY 15 NEWSPAPERS	RATE FOR ANY 18 NEWSPAPERS	RATE FOR ALL 21 NEWSPAPERS
1 Unit (Business card)	3.25" x 2"	\$60	\$150	\$250	\$350	\$400	\$450	\$500	\$550
2 Units	6.5" x 2" or 3.25" x 4"	\$100	\$250	\$400	\$500	\$600	\$700	\$800	\$900
4 Units	3.25" x 8" or 6.5" x 4"	\$180	\$450	\$700	\$900	\$1100	\$1300	\$1500	\$1700
6 Units	6.5" x 6.25" or 10" x 4"	\$240	\$600	\$900	\$1200	\$1400	\$1600	\$1800	\$2000
9 HALF PAGE	6.5" x 9" or 10" x 7"	\$320	\$800	\$1000	\$1300	\$1600	\$1900	\$2200	\$2400
12 Units	10" x 8"	\$360	\$900	\$1200	\$1500	\$1800	\$2100	\$2400	\$2700
18 FULL PAGE	10" x 14"	\$400	\$1000	\$1400	\$1800	\$2200	\$2500	\$2800	\$3000
2 PAGE SPREAD	21" x 14"	\$700							
BACK PAGE	10" x 14"	\$500							
FRONT PAGE BANNER	8.25" x 2"	\$320							
FRONT PAGE BOX	1.5" x 4.5"	\$240							

**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 come, first served basis. Current advertiser has right of first refusal.

# MAY PROGRAMS AT MADISON PUBLIC LIBRARY

All programs are online via Zoom. You will receive Zoom instructions and online meeting information in your registration confirmation email in addition to a reminder email prior to the date of the program.

Please register at [madisonnjlibrary.org](http://madisonnjlibrary.org).

## ABCs of Organic Lawn Care

Monday, May 3, 7:30 p.m.

Not happy with your lawn? If at least half of your lawn is in good condition, why not renovate the rest for the picture-perfect turf you desire. Learn the how, when and why plus the correct method of organic lawn care. The selection of the right grass seed for your specific needs and soil conditions plus other lawn care tips will be discussed. Rutgers Fact sheets and other handouts will be provided.

Presented by Rutgers Master Gardener and local member of the Madison Environmental Commission, Brian Monaghan.

## The Beatles: The Making of Magical Mystery Tour

Monday, May 17, 7:00 p.m.

Vinnie Bruno will take us on a journey with The Beatles as they embark on a mystery bus trip with a group of people looking to experience "strange and magical happenings" as they travel through the English countryside and France. The Beatles will improvise and take advantage of the various encounters they had while on the road. We will explore how the project was conceived along with the improvised scenes from the film. In addition, we will discuss the genesis of how the songs from the soundtrack were written, recorded and produced.

Vinnie is a Beatles Scholar and Sixties Rock Historian. He is recently retired as Director of First Year Programs at LaGuardia Community College (City University of New York). He holds an MPA from Baruch College and as an adjunct professor for 25 years he taught courses in numerous disciplines including Humanities, Business and Mathematics.

As a Beatles scholar and storyteller, he looks to both embrace not just their legacy but to present

an entertaining, interactive, and informative session for both the casual listener as well as the hard core Beatles fan. As a 60's Rock Historian he offers programs on the many extraordinary innovative artists who defined an era by creating musical landscapes that captivated a generation and whose influence in popular culture still endures five decades later. Co-Sponsored by The Adult School and Friends of Madison Public Library.

## Conversation with author Brad Parks

Monday, May 24, 7:00 p.m.

International bestselling author Brad Parks is the only writer to have won the Shamus, Nero, and Lefty Awards, three of American crime fiction's most prestigious prizes. His novels have been translated into 15 languages and have won critical acclaim across the globe, including stars from every major pre-publication review outlet. A graduate of Dartmouth College, Parks is a former journalist with The Washington Post and The (Newark, N.J.) Star-Ledger. He is now a full-time novelist living in Virginia.

Join us as Bob Daniher of the Mystery Writer's of America has a lively conversation with Parks.

### 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.
- **TRACKABLE RESULTS**  
All ads include a live view counter.

Joe Renna at 908-447-1295  
email: [JoeRenna@RennaMedia.com](mailto:JoeRenna@RennaMedia.com)

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




### 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.

**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](mailto:JoeRenna@RennaMedia.com)

### 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](mailto:JoeRenna@RennaMedia.com)

**STARTER**  
**WEBSITE**  
**\$500**


### 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  
email: [JoeRenna@RennaMedia.com](mailto:JoeRenna@RennaMedia.com)



**FLYERS**  
**\$35**  
**PER 1,000**

**MENUS**  
**\$50**  
**PER 1,000**



## QUALITY

Contracting, LLC

### Custom / Interior Home Remodeling

Kitchens / Baths / and Much More

**Aesthetic and functional living spaces**

*A to Z is known for our quality craftsmanship, reliability "We deliver on our promises" and attention to detail.*



**Call for a Free estimate**  
**973-701-1327**

Chatham resident with 20 years in business  
Fully Insured • Licensed in NYC and NJ #13VH11270300



We specialize in barrier free living environments that align with universal design principles.

"Improve functionality and accessibility of your home" by proactively considering your future needs now and avoid additional future expense later.

Get a free evaluation/estimate with our CAPS certified staff - NAHB (National Association of Home Builders) Aging in Place Specialist.

Spring is Here! Call Today for a Free Estimate! ☎ 855.624.6655



AS SEEN ON  
**GEORGE TO THE RESCUE**  
NBC



*Magnolia*<sup>TM</sup>  
HOME REMODELING GROUP

ROOFING | SIDING | WINDOWS  
KITCHENS | BATHROOMS | BASEMENTS  
MASONRY | DECKS | PORCHES

**Payment Plans**

WINDOWS \$209	BASEMENTS \$395
KITCHENS \$389	BATHROOMS \$199
ROOFING \$249	DECKS/PATIOS \$189
SIDING \$289	PORCHES/STEPS \$185

**0% Plans Available!**  
Estimated monthly payments.  
Rates & payments based on credit approval.

**VIRTUAL MEETINGS ALSO AVAILABLE**

**Interior & Exterior Remodeling | Family Owned & Operated**

**100% FINANCING AVAILABLE | 30+ YEARS EXPERIENCE**

NJDCA 13VH07755300

**MagnoliaHomeRemodeling.com**