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Mountainside View is published by Renna Media. 2,900 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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SEND US YOUR NEWS

Do you have a community service that you need help publicizing? Did you or someone you know accomplish something amazing? We are interested in hearing about your latest achievement (accomplishment, honor, award, etc.), send us your news!

Email: editor@rennamedia.com

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Mountainside View

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MOUNTAINSIDE LIBRARY'S MARCH PROGRAMS

Phone: 908-233-0115 • Email: info@mountainsidelibrary.org

1 Constitution Plaza, Mountainside

Monday 10am - 8 pm; Tuesday, Thursday 1pm - 8pm;

Wednesday, Friday and Saturday 10am - 5pm; Sunday, Closed

WEEKLY STORY TIMES FOR CHILDREN:

Cuddle Story Time

(Up to 23 months with Caregivers)

Tuesdays at 10 a.m.

Preschool Story Time

(For good listeners ages 3-5)

Tuesdays at 1:45 p.m.

Morning Family Story Time

(All ages with Caregivers)

Thursdays at 10 a.m.

Zoom Story Break

(For good listeners of all ages)

Thursdays at 3:45 p.m.

Find the Zoom link on our website under

Featured Events.

Origami Club (Ages 10+)

Wednesday, March 9 at 3:30 p.m.

Limit: 10. Masks required.

Grab & Go Crafts

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Registration only by email at
eperrin@mountainsidelibrary.org; no phone calls,
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IN-LIBRARY PROGRAMMING FOR ADULTS:

**The Great Courses: National Geographic Polar
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Mondays at 11 a.m. and 2 p.m.

Friday Movie Series at 2 p.m.

March 4: *Nomadland*

March 11: *The Many Saints of Newark*

March 25: *No Time to Die*

To register call the library 908-233-0115.

PROGRAMMING FOR ADULTS VIA ZOOM:

**Stories from New Jersey Diners with author
Michael Gabriele**

Wednesday, March 9, at 7 p.m.

The Importance of Sleep

with Jennifer Shukaitis

Wednesday March 23 at 7 p.m.

**The Miracle Mets: the 1969 New York Mets
with Rick Feingold**

Thursday March 31 at 7 p.m.

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Funding for programs is generously provided
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A TOUCH OF SPRING DELIVERED WITH MOBILE MEALS

Rake and Hoe Garden Club of Westfield

Twelve members of the Community Projects Committee of Rake and Hoe Garden Club of Westfield recently met at the First Baptist Church of Westfield, where Mobile Meals originates, and made 60 small floral arrangements to accompany the meals delivered that day. The club supplies the flowers and prepares the arrangements in laundry detergent caps. These cheerful multicolored floral arrangements were decorated with red and pink paper hearts. The club preforms this service in spring, fall and winter and is much

appreciated by the clients who look forward to receiving these colorful arrangements. The event was coordinated by Kris Luka and Mary Foley Smith.

Mobile Meals is a voluntary, non-profit program that provides home-delivered meals to those who are unable to shop and prepare their own meals on either a temporary or permanent basis. It is available to residents of Westfield and surrounding communities including Mountainside, Fanwood, Scotch Plains, Clark,

and Cranford. For more information, call (908) 233-6146.

The Rake and Hoe Garden Club is affiliated with the Garden Club of New Jersey and National Garden Clubs, Inc. The Club meets on the second Wednesday of the month at 12:00 p.m. at the Scotch Hills Country Club. Membership is open to residents of Westfield and surrounding towns. For more information, call Sharon Shiraga at (908) 228 2865 or visit rakeandhoegc.org or the Club's Facebook page.



(above) Sample floral arrangements crafted by Rake and Hoe Garden Club members for Mobile Meals clients.



(above) Rake and Hoe Garden Club members with their floral creations for Mobile Meals clients (front row l-r): Kris Luka, Margot Partridge, Lena Peitsinovski, Jeanie Pelikan, and Betty Gulino; (back row l-r): Karen Jolley-Gates, Clare Minick, Beth Siano, Mary Foley Smith, Richard Pelikan, Maryfran Annese, and Mary Lou Nolas.

Photos by Rake and Hoe Garden Club



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FOOD IS LOVE...TWO YEARS, 22,245 MEALS DELIVERED TO SENIORS BY VOLUNTEERS IN MOUNTAINSIDE

The Mountainside Senior Buddy/M Meal program began on March 23, 2020 due to Covid and has continued to support the Mountainside seniors and local restaurants ever since.

Kim Moriak works closely with the participating restaurants to determine the menu for each day and shares them weekly with the seniors via email and text messages. Phone calls are made to those who are not technology savvy by a select group of volunteers, led by Ellie Annis. The volunteers that call with the menu are from the Mountainside Active Retirees that meet the 2nd and 4th Tuesdays of the month at the

Borough Hall Community Room.

The meals are on average \$12-\$14 each and are offered 3 times a week. All meals are high quality and a large portion. The seniors have the option to have them delivered or pick them up from the library. Over 30 residents have volunteered to deliver over the past 2 years. Each day averages 70 -100 meals per day.

Each restaurant has expressed how very grateful they are for the support from the local residents. This program has helped the local economy by putting over \$266,000 back in the economy. Moriak and Annis compile a

spreadsheet with each of the deliveries and locations and have a route slip that is given to each of the volunteer drivers. Moriak is reachable by the drivers with any issues and questions they may experience.

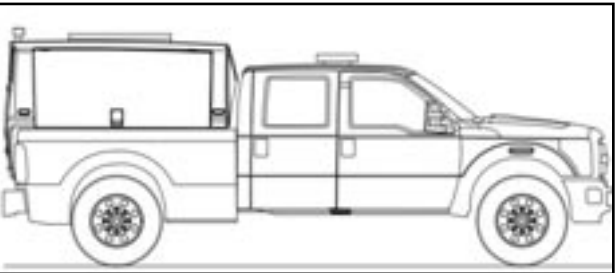
There are many benefits to this program. Seniors are in touch with other seniors checking in on them weekly, Moriak taking the opportunity to keep the lines of communication open with the seniors, and of course, the seniors receiving a warm meal. She has 75 emails that she sends out with the menu as well as the activities and events happening. It truly is a blessing on all parts.



PLEASE HELP FUND MOUNTAINSIDE RESCUE SQUAD'S PROJECTS

Submitted by Eric D. Pastore, Chief/EMT

"Thank you to everyone who supported us during our 2021 Fund Drive! We are excited to announce that we will be taking delivery of an EMS Special Operation vehicle set to be in service late 2022. We still need your help. If you are able to donate to the squad or if you are interested in helping us fund other capital projects, please visit ems22.com/donate. If you are interested in joining us, please visit our website at ems22.com/join, email squad@ems22.com, or call 908-233-6338 if you have any questions. We thank you for all the support in 2021 and we wish everyone a happy and healthy 2022!"



(above) Mountainside Rescue Squad's new EMS Special Operation vehicle.

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FLINTLOCKS CELEBRATE 100TH BIRTHDAY OF MEMBER

Dr. D. Michael Hart

Not many centenarians get to celebrate their 100th birthday surrounded by friends. On Thursday, February 17, the Flintlocks celebrated Fanwood resident Joe Schott's 100th birthday. Joe has been active in this volunteer group for 33 years since retiring from Bells Labs. He recruited many of his friends to join, and even a few relatives. Joe has a wry sense of humor, so they presented him with a parking plaque which reads: "Reserved Parking Only for Flintlocks Over 100 Years Old."

The Flintlocks are a group of retired scouts who devote every Thursday all year round to helping the Scout Camps. They build cabins,

make picnic tables, paint the dining hall, do maintenance and build craft kits for the Scout shops. The Flintlocks represent a wide range of skills, including: two electricians, a millwright, carpenters, plumbers, diesel mechanics, police officers, heavy equipment operators, but also many professionals such as a dentist, two college professors, computer experts, financial advisors, salesmen, etc.

The most popular craft kits sold at the Cedar Knolls and Mountainside Scout Shops are the bird houses, bird feeders, benches and handy boxes. The men also volunteer at many of the Patriot Path Council activities for the scouts. Since they are a 501c3, they do not need to pay

sales tax, and they provide skilled labor for free. The Council has 3 camps and the volunteers are important to keep things running smoothly. Many of the scouts had children or have grandchildren in the scouts. More than half of the volunteers have been awarded the Silver Beaver Award, which is the highest National Honor offered by the Boy Scouts of America. They are an outstanding group of volunteers.

The Flintlocks meet every Thursday from 8 am to 2 pm at Camp Winnebago in Rockaway. Guests are always welcome. For information, contact Secretary Dr. D. Michael Hart by email drmhart@yahoo.com.



(above) Joe Schott seated to the immediate right of the parking sign, behind the cake, in a flannel shirt; celebrating his 100th birthday with his 24 Flintlock friends around him.

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The Final Four Charity Fundraiser to support Cranford Firefighter Robert Hurewitz, whose career was cut short by physical injuries sustained on the job, will take place on Saturday, April 2 from 6:00 p.m. to 11 p.m. at the Columbian Club of Garwood at 37 South Ave., in Garwood. Tickets are \$35 per person and include beer, wine, soda, and food.

Hurewitz suffered heart and kidney damage in the line of duty last year. The effects have been

lasting and deleterious. Proceeds from the April 2 fundraiser will be donated to his family.

Please help this family of three by participating in the April 2 event or by donating directly to the GoFundMe campaign started by Hurewitz's wife Amanda: [GoFundMe/e460a236](https://gofund.me/e460a236). You can also mail a donation check made payable to the Cranford Knights of Columbus, PO Box 501, Cranford NJ 0701 – write in the check note: For Hurewitz Family.



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 Proceeds to benefit Cranford fireman
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(above) Help raise funds on April 2 for Firefighter Robert Hurewitz whose injuries sustained in the line of duty prevent him from working.

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A CHORUS LINE COMING TO CDC THEATRE IN CRANFORD

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bittersweet ambitions of professional Broadway performers. Winner of nine Tony Awards, including Best Musical and the Pulitzer Prize for Drama, the show features one powerhouse number after another. Michael Kidney leads the talented cast as director and choreographer. Visit cdctheatre.org for ticketing information.



(above) Cast of A Chorus Line. Visit cdctheatre.org for ticketing information.

AUDITIONS FOR A BRONX TALE

CDC Theatre in Cranford

Auditions for A Bronx Tale will take place at CDC Theatre, 78 Winans Ave., Cranford, NJ on March 14, at 7 p.m. for young Calogero only; and March 15 and 16 at 7 p.m. for all other roles. Callbacks will be on Tuesday, March 22 at 6 p.m. by invitation only.

Please bring a headshot and resume stapled together and provide proof of vaccination. Prepare a 32-bar cut of a contemporary Broadway song; sides will be provided.

Based on the critically acclaimed play that inspired the now classic film, this streetwise musical will take you to the stoops of the Bronx in the 1960s—where a young man is caught

between the father he loves and the mob boss he'd love to be. Featuring a book by Academy Award nominee Chazz Palminteri, music by Oscar, Grammy, and Tony Award winner Alan Menken, and lyrics by Grammy Award winner and Oscar and Tony Award nominee Glenn Slater, A Bronx Tale is a story about respect, loyalty, love, and above all else: family.

Rehearsals will take place at CDC, in the evenings on Tuesdays, Wednesdays, Thursdays and Sundays, starting April 5th. Performances are June 10, 11, 17, 18, 24, 25 at 8pm, and June 19th at 2 p.m. Additional information can be found by visiting cdctheatre.org.

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JAMES WHELAN ERECTS BLUEBIRD HOUSES IN COUNTY PARKS

Boy Scout Troop 23

Eastern Bluebirds were once common in New Jersey, thriving in areas that were open and had sparse ground cover. Not to be confused with the common Blue Jay, Eastern Bluebirds have a brilliant blue plumage and a flash of brick red on their breast.

Due to the negative effects of pesticide use and habitat loss, the number of bluebirds declined dramatically from the 1930s to the 1970s. Aggression from non-native birds like House Sparrows and starlings also took a toll.

However, a survey of breeding birds for 2005-2015 showed the number of bluebirds in New Jersey to now be increasing by about 7% annually. This is due in part to the efforts of environmentalists and bird enthusiasts who have provided better habitat and nesting sites.

James Whelan, a resident of Mountainside, recently joined that effort. As a member of Boy Scout Troop 23 in Elizabeth, Jimmy is working toward earning the Eagle Scout rank. His interest in birds led him to work with the Union County Parks Department on his Eagle Scout service project requirement by constructing and installing twenty-five birdhouses in three county parks: Lenape Park in Cranford and Snyder Avenue Park and Passaic River Park in Berkeley Heights.

The birdhouses erected in Lenape Park and Passaic River Park were built to specific dimensions that favor bluebirds and discourage or prevent use by non-native birds. All of the poles on which the houses were mounted now

have metal baffles to discourage predation or entry by squirrels or raccoons. The new birdhouse in Snyder Avenue Park will be welcoming to several species of native songbirds.

Jimmy searched online for plans for a birdhouse that would be sturdy, long-lasting, attractive to songbirds, and be easy to clean out and maintain annually. He developed a list of the lumber and fasteners that he needed for the County to purchase. And he recruited other scouts, Scout leaders, family and friends to cut the wood, assemble and seal the birdhouses, erect poles, and install the birdhouses and baffles. Working with a master carpenter, Jimmy learned a lot about woodworking and project management.

(right, l-r) Mountainside resident Jimmy Whelan, an Eagle Scout candidate, stands proudly with Danny Whelan and Mel Nistal from Boy Scout Troop 23 of Elizabeth after erecting the last of 25 birdhouses that he and his volunteers built and erected in three Union County parks.



Courtesy photo

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(above) Bring your beloved but broken items to Summit's Repair Café on Saturday, March 26 from 11 a.m. - 3 p.m. at Christ Church, located at 561 Springfield Ave., Summit, NJ, at the corner of Springfield and New England Avenues.

REPAIR CAFE EVENT SET FOR MARCH 26

Repair Café Garden State

Bring your beloved but broken items to Summit's Repair Café on Saturday, March 26 from 11 a.m. - 3 p.m. at Christ Church, located at 561 Springfield Avenue, at the corner of Springfield and New England Avenues, Summit, NJ. Please follow outdoor signage and enter the event from New England Avenue. No appointment necessary. Non-Summit residents are welcome.

Repair services available at this event include small electronics, jewelry, sewing/textiles, lamps, wooden items, and knife sharpening. This is a free event, but please note that a voluntary contribution is appreciated when an item is brought for repair. Donations help to fund future repair events. Replacement parts for lamps will be on hand for an at-cost fee. Please only bring items that you can carry unaided into our event.

Summit's Repair Café events are co-sponsored by the Summit Area Green Faith Circle and Repair Café Garden State. Green Faith Circle's goal is to inspire, educate, organize, and mobilize people of diverse religious and spiritual backgrounds globally for environmental action. Repair Café Garden State is a network of community organizers who host monthly repair events across the state. This collective shares news and schedules of all upcoming Repair Café events in New Jersey via their website repaircafegs.org. Here you can find all the details of Summit and other local repair events.

If you would like to volunteer or help repair beloved but broken items at this event or future events reach out via email:

summit@repaircafegs.org

or visit repaircafegs.org for more information.



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8th
Annual



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Pioneer District Boy Scout Chess Tournament

Open to all registered Boy Scouts/Venturers/Explorers.

Non-scouts welcomed!

Saturday, March 26, 2022

9:00 am to 2:00 pm

Tournament play starts at 10:00 am

Cranford Community Center

220 Walnut Avenue, Cranford, NJ • 908-709-7283

Registration is \$15 • Note: this is a non-rated tournament.

Scouts can register online at <https://scoutingevent.com/999999>

Non-scouts (under 18 only) can register by calling Joe Renna at 908-447-1295.

For questions or information, contact Victoria Moran at victoria.moran@scouting.org or 973-765-9322 ext 250.

Trophies awarded to 1st, 2nd and 3rd place finishers.

Lunch will be provided for all players and fans.

This tournament meets the 6a requirement for earning a Chess merit badge.

SCHOLARSHIP APPLICANTS SOUGHT

The Junior League of Elizabeth-Plainfield (JLEP) is pleased to announce that this year we will award five \$2,000 scholarships to college-bound women who reside in Union County and demonstrate a passion for volunteerism.

The JLEP believes that volunteerism is a vital force in our community, and we support young women who share our passion by awarding scholarships to college-bound high school seniors who have demonstrated a commitment to volunteer activities.

Applicants are asked to complete the application form, write a 300-to-400-word essay about their volunteer experiences, and provide two letters of recommendation. The application form is available on our website, jlepnj.org, by an email request to office@jlepnj.org, or by leaving a message with your address and/or email address at 908-709-1177.

The submission deadline is April 1, 2022. There will be a formal presentation of the scholarships to the recipients at the JLEP's Annual Dinner on May 18, 2022.



JUNIOR LEAGUE OF ELIZABETH-PLAINFIELD SERVING THE COMMUNITY SINCE 1923

To find out more about the League's scholarship program please contact the League at 908-709-1177, via email at scholarship@jlepnj.org, or visit our website at jlepnj.org.

The Junior League of Elizabeth-Plainfield has a rich tradition of community service dating back more than 93 years and we would love for you to consider adding to our story. We are women building better communities. For more information please contact: Kalshelia Llyod, President, at (908)709-1177 or email her at president@jlepnj.org.

RENNA MEDIA LAUNCHES THREE NEW NEWSPAPERS

Beginning in March three new towns have joined Renna Media's growing family of newspapers: Florham Park Press, Millburn Short Hills Monthly, and Elmora Hills Elizabeth. Renna Media is now mailing 160,000, town-specific newspapers, to 24 towns each month.

The newspapers' goal is to be a positive influence on the economic development and overall well-being of the town. Our publications exist to share community service news and the good things that are happening in the community.

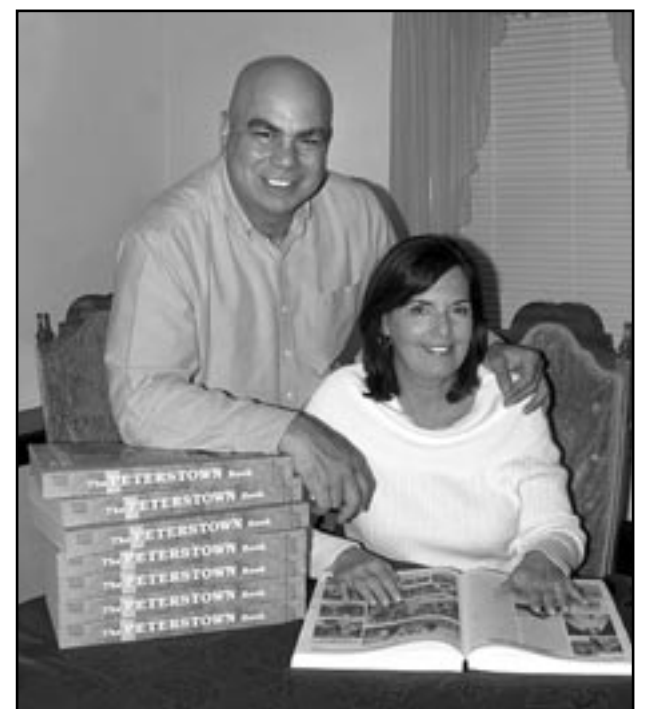
Renna Media is a Cranford, NJ based business owned and operated by husband and wife team of Joe and Tina Renna. Renna Media's family of 24 community newspapers are published in Morris, Essex, Union and Somerset counties, with a total circulation of 160,000. The publications are "hyperlocal" in nature in that they contain information focused on each individual town, and are direct mailed within those towns.

The concept of being hyper-local is to give local businesses a venue to promote services. Reaching local customers gives you the highest return for your advertising dollars. The newspapers are designed (black ink on newsprint) to keep the cost of an advertisement to as low as \$60. Regional businesses can take advantage of one low rate for advertising in multiple towns.

Renna Media also prints full-color flyers that get mailed along with the newspapers. A cost effective alternative to mailing postcards.

For more information about Renna Media publications, please visit rennamedia.com.

You can contact Tina Renna regarding advertising, or to submit news, via email info@rennamedia.com; or call 908-418-5586.



(above) Joe and Tina Renna, owners of Renna Media, LLC, publish 24 direct-mailed community newspapers with a total circulation of 160,000. They have been publishing community newspapers since 1998. For more information, please visit rennamedia.com.

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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



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PER 1,000

MENUS

\$50

PER 1,000

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

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This service is recommended even if you have an existing web management contract. Use it to tune up your marketing plan.

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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

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