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POLICE, FIRE AND EMS HOST NATIONAL NIGHT OUT

Borough of Fanwood

Fanwood's police, fire and EMS responders hosted the National Night Out at LaGrande Park Tuesday evening, August 2nd, a celebration of good relations between emergency responders and the community. Our police department was the lead agency in hosting food, games, a dunk tank, bounce house, kid rides and public safety agencies reaching out to citizens. Thanks to the Fanwood Police Department, PBA, Fire Department and Rescue Squad for being great hosts and all the local businesses and community groups who took part.



(above) The food crew, Fanwood firefighters



(above) Everett, Adam and Adam's dad Jeremy in Ladder 1 Photos by Tom Kranz



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(above) Fanwood Rescue Squad ambulance







(above) Francesca gets her face painted





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CREDIT UNION

FALL RECREATION PROGRAMS FOR ALL AGES

Fanwood Recreation

Fall Programs for Children: Youth Hip Hop Experience Dance Class, Spring Break Multi Sports Camp, Tennis Lessons, Skateboarding Lessons, Pre-school & Children Sports Programs (Soccer, Multi-Sports, T-Ball, Track & Field), TGA Premier Junior Golf, Fashion Design, Young Rembrandts Elementary Drawing Class, and Babysitting Certification.

Fall Programs for Adults: Pickleball Lessons, Tennis Lessons.

Fall Programs for Seniors: Zumba Gold, Meditation, Aerobics, Gentle Yoga.

More Fall programs are still being added. For more information about all these programs and to register, please go to fanwoodrecreation.org.



(above) Fanwood Recreation will be offering skateboarding lessons again this fall to children.

Photo by Bob Budiansky



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1) APY = Annual Percentage Yield. Rates current as of August 29, 2022. Rates are subject to change without notice. Fees could reduce earnings on the account. 2) Ultra Checking is a blended rate tiered account with dividends paid on portions of your balance falling within designated tiers: \$0.00 - \$1,000.00: 2.02% APY; \$1,000.01 - \$5,000.00: 2.02% APY; \$5,000.01 - \$10,000.00: 2.02% APY; \$10,000.01 - \$5,000.00: 2.02% - 1.34% APY; \$15,000.01 - \$25,000.00: 1.34% - 0.81% APY; \$25,000.01 - \$50,000: 0.81% - 0.41% APY; \$50,000.01 ad above: 0.41% - 0.01% APY. \$1,000 minimum balance to open. There is a \$1,000 minimum daily balance requirement to avoid a \$15 monthly maintenance fee. Limit of one Ultra Checking account with dividends paid on portions of your balance falling within designated tiers: \$0.00.01 - \$25,000.00: 0.81% - 0.41% APY; \$50,000.01 - \$202% APY; \$100,000.01 - \$25,000.00: 1.34% - 0.81% APY; \$25,000.01 - \$50,000: 0.81% - 0.41% APY; \$50,000.01 - \$202% APY; \$10,000.01 - \$25,000.00: 1.34% - 0.81% APY; \$25,000.01 - \$50,000.01 - \$10,000.00: 0.81% - 0.41% APY; \$50,000.01 - \$202% APY; \$10,000.01 - \$25,000.00: 0.81% - 0.41% APY; \$50,000.00: 0.20% APY; \$100,000.01 - \$25,000.00: 0.81% - 0.41% APY; \$25,000.00: 0.20% APY; \$100,000.01 - \$25,000.00: 0.20% APY; \$100,000.01 - \$250,000.00: 2.02% APY; \$250,000.01 - \$500,000.00: 2.02% APY; \$100,000.00: 2.02% APY; \$100,000.00: 2.02% APY; \$100,000.00: 2.02% APY; \$100,000.00: 2.02% APY; \$1,000,000.00: 2.02% APY; \$1,000,000.00: 2.02% APY; \$250,000.00 - \$1,01% APY; \$250,000.00: 2.02% APY; \$250,000.00 - \$1,01% APY; \$250,000.00: 2.02% APY; \$250,000.00: 2.02% APY; \$250,000.00: 2.02% APY; \$100,000.00: 2.02% APY; \$1,000,000.00: 2.02% APY; \$1,000,000.00: 2.02% APY; \$1,000,000.00: 2.02% APY; \$2,000,000.00: 2.02% APY; \$2,000,000.00:



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(above) Join the conversation "Is There More to Life Than This?" during the free Alpha series hosted by Immaculate Heart of Mary Church in Scotch Plains.



IS THERE MORE TO LIFE THAN THIS?

Immaculate Heart of Mary Church to Host "Alpha" Sessions

In a world of isolation, anonymity, and keyboard-warriors, Alpha offers content and guidance for churches, ministries, and individuals to create a space for honest and open conversations about life's biggest questions. Everyone is welcome and no questions are off limits.

Alpha is a place to connect with other people who are open to exploring life, faith, and meaning. Alpha fosters honest, open, and judgment-free conversations for anyone to explore the Christian faith. Each session includes a time to connect with others (often over a free meal), watch a short video on an element of the Christian faith, and then a chance for each person to share thoughts and questions with the group.

"I was invited to participate in the first Alpha pilot. From the initial meeting, I knew this was something that I wanted to be a part of," explains Nancy Schreck. "After completing the pilot, I S joined the Alpha team to help plan for the future of Alpha at IHM. It's a wonderful opportunity for people at any level of faith to meet new people and explore new ideas."

Sessions are free to attend and are scheduled on Monday nights at 7:30 p.m. The first meeting N will be live and in person on Monday, September N 19, 2022, at the Nazareth Center of Immaculate Heart of Mary (IHM) Church, 1571 S. Martine N Ave. Scotch Plains. Good food and conversation N will be offered to all in attendance. Most meetings after that will be hosted on Zoom. Links D and directions will be provided to those who D register. Participation is capped at 30 people.

"When I offered tech support for the pilot program at IHM, I had no idea what I was in for. I'm not very religious. But Alpha was an unexpected surprise!" offers Gabe Lamberty. "The program was interesting and entertaining. And it was nice to meet new folks from the community. Overall an unforgettable experience."

"I'm looking forward to the Alpha experience this fall," says Lou Zappo. "It sounds like a lot of fun, and who knows, I might learn something about myself."

Signup on by visiting the IHM website: ihmparish.net. If you have questions about Alpha, contact office@ihmparish.net.

SCHEDULE AND TOPICS

Sept. 19:	Is there more to life than this?
1	(In-person meeting)
Sept. 26:	Who is Jesus?
Oct. 3:	Why did Jesus Die?
Oct. 10:	How can I have faith?
Oct. 17:	Why and How do I Pray?
Oct. 24:	Why and How Should I
	Read the Bible?
Nov. 7:	How Does God Guide Us?
Nov. 18:	"The Holy Spirit Experience"
	(In-person meeting)
Nov. 21:	How Can I Resist Evil?
Nov. 28:	Why and How Should I
	Tell Others?
Dec. 5:	Does God Heal Today?
Dec. 12:	What About the Church?
	(In-person meeting)





FANNYWOOD DAY STREET FAIR - SEPT. 18

will be held on Sunday, September 18, 2022, 10 a.m. - 5 p.m., along 200 South & Martine Avenues, in Fanwood, NJ.

Hosted by the Borough of Fanwood and the Fannywood Day Committee, Fannywood Day is much more than just a street fair. Besides the many food and craft and retail vendors, this



The 26th Annual Fannywood Day Street Fair activities including the return of kid-friendly activities in the KIDS ZONE such as a trackless train and kiddie rides, and The "Kidz Traveling Shindig" which is a section with kiddle bounce rides, slides and interactive blow ups, face painters, sand art and kids games just to name a few things.

As you stroll along, stop to have a bite to eat year's Fannywood Day will host a wide array of and sit at tables in our live music area. See the trucks.

show we have planned with live music, dancing, karate demonstrations and more. So come hungry and enjoy eating carnival food favorites like a sausage and pepper sandwich, cheese steaks, kettle corn, chicken fingers, ice cream, zeppole, shish kabobs, gyros, fresh cut fries, fresh squeezed lemonade, Italian ice and the many great gourmet foods from the food

VOLUNTEERS NEEDED FOR FANNY WOOD DAY

On September 18th, the Borough will once again host our annual street fair. While a small committee has been working to pull the event together, volunteers for the day of the event are needed. No heavy lifting or challenging tasks, but we can use some extra hands to assist with the fun stuff, like the Scavenger Hunt, Bagel Toss

and other challenge games.

The event runs from 10 a.m. to 5 p.m. and you're welcome to join us for the entire day or just a part of the day, whatever suits you.

Please consider participating in this fun event and reach out to phoynes@fanwoodnj.org if you're willing to add your name to the list.



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2022 COLLEGE CLUB SCHOLARSHIP RECIPIENTS

College Club of Fanwood-Scotch Plains

Fanwood-Scotch Plains College Club continues its tradition since its inception in 1933, to support the pursuit of a college education for young women in the Fanwood and Scotch Plains communities by providing scholarships. To date, the College Club has awarded approximately \$750,000 in scholarships to 575 young women.

This past May, the College Club awarded a total of \$30,500 in scholarships to 12 students, 6 high school seniors who graduated in June, and 5 students who are currently attending college. These awards included a special education award donated in honor of current College Club member, Elaine Carmen and the Marie Leppert Community Service Award in honor of current member, Marie Leppert who has been a College Club past President and is a dedicated community leader. Memorial awards were presented in honor of the College Club's past President, Marie Walford, and longtime member, Lucille McGann.

The 2022 High School scholarship recipients are: Amanda Daniel, daughter of Valdon and Maria Daniel, who will be attending NYU in the fall; Riley Dwyer, daughter of Michael and Diane Dwyer, recipient of the Elaine Carmen Education Award who will be attending TCNJ in the fall; Katelyn Gaulin, daughter of Eric and Karyn Gaulin, recipient of the Lucille McGann Award, who will be attending TCNJ in the fall; Chloe Howell, daughter of Philip and Holly Howell, recipient of the Marie Walford Memorial Award who will be attending The University of San Diego in the fall; Kaitlyn Mohabir, daughter of Julian and Nazeela Mohabir, recipient of the Marie Leppert Community Service Award, who will be attending Rutgers University in the fall; and Jazlyn Navarro Jimenez, daughter of Esteban and Irene Jimenez, who will be attending Harvard University in the fall.

The 2022 college scholarship recipients for the Celebrating its 89th Anniversary, the 2022-23 academic year are: Aubrey Bagdonas, daughter of John and Jean Bagdonas, a rising senior at Villanova University; Tracy Ann Bagdonas, daughter of John and Jean Bagdonas, a rising sophomore at Fordham University; Alexis Gutierrez, daughter of German Gutierrez and Marguerite Sahaj, a rising sophomore at Stony Brook University; Vanessa Handy, daughter of Russell Handy Jr. and Marcel Vaughn-Handy, a rising senior at NYU and Margaret Smith, daughter of Sean and Patricia Smith, a rising sophomore at Temple University.

The Academic Award of Excellence was presented to Anna Szczuka, daughter of Aleksander and Eva Szczuka, the top female student in the 2022 graduating class of SPFHS, who will be attending the California Institute of Technology.

The scholarship recipients and their parents were treated to a reception hosted by the College Club at The Shady Rest in May. The High School awards were also presented at the SPFHS annual awards assembly.

This is the 86th year that female students seeking financial assistance to pursue a four-year college degree have been helped by the club's fundraising efforts. Two of the club's largest efforts are the annual spring luncheon and a clothing drive held in the fall.

The F-SP College Club hosts informative monthly programs presented by guest speakers on the third Monday of every month from September through May which are free and open to the public. Requests for additional information about the College Club of Fanwood-Scotch Plains and membership inquiries can be directed to the College Club at fspcollegeclub.org.



(above, l-r) The 2022 scholarship recipients: Kaitlyn Mohabir, Vanessa Handy, Amanda Daniel, Riley Dwyer, Katelyn Gaulin, Chloe Howell, Anna Szczuka, Aubrey Bagdonas, Tracy Bagdonas, Alexis Gutierrez, and Jazlyn Jimenez. Not pictured is Maggie Smith. Courtesy photo









GIRL SCOUTS HOST PUPPY PALOOZA

By: Naima Jagdish

On June 18, 2022 my Girl Scout Troop 40782 of Scotch Plains-Fanwood hosted an event. This event was an activity for our Bronze in Girls Scout, the highest award that Junior Girl Scouts can earn. We have worked on this award since October, 2021. This event has taken a lot of work and effort. The event was very successful and we were very happy that all of our work had paid off.

This event was called "Puppy Palooza". We invited many of our Scotch Plains and Fanwood neighbors and their furry little pets to come to our event which included a dog obstacle course, photo booth and the sale of our homemade items. This event was to support our local shelter, the Plainfield Area Humane Society. We collected many donations in the form of money and items such as laundry detergent, paper towels, bleach and so much more. We made toys, accessories, and treats to sell at our event. All the money was donated to the shelter.

The purpose of this event was not only to collect donations for the shelter, but it was also to inform pet owners about how to properly take care of their dogs. We made brochures that we passed out in the event. We had a meeting with some of the people at the shelter. All the information that they told us like, how important it is to microchip your dog and how the shelters can provide food for pets if you can't afford what your pet needs. We put this information about how to properly take care of your pet in a brochure.



We had many impacts and improvements on and in the community because of this event. Some impacts we had on the community was our event itself. The event provided exercise for the pets and was fun and entertaining for the pets. The obstacle course and just interacting with other dogs was a lot of fun for the dogs. The dogs would get rewarded with homemade treats after completing an obstacle. We decided to do an obstacle course because the vet at the shelter talked to us about how many pet owners did not give their pets enough exercise and interaction with other pets. Another impact we had on the community was, we informed people about caring for pets and the shelter services. The final Impact we had on the community was we brought our community together. We saw very generous donations from our community, we raised \$346 for the shelter and 6 boxes of supplies for the shelter which really helped the

animals. All this money will be used for making improvements to the shelter.

This event has taught me and my troop so much. I learned about how to properly take care of a dog properly. I also learned about all the important work the shelters do. I learned about how they take care of the shelter pets and all of the things that they provide for pet owners. I learned about what they need and what the shelter provides. I also learned how to make homemade dog treats, toys and accessories for dogs and cats. The final thing I learned was organize and run an event, including all of the time and attention to details.

Planning the event took many hours of work, carefully creating the flyers, brochures, treats and activities. All the troop girls and our troop leaders worked together to make this a memorable event and helped us to earn our Bronze Award!



(above) Girl Scout Troop 40782 of Scotch Plains-Fanwood hosted a Puppy Palooza event to help them earn the Girl Scout Bronze Award.

Courtesy photos







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PEDESTRIAN DECOY EDUCATES DRIVERS ABOUT NJ CROSSWALK LAW

Borough of Fanwood

Fanwood Police were out at Martine and Trenton Avenues on August 18th, doing another pedestrian decoy detail to educate drivers about the NJ crosswalk law.

Sgt. Phil Ugone was the decoy, attempting to cross Martine Avenue in the crosswalk while vehicles either obeyed the law and stopped, or ignored the law and cruised through without even slowing down. Officers down the road pulled over violators and handed them a pamphlet reminding them of the law which requires cars to stop for pedestrians in the crosswalk and remain stopped until they are all the way across the street. A total of 155 vehicles were stopped



(above) Sgt. Ugone watches a violator cross in front of him. Quite a few of the violators were commercial vehicles and tractor-trailers.

including quite a few tractor-trailers and commercial vehicles. No tickets were issued...this time.

The crosswalk at Martine and Trenton is a walking route for children and parents going to McGinn Elementary during the school year. There is a crossing guard there during school hours. The rest of the time, pedestrians using the crosswalk must be aware of traffic and, as demonstrated today, those drivers who ignore the crosswalk law.

A similar decoy detail occurred in June of this year on Midway Avenue, resulting in 89 stops. The program is partially paid for by a grant administered by Triple-A.



(above) Brochures instead of tickets were given to drivers

OUTSTANDING CITIZENS TO BE HONORED

Submitted by Jennifer Volz

Boy Scouts of America, Patriots' Path Council will be honoring local citizens at the annual Union County Lifetime Achievement Awards Dinner to be held on the evening of Tuesday, September 13 at the Galloping Hill Golf Club in Kenilworth. This year's Lifetime Achievement award honorees are Peter Chemidlin, Melissa Mann, Kathy Matthews, Joanne Rajoppi, Theodore Schlosberg, and John Wohlrab. Doug Harris is receiving the Boy Scouts of America 2022 National Outstanding Eagle Scout Award at the event.

Peter Chemidlin is the President of Family Investors Company located in Fanwood; Melissa Mann is the Administrative Director GME at Trinitas Regional Medical Center; Kathy Matthews is an Educator at Union Catholic High School; Joanne Rajoppi is the Union County Clerk; Theodore Schlosberg is the Founder and Executive Director of the NJ Workshop for the Arts; and John Wohlrab is the Director of Government Relations at Waste Management.

Union County is a part of the Patriots' Path Council, with over 3,000 adult volunteers, deliver the values of Scouting to over 7,500 Scouts.

For more information on Scouting in Patriots' Path Council, attending the event, and sponsoring the program journal, contact Jennifer Volz, Sr. Development Director, at 973-765-9322 ext. 249 and/or jennifer.volz@scouting.org.





VETERANS ENHANCEMENTS DISCUSSED

Borough of Fanwood

During a recent Fanwood Borough Council meeting, Fanwood resident and Air Force Reservist Oshanda Erb announced new initiatives to benefit Fanwood veterans including a proposal to create parking spaces for vets in the municipal lot and create a page on the Borough website with resources and events benefitting local veterans. The goal is to have the programs up and running by Veterans Day. Borough Attorney Russ Huegel said the Borough parking ordinance would have to be amended to accommodate spaces earmarked for vets. Mayor Colleen Mahr believed it could easily be accomplished by Veterans Day.



(above) Oshanda Erb Photo by Borough of Fanwood



(above) The Union County Historical Society is pleased to host Dr. Walter E. Boright for a program entitled "Union County's Reign of Terror" on Sunday, October 2 at the Cranford Community Center.

PERFORMANCE SERIES FALL SCHEDULE

Fanwood Performance Series

Singer-songwriters and indie bands will take the stage as the Fanwood Performance Series presents three concerts this fall.

The season begins September 10 with New Jersey's own Bryan Hansen Band, playing their original blend of funk, rock, and soul. Their most recent album is "Gas Money," and they also have brand-new tunes to play. Patrick Collins, a singer-songwriter-guitarist from the Hudson Valley, shares the bill.

On October 8, Nashville-based singersongwriter-keyboardist Kate Klim will perform her "sad songs sprinkled with hope," including selections from her new album, "Something Green." Plus, Andrew Delaney brings his darkly witty "post-modern anti-folk" to round out the show.

The November 12 show will feature the the donations of attendees.

Afro-Peruvian jazz sounds of Forbidden Tropics, a five-piece band from Central New Jersey, along with Matt Bednarsky, a worldtraveling troubadour now based in eastern Pennsylvania.

All shows start at 7 p.m. at the Patricia M. Kuran Cultural Arts Center, also known as the Old Carriage House, on Watson Road alongside Fanwood Borough Hall. The suggested donation for admission is \$15, or \$10 for students and seniors.

For more information, visit

fanwoodperformanceseries.org or look for

Fanwood Performance Series on Facebook. The series is presented by Mayor Colleen Mahr and the Fanwood Borough Council, with financial support from the Union County Board of Commissioners' HEART grant program and the donations of attendees

FALL RE-OPENING OF THRIFT SHOP

Fanwood-Scotch Plains Service League

Tuesday, September 6 marks the start of the annual designer handbag event sponsored by the Fanwood-Scotch Plains Service League, a local all-volunteer organization running the non-profit Thrift Shop at 1741 East Second Street in Scotch Plains. Find handbags from Michal Kors, Kate Spade, Coach, Cole Haan, and other famous brands, along with wallets for men and women and a variety of evening bags for all types of special events.

To prepare for the handbag event and to restock the shelves with fall merchandise the shop will be closed through Monday, September 5. The store will reopen on Tuesday, September 6, with hours Tuesday through Friday from 10:00 a.m. to 2:30 p.m., and Saturday from 10:00 a.m. to 1:00 p.m. COVID-19 guidelines continue to be

followed, with face masks expected of all patrons entering the store. Children are welcome provided they are accompanied by an adult.

Drop by the store early in the month for the best selection of handbags and to shop a wide selection of constantly replenished clothing, shoes, bric-a-brac, linens, household goods, toys, games, books, CDs, and DVDs.

The Service League thanks all patrons and contributors of goods for their ongoing support of the Thrift Shop. All proceeds outside of operating expenses are plowed back to the community. With your help, \$50,000 in grants to local organizations and student scholarships were made in 2022. Help us keep up the good work! Call for more information during Thrift Shop business hours: 908-322-5420.

PROGRAM TO FEATURE UNION COUNTY'S REIGN OF TERROR

The Union County Historical Society is pleased to host Dr. Walter E. Boright for a program entitled "Union County's Reign of Terror" on Sunday, October 2 at the Cranford Community Center, 220 Walnut Avenue, Cranford. As seating is limited, an advance reservation is suggested by emailing the society with the number attending at uncohissoc1@gmail.com.

The presentation centers on a Union County man who earned infamy as one of the most notorious killers in the state of New Jersey. His rampage in the 1950s into the 1970s began with grave desecration and arson, and escalated to rape, murder, and cop killing. He was not linked to some of his crimes until decades after they were committed. This serial killer eventually was convicted of murder and imprisoned for life where he later died of natural causes.

Union County Historical Society President Joanne Rajoppi said, "We are excited to have Dr. Boright, a noted author and historian, review the

history of these crimes for the Society's program. Dr. Boright is a respected, well-known author of six local history books and nearly 200 published articles about local, county, and New Jersey State history," she added.

Dr. Boright earned a bachelor's degree as a history major from Kean University in Union where he also taught New Jersey history. He taught history in Clark schools and became a New Jersey superintendent of schools. He earned master's and doctoral degrees at Seton Hall University. He served as a Kenilworth councilman and was elected five times to the Union County Board of Chosen Freeholders (now the Board of Commissioners). Dr. Boright has presented many programs to schools and organizations about local, regional, and New Jersey history.

The program is open to the public without charge. Parking at the Cranford Community Center is adjacent to the center and library with free off-street parking.

ROTARY INDUCTS NEW OFFICERS

Submitted by Maria LaMorte-Wright

Al Smith was recently inducted as the new President of the Fanwood-Scotch Plains Rotary Club for the 2022-2023 Rotary year. New officers Talib Morgan (President-Elect) and Susan Pastir (Secretary) and board members were also sworn in. All officers and board members were sworn in by Past District Governor Ann Walko.

During his presentation, Al Smith said, "we have to shake things up. The world has changed, and if we want to remain relevant, Rotary will



Smith has already introduced some changes to revitalize the club, including offering a new meeting structure. The first three meetings of the month will be held at 12:15 p.m. The first meeting will be virtual and the following two will be in person at the Stage House in Scotch Plains. The fourth meeting of the month will be held at 6:30 p.m. at Darby Road. The in-person meetings so far have ranged from topics such as mental health awareness, acupuncture, and fundraising.

The Fanwood-Scotch Plains Rotary Club has been serving the community since 1938. In 2023, the club will celebrate its 85th Anniversary. For further information about the club, go to fsprotary.org or visit their Facebook page: Fanwood-Scotch Plains Rotary Club.



(above) Past President Deanna was virtually presented with a Paul Harris pin and she discussed all the accomplishments of the past year, including a fundraising initiative for the people impacted by war in Ukraine. The initiative raised \$10,000 and funds were distributed to Shelterbox, the Rotary International Disaster Fund, and the Rotary Club of Poland (to provide assistance to Ukrainian refugees).Pictured are President Al Smith, President-Elect Talib Morgan and Secretary Susan Pastir.



(above) The Joe Qutub Scholarship was presented by Kim Decker to Interactor Ava Mach. This award is given annually to a member of the SPF HS Interact Club who demonstrates a commitment to community service and volunteerism. Joe's children, JoAnne and Sami, attended the ceremony and said a few words about their dad's dedication to Rotary and to the service of others. Joe's wife, Annie, also attended. Pictured are JoAnn Qutub, Kim Decker, Ava Mach (Scholarship recipient) and President Al Smith.



(above) FSP Rotary Club members

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It is highly recommended to have a marketing plan and budget before spending.

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RENNA MEDIA NEWSPAPER RATE SHEET WE MAIL 160,000 NEWSPAPERS MONTHLY! Tina Renna 908-418-5586 • tinarenna@rennamedia.com Joe Renna 908-447-1295 • joerenna@rennamedia.com 202 Walnut Avenue, Cranford, NJ 07016



Make Checks payable to Renna Media, 202 Walnut Avenue, Cranford, NJ 07016

Back cover, front page baruser and front box reserved on first-come, first-served basis Current advertiser has right of first refusal.



- Crating an image
- Choosing an advertising vehicle
- Analyzing results

.

Participants are encouraged to ask questions as they pertain to their own businesses.



Joe Renna has been in business since 1984 supplying businesses with a full array of marketing and advertising services. From developing business and marketing plans to multimedia production, over the years, his ad agency has worked with every size business. Since 2000 Renna Media has been publishing hyperlocal community newspapers.

Each month, over 160,000 newspapers are mailed to every home and business in 24 towns. He also offers full color printing and mailing services as well as an online presence that parallels his print publications. Through these publications, Renna Media has focused on the needs of the local business owner offering customized, affordable, advertising opportunities. Joe Renna also helps his advertisers with their marketing plans as a value-added service.

Joe Renna Renna Media

Mr. Renna's presentation will address the different aspects of building a marketing plan and tuning up existing ones. The audience will leave with the information to guide them in developing a plan that will get them the best return for their marketing budget. The presentation will encourage questions from the audience and will address specific challenges facing participating business owners.



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



PER POST

Block of 20 for \$200

Full Color Flyers and Menus Printed and Mailed to Every Home and Business in Town! FLYERS 45

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 quanttiy.)

Joe Renna at 908-447-1295



MOBILE MEALS OF WESTFIELD

Sheet Metal Workers' Union No. 22 recently presented Mobile Meals of Westfield with another much-appreciated donation of \$600 in gift cards. Representing the union was Business Representative, Financial Secretary/Treasurer Jason Rooney. Accepting the donation was Mobile Meals Operations Manager Josephine Walsh.

Mobile Meals of Westfield is a non-profit organization that provides nutritious hot meals for those unable to provide meals for themselves. The organization serves the communities of Clark, Cranford, Fanwood. Garwood. Mountainside, Scotch Plains, and Westfield. For more information about the organization and the website services. visit at mobilemealsofwestfield.org or call 908-233-6146.

Sheet Metal Workers' Union No. 22 serves Union, Morris, Somerset and Sussex Counties. The union members support veterans, the homeless and non-profit organizations as part of their community assistance programs. In addition, new union members, as part of their apprenticeship, provide 20 hours of community service annually over a five-year period for a total of 100 hours. For more information on the union, visit SMWIALU22.ORG. The union has consistently supported Mobile Meals of Westfield, and their generous donation is most appreciated.



(above, l-r) Jason Rooney, Sheet Metal Workers' Union; and Josephine Walsh, Mobile Meals of Westfield.

Courtesy photo



net/17?EventID=a105a000005gvnQ



Patios
Curbs