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Issue 73 • October 2021

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# **UNION COUNTY ANNUAL DAY OF PRAYER - OCT. 6**

As the nation continues to reckon with the effects of the pandemic." COVID-19 pandemic, the seventh annual Union County Day Memory" on Oct. 6.

The event will be held at 7 p.m. at Holy Trinity Roman Catholic Church in Westfield and is sponsored by Union to promote accessibility in the local faith community for County Interfaith Coordinating Council and Community individuals with developmental disabilities. Past events have Access Unlimited.

The annual Day of Prayer brings the community and leaders to different houses of worship in the area. of different faiths together for an evening of music, prayers of unity and reflective readings. UCICC works to build bonds in 2021, supports people with special needs in achieving real within the interfaith community and promotes the respect, lives in the community. CAU provides support and gives inclusion and welcoming of others at houses of worship.

from us at the Union County Day of Prayer on Oct. 6th, but skills, employment, money management, socialization and we can begin to do so together," said Pastor Carmine Pernini civic activities. CAU also supports opportunities for advocacy of Zion Evangelical Lutheran Church in Rahway. "We can take through training in assertiveness, decision-making and civil a few small steps to appreciate the gift that is the life we have rights. CAU currently serves more than 3,000 individuals and yet to live together by honoring those loved ones, those families. For more information about CAU and its services, impossible times we have made it through, and those trials that contact us by phone at 908.354.3040, online at

The event includes speakers, musicians and readers of Prayer will serve as "A Memorial Service to Those in Our representing major Abrahamic and Indian religions. Masks are required and attendees will observe social distancing.

> UCICC works closely with Community Access Unlimited included weekly interfaith services and introducing members

Community Access Unlimited (CAU), celebrating 42 years voice to adults and youth who traditionally have little support "We cannot do justice to all of the lives that have been taken and no voice in society. CAU helps people with housing, life have forged who we are and will be from this side of the www.caunj.org or by mail at 80 West Grand Street, Elizabeth.



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

# MOUNTAINSIDE VIEW

Mountainside View is published by Renna Media. 2,800 newspapers are printed monthly and mailed to every business and resident in Mountainside.

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

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# **PROMOTE YOUR COMMUNITY EVENT**

Community service organizations, schools and sports teams are encouraged to submit news of upcoming events or highlights and photos from recent events.

# **Organizations who are** interested in submitting content, please email: editor@rennamedia.com

Mountainside View is online at www.rennamedia.com like us on facebook.com/ Mountainside View



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

# **FOUR CENTURIES IN A WEEKEND OPEN HOUSE AT HETFIELD HOUSE**

County's Four Centuries in a Weekend event. Each year, Union County celebrates its important place in history by featuring many historic sites throughout the County. Mountainside's historic Hetfield House will be open for visitors on Saturday, October 16 and Sunday, October 17 from 12 - 5 p.m.

During Saturday and Sunday, back by popular demand, there will be a miniature diorama simulation of a Revolutionary War Battle. Mountainside's own, John Sileo, a member of the Tri-State Historical Education Simulations, Inc. will be present to engage in a lively discussion on a battle, fought nearby. The discussions will be augmented by a diorama of the military actions with hundreds of hand-painted soldiers.

While there, stop by next door at the circa 1818 Levi Cory House Village Shop which will be open for visitors and for shopping from 10 a.m. -

Tours of the Hetfield House will be available throughout the weekend. The open house and activities are free to visitors and fans of Union County history. Pandemic measures will be in place including mask wearing and limiting numbers of visitors in the house and on tours.

The Hetfield House will be participating in Union County's History Trading Card program. Be sure to pick up MacKinlay Kantor, Mill of the Watchungs, and other cards from the Hetfield

The weekend of October 16-17 marks Union House to add to your collection from other Union County sites. Each card depicts a person, place or event in Union County history.

The Deacon Andrew Hetfield House is located at Constitution Plaza (Watchung Ave., off Birch Hill Rd.) adjacent to the Mountainside Library. The Mountainside Restoration Committee is a committee of volunteers whose purpose is to restore and maintain the Deacon Andrew Hetfield House and Levi Cory House and collect and save historic information and items from destruction. For further details, please call 908-789-9420; or, go to mountainsidehistory.org.



(above) John Sileo will present a Revolutionary War Battle reenactment, in a miniature diorama, during the Four Centuries in a Weekend Open House at Mountainside's Hetfield House - Saturday, October 16 and Sunday, October 17, 12 - 5 p.m.

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# Local Sports Performance Program Forced to Shut Down Registration

The Fall Grit Athletes Sports Performance Program is now shut down. The Berkeley Heights Based Athlete Performance has no more available spots for their fall program due to high demand from local parents looking for their kids to get an edge. They opted to shut down registration before taking on more kids into the program, even though there were people on the waiting list.

The bright spot is they have begun early registration for their highly anticipated winter program. The winter program has always been the most popular and is also highly likely to be sold out before it even starts. Grit Athlete performance announces the early enrollment of their winter athlete performance training program.

This program is for your child if: They

want to get better at sports but struggle because of lack of speed, strength or stamina. They eat more junk food than healthy food and you need another voice to help them understand how important a healthy diet is during these developmental years. They need to improve their confidence and you want them to start to get better at recovering from their mistakes. They're doing pretty good right now but want to take their performance in their sport to a higher level.

Here's what parents can expect to happen: They will get stronger which means when they show up to their sport they'll be able to perform better than ever. They will run faster and jump higher so they can show up to their next season and people will start asking what the heck have they been doing. They'll become more coordinated and improve agility which means they'll pick up new skills their coaches teach them faster. Your children will start to eat better because we'll be educating them daily on what's good and what they should avoid...don't be surprised if they start asking you to buy more vegetables. Confidence will skyrocket. When kids get stronger, faster and more fit... their confidence will rise... so will their self-esteem which means their performance in every aspect of life will get better.

Their mindset will improve. We're going equip your child with very specific mindset skills that'll help them learn how to transform how they think about mistakes and failures.

# HAPPY PARENTS TALKING ABOUT THE PHYSICAL AND MENTAL TRANSFORMATION OF THEIR KIDS...

- "When my son started Grit he was quiet, shy, and had some difficulty with movements...Now he is confident in himself, has become more vocal, and is mastering the exercise he struggled with in the past."
  - Jen O'Brien, Grit Athlete Parent
- "My son is more disciplined and confident in himself"
  - Steve Hughes, Grit Athlete Parent
- "I have watched my children become more confident and vocal."
  - Christine Stramandinoli, Grit Athlete Parent
- "His confidence has shot up in the last few months...and has carried forward to the way he approaches other activities like sports and schoolwork. My son is now making his bed daily and exercising every day."

- Catherine Solfaro, Grit Athlete Parent



# **GET MORE INFORMATION**





STEP 3
Coach Mike will call you and set you up



**About Grit Athlete Performance** (A Gabriele Fitness Company) GRIT helps kids ages 6-18 get strong, fast and confident so they can build a bigger and better future. They are located in Berkeley Heights inside Gabriele Fitness. All Grit coaches have been handpicked via a very lengthy interview process by Gabriele Fitness founder, Vince Gabriele. To speak to Coach Mike directly about your child before signing them up call 908-464-4441.

# **TRAIL OF TERROR 10/23**

## **DO YOU DARE WALK THE TRAIL OF TERROR?**

Come out to the Mountainside Rescue Squad's annual Trail of Terror. Admission is free, donations help us buy medical equipment & supplies.

Going on its fourth year, we will also have our Haunted House for younger goblins and ghouls.

If you have any questions please call our squad building at 908-233-6338 or message us on Facebook.



**SLATE - TILE - ASPHALT SHINGLES** 

908-389-0200

# **FIRE HOUSE OPEN HOUSE**



## Mountainside Fire Department

In celebration of Fire Prevention Week, join the Mountainside Fire Department, 210 New Providence Rd., for our annual open house on Friday, October 8th, 7 p.m.

Tour the firehouse; see where we hang our gear and park the trucks.

Check out all the tools and equipment we use. Get a chance to explore the Fire Safety House

– An interactive experience.

Refreshments will be served.

# HALLOWEEN SPOOK-TACULAR HOUSE DECORATING CONTEST

The "Beautiful Mountainside" Committee will once again kick off our Second Annual fun filled contest!

This year, we will be selecting according to the following categories:

- Most Kid/Family Friendly (not scary)
- Most Sinister/Creepiest
- Most Over the Top (Best Effects Lights/Animation, etc.)
- Most Creative/Original
- All Around Favorite

Challenge your friends and neighbors to lift their "spirits" with some ghostly competition! Last year, we had enormous participation and we can't wait to see how spooky, creative and "Bootiful" our Mountainside homes will look this year!

Visit Beautiful Mountainside's Facebook Page and click "Like." Submit your home with your name/address/phone in the comments section or email information to kulldonn@mac.com

## **ENTRY DEADLINE IS OCTOBER 20.**

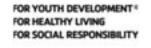
Entrants must be willing to have their home photographed and shared on social media. Winners will be announced via Facebook. Email questions to kulldonn@mac.com

Prizes are \$100 gift cards per winner! Judges will notify those who enter as to the nights they will be out judging. Winners will be announced via Facebook on Halloween Eve.











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# **FREE INTRO CLASS**

# OCTOBER PROGRAMS AT THE MOUNTAINSIDE PUBLIC LIBRARY

Phone: 908-233-0115 • Email: info@mountainsidelibrary.org 1 Constitution Plaza, Mountainside

Monday, Wednesday, Friday; 10 AM - 5 PM, Tuesday, Thursday; 1 PM- 8 PM, Saturday; 10 AM - 1 PM, Sunday, Closed

The Library will be closed on Monday October 11th in observance of Columbus Day

For Children there are weekly story times outdoors, when possible, moved indoors should the weather not cooperate, masks are required when indoors:

## **Cuddle Storytime**

Tuesdays October 5, 12, 19 & 26 at 10 a.m.

A story time for young listeners, up to 23 months.

## **Preschool Storytime**

Tuesdays October 5, 12, 19 & 26 at 1:45 p.m.

Longer stories for good Listeners ages 3,4 and 5-years-old.

## **Family Story Time**

Thursdays October 7, 14, 21 & 28 at 10 a.m.

Favorite stories for all ages with their caregivers.

## **Squiggle Club**

Wednesdays October 13 at 3:30 p.m. Explores the art of the picture book with a new story and artistic adventure. Space is limited to 10 artists and masks are required.

# Origami Club

Wednesdays October 27 at 3:30 p.m. This is limited to folders age 10 and up. Space is limited to 10 and masks are required.

Registration only by email. No phone calls. Please send to Elizabeth Perrin at: eperrin@mountainsidelibrary.org

# American Leadership: From George Washington to Eleanor Roosevelt and Beyond

Thursday October 7th at 7 p.m. presented by Jim Segrave-Daly

# **How the Internet Changed Everything**

Thursday October 14th at 7 p.m. presented by Brian Rose

# Scotland and Ireland: A virtual photographic tour of two scenic areas of the British Isles

Tuesday October 19th at 7p.m. presented by NJ Audubon Association Naturalist Becky and Phil Witt

## **Stitches in Time**

presented by Hannah Gaston, Coordinator of School Programs at

Register at info@mountainsidelibrary.org Funding for programs is generously provided by the Friends of the Mountainside Library.







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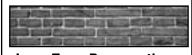




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Hickory Tree is an award-winning women's

chorus singing four-part a cappella harmony in the barbershop style. We are passionate about music, performance, fun and friendship. We believe every voice counts and encourage women singers of all ages, colors, ethnicities, and orientations to visit us and share our joy of music.

Please register for OktoberSingFest by email info@hickorytreechorus.org or call 908-377-1399. More information can be found at hickorytreechorus.org.



# Are you ready for the Winter!



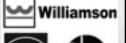
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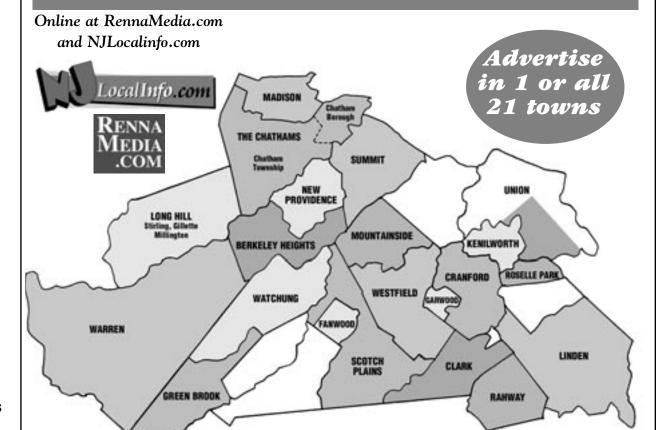
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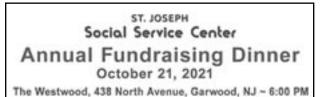
\$240

# 35TH ANNIVERSARY RAFFLE AND DINNER

St. Joseph Social Service Center

St. Joseph's serves the materially poor and homeless community of greater Elizabeth. The economic fallout from the pandemic has created an unanticipated increase in the demand for basic human needs such as food and medications. We are celebrating 35 years of service to our community, and raising funds to continue our

Now, more than ever, we could use the support and participation of the community at our annual fundraising dinner, which will be held on October 21 at 6 p.m., at the Westwood in Garwood, NJ.





## HERE'S HOW TO SUPPORT OUR FUNDRAISER:

Online: To purchase dinner tickets, sponsorships, or to donate online, please visit Eventbrite: St. Joseph Social Service Center -35th Anniversary Raffle and Dinner

Mail: To purchase raffle tickets, dinner tickets, sponsorships, or to donate on-line, please visit www.sjeliz.org. Or call 908-354-5456 if you do not have internet access.

In Person: To purchase grand raffle tickets in person, here are the locations: St. Joseph Social Service Center, 118 Division Street, Elizabeth, NJ 07201 - Emy Cruz, 908-354-5456 x3; St. Helen's Parish Center, 1600 Rahway Avenue, Westfield, NJ 07090 - Marilyn Ryan, 908-232-1214 x113.

We hope you'll support us with ticket purchases, sponsorships, and donations and join us at our dinner on October 21. Together, we can satisfy hunger, improve health, and inspire hope in our community!



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I BUY OLD

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

**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 /

ears of Caring ...

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 quanttiy.)

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

PER 1,000 MENUS

PER POST

Block of 20 for \$200

# **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



# WEBSITE AUDIT/ANALYSIS AND RECOMMENDATION PLAN

ONE TIME FLAT FEE \$250 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 if need a new one.

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

# WEBSITE / SEO SERVICES

Basic static site that can be developed further

• WEBSITE CREATION/UPDATE: \$2,400

Cost for average website: 12 pages, contact form, SEO friendly, responsive design

• WEBSITE HOSTING: \$300 PER YEAR

Includes website hosting, software updates, monthly website content updates

• SEO SERVICES: AVERAGE COST \$1,000 - \$2,000 PER MONTH Custom tailored solutions: Google Ranking, Local SEO, Social Marketing

Call for free a consultation if you need help developing an online marketing plan. Joe Renna at 908-447-1295 email: JoeRenna@RennaMedia.com

STARTER

WEBSITE

\$500



Call or text Glenn 732-556-7636 email: glennspina@optonline.net

Let me know what you have. I Pay Cash. Same day pick-up.

## **WOOD FLOORS**

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Insured \* References \* Visa / MasterCard

10% Discount On labor only. Materials not included. Cannot be combined with other offers. Exp. 10/31/21



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**10% DISCOUNT** 



Visit Downtown Cranford this October! f@@DowntownCranford



# DOWNTOWN CRANFORD PINK OUT

October 1 - October 3

- -Think Pink Specials
- -Pink Garden Party
- -Paint it Pink event
- Pink Lemonade stand

-Cotton Candy stand

-Pink Out Festival



...and more!

Learn more at www.downtowncranford.org or follow us on Facebook and Instagram

# DOWNTOWN CRANFORD SCARECROW STROLL

October 15-31

Over 100 scarecrows to see! Vote for your favorite!

## Events include:

- -Apple Pie Contest
- -Candy Stroll
- -Frightfest at the Cranford Theater
- -Halloween Scavenger Hunt
- -Pumpkin Patch

-Howl-o-ween Pet Costume Contest

-Vampire Ball at the Garlic Rose Bistro

-Witches Night Out

...and more!

Learn more at www.downtowncranford.org or follow us on Facebook and Instagram



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Augusta Mae Boutique 35 Alden Street Cranford, NJ 07016 (908) 370-7748 www.augustamae.com

\$10 off \$50 or more

Expires 10/31/21



Bella Organici Skin Bar 29 Alden street (lower level) Cranford, NJ 07016 (908) 313-8232

15% off a service

10% off organic retail

Expires 10/31/21

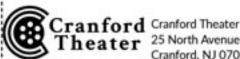


Beyond Dance 123 N Union Ave Cranford, NJ 07016 Text or call for info 973-567-5228 Beyonddance@verizon.net www.beyonddancenj.com

"Dance is and always has been my entire life, and I am absolutely honored to teach kids the beauty and magic that they are capable of creating." - Mackenzie

Two for One Registration Fees

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2) With coupon only: Invisation at \$3,400.

With coupon only: Complete and Partial Dentures. Starting at \$975. 4: With coupon only. Whitening Services. Includes: Take Home

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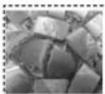
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