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#### Edward Jones

edwardiones.com Member SIPC

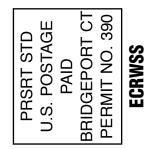
### WEST POINT CADET INSPIRES SCOUTS

Scouts BSA Troop 19 - St. Rose of Lima Church, Short Hills

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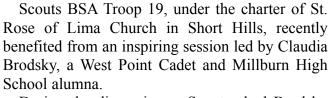


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During the discussion, a Scout asked Brodsky about her most challenging experiences. In response, Brodsky shared profound insights from her time at West Point, revealing that challenges often appear more daunting from afar but become manageable when confronted directly. She emphasized the importance of resilience and personal growth through overcoming obstacles.

Scoutmaster James McKenna commended Brodsky for her impactful message, noting its resonance with the Scouts. He highlighted the universality of Brodsky's wisdom, applicable not only to scouting but also to all aspects of life. McKenna underscored the significance of courage, determination, and perseverance, affirming that these qualities empower individuals to overcome any obstacle on their journey toward success.



(above) Claudia Brodsky, a West Point Cadet and Millburn High School alumna, inspired scouts with a talk about overcoming challenges with confidence and perseverance.



(above) BSA Troop 19, St. Rose of Lima Church - Short Hills, NJ

Photos by Scouts BSA Troop 19, St. Rose of Lima Church - Short Hills



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### **ONE MILLBURN DAY**

Christine Burton, Superintendent of Schools Friday, April 20th was 'One Millburn Day' at Millburn High School. The Social Studies Department (spearheaded by teacher, Sharon van Blijdesteijn and Department Chair, Gina Watts) and other staff coordinated a day of guest speakers on topics such as the holocaust and genocide as part of the One Millburn initiative in our district.

All students attended two assemblies. The keynote speaker was Eugenie Mukeshimana, a survivor of the Rwandan genocide, in commemoration of the 30-year anniversary of that horrific event. There was also an academic panel titled, "Schools are No Place for Hate," with experts from local universities who discussed the impacts of racism, anti-semitism, Islamophobia, xenophobia, transphobia, homophobia and on students in schools. Some activities provided opportunities for students to share topics of discussion around diversity, equity, inclusion and belonging workshops on social justice, and community service. There were also activities that provided students with mental health breaks to decompress and engage with their peers. Students played board games, learned to knit, and crochet, or got their hands dirty in the greenhouse. There was karaoke, yoga, pickleball and much more! The day wrapped up with the spring sports pep rally coordinated by Athletic Director, Chris Drechsel. Go Millers!

Many thanks to the High School Administration, Millburn Education Foundation and the High School PTO for their support, along



Photo by Milburn Township Public Schools

with the assistance of community members and faculty who facilitated these various sessions. More than 50 students took on leadership positions to act as liaisons to the speakers and as guides through the reflection. It was an inspiring day for all involved.



Explore Millbun-Short Hills has launched a new webpage which promotes open jobs in the town.

If you are looking for a local job, or have one to offer, please visit this website page to Explore! exploremillburnshorthills.org/job-opportunities



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### **MORE STEM STARS SELECTED AS REGIONAL WINNERS**

Millburn Township Public Schools Two Millburn High School teams won recognition in the Toshiba Exploravision STEM competition. Wanjia He, Casey Liu, and Frank Huang were part of the "JellyFilter" team that was named Regional Winner for Region 2 in the competition. Thousands of students in the USA and Canada submit project proposals to this prestigious contest. Only six high school projects are selected as Regional Winners.

The "JellyFilter" project proposal is a water filtration system using the protein in jellyfish

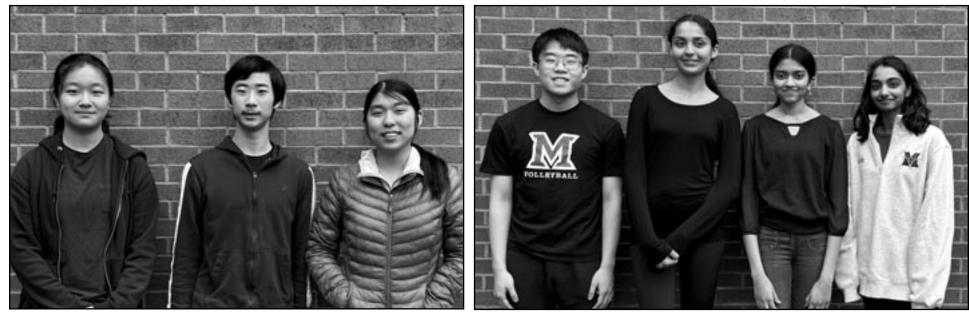
water. The team will now be called upon to create a prototype, website, and video to support their bid for the national championship. If their project is selected as a national 1st or 2nd place winner, they will be invited to attend the national awards ceremony, to be held from June 12th to June 14th, in Washington, DC.

The RheumaBots team, Tanvi Akunuri, Daniel Han, Subhi Stephan, and Pari Tyagi received Honorable Mention in the competition. Their project "RheumaBots: titled Advanced

mucus to remove microplastics from a stream of Nanorobot Therapy to Mitigate Rheumatoid Arthritis" proposed a novel way to combat arthritis using nanotechnology.

> The members of both teams demonstrated creativity, perseverance, and teamwork in their project proposals as they found new applications for emerging technologies in an effort to improve our health and wellness and to protect the environment.

> Thanks to Science teacher and advisor, Christopher Cook for his support of these young scientists.



(above, l-r) The JellyFilter team (Regional Winners): Wanjia He, Frank Huang, and Casey Liu.

(above, l-r) The RheumaBots team (Honorable Mention): Daniel Han, Paridhi Tyagi, Subhiksha Stephan, and Tanvi Akunuri. Photos by Millburn Township Public Schools

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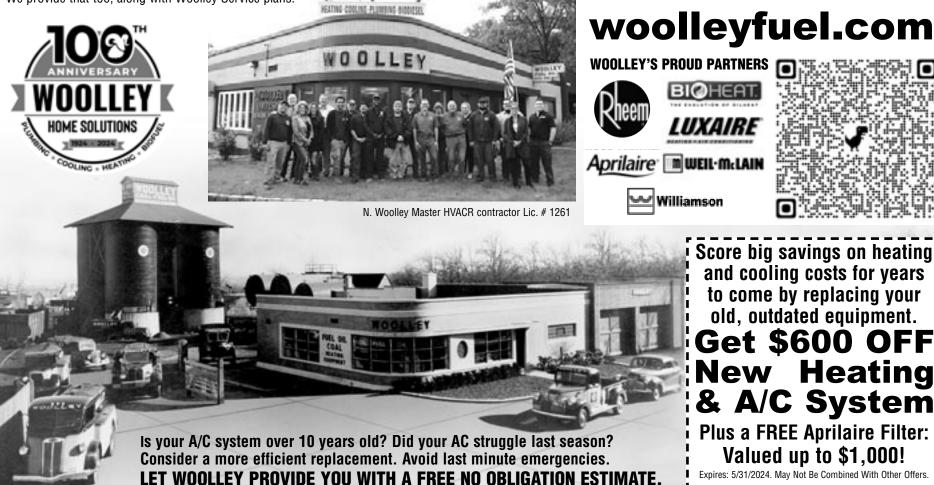
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### **STUDENTS WIN 94 REGIONAL, AND 3 NATIONAL ART AWARDS**

Millburn Township Public Schools Millburn High School student artists collectively won 94 regional, and 3 national awards in the prestigious Scholastic Art Awards. This is the highest number of awards our high school art department has ever been awarded and we celebrate this great achievement on behalf of our amazing student artists & teachers!

Millburn High School is proud to have

secured 3 national medals. Erika Kasuga won a National Gold and National Silver in Drawing & Illustration, and Riana Joseph won a National Silver in the Mixed Media Sculpture category. In regional awards, students earned 27 Gold Keys, 24 Silver Keys and 44 Honorable Mentions. Regional Gold Key award winners go on to be considered for national-level recognition, which will be announced in June.

Congratulations to all of the students and to

the High School Art staff who encourage these young artists to participate in the competition and gain recognition in a wide range of media. Thank you to Linda Kim, Susan Bromirski, Katherine Reilly, Keeley Flack, Christine Benson Vos, and Jacklyn Hummer.

Mark your calendar now for May 29th for the annual AP Art Show at the high school when you will have an opportunity to see the work of these amazing artists.



(above) Scholastic Award winers. Mark your calendar now for May 29th for the annual AP Art Show at the high school.



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#### SHORT HILLS HOUSE TOUR SPRING 2024

The H.O.M.E. (HELPING OTHERS MOVE EQUITABLY) Tour of Short Hills benefiting The Warehouse NJ celebrates the importance of home through a carefully curated house tour of 5 extraordinary homes in Short Hills. Each featured home will have a unique and interesting story to tell - its history, a renovation, or other meaningful memories that have made the house a home. See historic to contemporary architecture and a wide range of interior design styles.

The purpose of this event is to raise funds for The Warehouse NJ, a 501(c)(3) nonprofit organization that supports individuals and families as they transition into permanent housing following a time of crisis such as homelessness, abuse, natural disaster, or political asylum. Since 2019, TWNJ has been "helping to create a new beginning" for these individuals and families by transforming their new housing into a home with furniture and basic household items.

Limited VIP tickets available for the Preview Party which includes cocktails at a bonus 6th house. Act fast - last year this event sold out! Tickets go on sale May 5. Visit thewarehousenj.org for more information and to purchase tickets.



(above) The interior of a home featured in the 2023 HOME Tour. Tour includes a wide variety of architectural and interior design styles. Photo courtesy of Fisk Foto

### **MILBURN LIBRARY'S MAY EVENTS**

millburnlibrary.org/events • 200 Glen Ave., Millburn, NJ 07041 • (973)376-1006 Monday - Thursday: 9:30 a.m. - 8:45 p.m.; Friday, Saturday: 9:30 a.m. - 5:15 p.m.; Sunday: 1 p.m. - 4:45 p.m.

#### PROGRAMS FOR ADULTS: Hybrid: Medieval Monasticism with Alexander Clemente

Thursday May 16, 7-8pm, Hybrid, Auditorium

The monk is among the most iconic of medieval images. This is evidenced by the works of Geoffrey Chaucer and even the depictions of Friar Tuck, from the tales of Robin Hood. This lecture intends to heighten our awareness of the

central role that such men (and nuns) played in the furtherance of Medieval European Civilization.

IN PERSON: RESUME DESIGN TOOLS

Thursday May 30, 2-3:30pm, Room B Take a look at some great software for building

a résumé with, including Microsoft Word/Google Docs, and Canva.com, as well as

free library resources to get live help from job & résumé experts. Registration required.

#### **PROGRAMS FOR KIDS:** IN PERSON: STAY & PLAY: MAKE BELIEVE

Wednesday May 15, 10:30am-12pm, Children's Room

This is a free-play program for younger children with an emphasis on developmental play skills. We will place toys all around the Children's Room, and kids can dive in and

#### just play! IN PERSON: CRAFTERNOON

Wednesday May 22, 4-5pm, In Person, Auditorium For ages 4-12 What does crafts + afternoon equal? Why, crafternoon of course! Kids are invited to make

#### a fun seasonal craft. Drop in. IN PERSON: TRADITIONS OF INDIA DANCE PERFORMANCE FOR KIDS

Thursday May 30, 4-5pm, Auditorium, Ages 5+ Celebrate and learn about Indian culture and traditions through dance! Originating in Hindu temples more than 2,000 years ago, traditional Indian dance combines fluid movement with complex melodies and rhythmic patterns. Registration required.

#### PROGRAMS FOR TWEENS & TEENS (AGES 12+): IN PERSON: TAKE A "PAWSE" WITH A THERAPY DOG

Tuesday May 7, 3:30-4:30pm, Teen Space Come visit with a dog that will help melt your stress away.

#### IN PERSON: TEEN YOGA & CRAFT

Friday May 10, 3:30-4:30pm, Room B Leave the stress of school and life for an hour and focus on you! We will be working with mantras & affirmations that are repeated to aid in meditation & concentration. After, turn your mantra into a bracelet! Registration required.

#### HYBRID: COLLEGE ESSAYS SIMPLIFIED

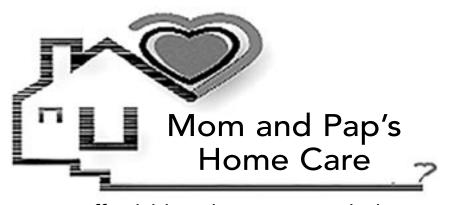
Monday May 13, 7-7:30pm, Room B & Online Come to a 30-min workshop all about the importance of essays in the admissions process, what colleges are looking for, and brainstorming and writing strategies. Afterwards, there will be a Q&A.

#### RESOURCE OF THE MONTH! CREATIVE BUG

Dive into your creative side with hundreds of video lessons on all matters arts & crafts: sewing & quilting, jewelry, papercraft, ceramics, painting, baking and more. Make an account using the website first, then log into the app on a smart device. Go to https://millburnlibrary.org/digital-resources/ for more information on this and all our digital resources.

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### **OFFICER INSTALLATION 2024-2025**

Central District presided. Summit Elks Lodge information visit: summitelks1246.org

Summit Elks Lodge #1246 installed their 2024 membership is approaching 3,000, drawing - 2025 Officers during a ceremony held on members from Summit and surrounding towns. Sunday, April 7th. Dignitaries from the Elks East New members are welcome. For more



(above, l-r) Lodge Officers responsible for the 4 Pillars of Elkdom: Charity, Justice, Brotherly Love and Fidelity. Rocco DiPiano - Esteemed Leading Knight (Charity); Fred Honold - Exalted Ruler (Fidelity); Apollo Hrehorovich - Esteemed Lecturing Knight (Brotherly Love); and Mary Twill - Esteemed Loyal Knight (Justice). These four officers look forward to serving our communities for the benefit of all.



# Attention Parents of Kids Ages 6-18 SUMMER ATHLETE PERFORMANCE CAMP IN BERKELEY HEIGHTS

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- **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.

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- Morgan GRIT Athlete Parent

- "My son has been talking about it since the summer program ended. After he attended the summer program we have seen a tremendous improvement with Mason in sports. He is much more aggressive and focused now." *Robert, GRIT Athlete Parent*
- "My son is more disciplined and confident in himself"

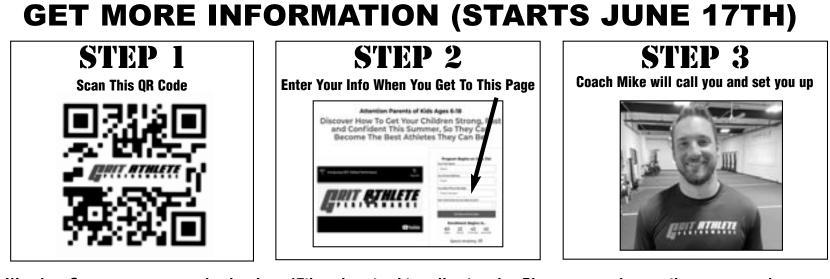
- Steve Hughes, Grit Athlete Parent

• "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* • "We saw a noticeable difference in his throwing - he could throw it further and faster! The training definitely paid off!"

- Dara, GRIT Athlete Parent



Warning: Our summer season begins June 17th and we tend to sell out early. Please respond promptly so we can give you the best chance to grab a spot. Scan the QR code and enter your information to find out more about the Summer Program.



# Summer Camp Registration Deadline: June 1

#### Orchestral Camp 6/24-7/6

Recommended for Students in Grade 9 or Younger

- String Session 9:00 1:00 p.m.
- Wind/Brass/Percussion Session 12:00 4:00 p.m.

Chamber Music Camp 6/24-7/5 11:00 a.m. - 2:00 p.m.

*NEW!* Double Reed Camp 6/24-6/28 12:30 - 4:30 p.m.

NJYS Camp Requirements Available Online at NJYS.org

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NJYS.org

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### A PHONE CALL CAN SAVE A VETERAN'S LIFE - HELP US SAVE VETS!

Michael D. Boll, President, NJVN Every year we honor the fallen, who have sacrificed their lives so we can live in the best country in the world. Please reflect on the service our heroes perform to keep us safe and protect our way of life. This Memorial Day we are asking people to call and check on our active duty soldiers and veterans that have served. Every day we lose twenty-two veterans to suicide and 40 percent of veterans that return from combat are diagnosed with PTSD. Unfortunately, this number has not changed much, and we feel that recreational therapy and peer support can really make a difference for our veterans living in crisis. The New Jersey Veterans Network (NJVN) is fully committed to combat this epidemic by aggressively seeking out veterans in need. Our

goal is to contact the veteran before they fall into a deep state of depression and provide them lifesaving and lifechanging resources.

Over the last few years, the NJVN has been able to provide thousands of meals to our veterans and active duty soldiers. Thousands of veterans were given new suits and clothing from our storage area, over thirty newly refurbished automobiles were gifted to disabled veterans, and the most important thing the NJVN does is save lives through our peer support /mentorship program.

The NJVN works from the heart and is therefore able to work with all the other amazing veteran charities that share the same common goal, putting veterans first. Our donations go directly to the veteran's programs, which allows

us to assist veterans and their families throughout the entire state and host numerous recreational therapy activities as well. This year we are starting up a few veterans' retreats and will focus on increasing events at our state veteran hospitals and shelters.

We are always looking for volunteers that can both assist with upcoming events and help mentor veterans so they can live better productive lives. Volunteers are the most important NJVN resource, and we would love to have more people help us save lives. If you need assistance or are interested in joining the team, please send us your name, email, and phone number to NJVN1775@gmail.com or call 973-332-1556. Check out our website NJVN.org for our services and accomplishments.

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(above) New Jersey Veterans Network veterans and volunteers at a recent event.



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### NJ YOUTH SYMPHONY CELEBRATES 45TH ANNIVERSARY AT NJPAC

#### Wharton Arts

The New Jersey Youth Symphony (NJYS), a program of Wharton Arts, will present its 45th Anniversary Celebration Concert on Sunday, May 5 at 3:00 p.m. at the New Jersey Performing Arts Center (NJPAC) in Newark. Experience a grand celebration of the Garden State's premier youth orchestra program as its three full symphony orchestras and Jazz Orchestra come together with alumni for a triumphant concert commemorating the 45th season. Special guest stars George Marriner Maull of The Discovery Orchestra and jazz legend Rufus Reid join the jubilee led by NJYS conductors Dion Tucker, Mark Gunderman, Simon Lipskar, and Helen H. Cha-Pyo. The celebratory program features works by Holst, Copland, Rufus Reid, Valerie Coleman, James Ra, and Respighi.

Audience members are invited to take a sweeping look at the New Jersey Youth Symphony's 45-year history and the road ahead. Tickets are \$20, \$35, and \$50, available at NJPAC.org. VIP Tickets can be purchased for \$150 and include premium seating and admission to the post-concert reception. VIP Tickets, as well as more ways to support NJYS, can be found at NJYS45.givesmart.com.

Said Maestro George Marriner Maull, "As founding Music Director and Conductor of the New Jersey Youth Symphony, nothing could make me happier than the celebration of the youth symphony's 45th Anniversary-an amazing accomplishment in the lifespans of today's nonprofits. The New Jersey Youth Symphony, a vital part of the Wharton Arts family, is now flourishing under the artistic





(above) The NJ Youth Symphony, a program of Wharton Arts, will present its 45th Anniversary Celebration Concert on Sunday, May 5 at 3:00 p.m. at the New Jersey Performing Arts Center.

leadership of Helen Cha-Pyo and her staff. It is communities. flourishing beyond the wildest dreams of those of us—and there were so many during those first eighteen years beginning in 1979-who planted and nourished this seed. Just gaze at and listen to what that seed has blossomed into...Happy 45th Anniversary indeed!"

"As we commemorate the New Jersey Youth Symphony's remarkable 45-year journey, this concert stands as a tribute to the unwavering dedication, exceptional talent, and boundless passion of our young musicians, their families, our devoted artistic and administrative teams, and our invaluable community partners-including public school music educators, private teachers, and generous supporters," said Helen H. Cha-Pyo, Artistic Director and Principal Conductor. "Creating an inclusive and nurturing environment where our youth can explore their potential requires a collaborative effort. At the New Jersey Youth Symphony, a program of Wharton Arts, we deeply appreciate our vibrant and engaged community. We are committed not only to delivering outstanding musical experiences but also to fostering positive life experiences that empower our young artists to flourish. We are eager to present a concert with our honorees, Rufus Reid and Maestro George Marriner Maull, and NJYS alumni that honors our rich history while embracing an exciting future. We hope the audience enjoys the world premiere of Ring O Bells! by James Ra, commissioned to commemorate the 45th anniversary, and we invite you to join us for this unforgettable musical celebration!"

Throughout the 2023-24 season, NJYS has honored its vibrant history and bright future with premieres of new compositions and beloved music from the inaugural season in 1979. For more information, go to NJYS.org.

Wharton Arts' mission is to offer accessible, high quality performing arts education that sparks



Wharton Arts' vision is for a transformative performing arts education in an inclusive community to be accessible for everyone.

Wharton Arts is New Jersey's largest independent non-profit community performing arts education center serving nearly 2,000 students through a range of classes and ensembles. The 5 ensembles of the New Jersey Youth Chorus, an auditioned choral ensemble program for students in grades 3-12, encourage a love and appreciation of choral music while nurturing personal growth and creative development. The 15 ensembles of the New Jersey Youth Symphony, which serve nearly 600 students in grades 3-12 by audition, inspire young people to achieve musical excellence through high-level ensemble training and performance opportunities. Based in Paterson, the Paterson Music Project is an El Sistemainspired program of Wharton Arts that uses music education as a vehicle for social action by empowering and inspiring young people to achieve their full potential through the community experience of ensemble learning and playing. From Pathways classes for young children to Lifelong Learning programs for adults, the Wharton Performing Arts School has a robust musical theater and drama program and offers both private and group classes for instruments and voice for all ages and all abilities. With the belief in the positive and unifying influence of music and that performing arts education should be accessible to all people regardless of their ability to pay, Wharton Arts offers need-based scholarships.

Wharton Arts is located in Berkeley Heights, New Providence, and Paterson, NJ and reaches students from 12 counties. All of Wharton Arts' extraordinary teaching artists, faculty members, and conductors hold degrees in their teaching specialty and have been vetted and trained to personal growth and builds inclusive enable our students to achieve their personal best.



Short Hills MILLBURN MONTHLY • Page 17 • May 2024





(above) Repair volunteer Paul Lemaire (black shirt) with two satisfied Repair Cafe attendees at a repair Cafe in Summit.

### **REDUCE, REPAIR AND RECYCLE EVENT**

#### Madison Rotary Club

As a service to residents of Madison and surrounding communities, Madison Rotary is inviting the public to its biannual Community Shredding Day, joined by Morris County's first Repair Cafe. The shredding event will take place from 9 a.m. to 12 noon on Saturday, June 15, 2024, at Madison Municipal Parking Lot #1, at the corner of Prospect Street and Kings Road by the Madison Volunteer Ambulance Corps. The Repair Cafe will take place from 11 a.m. to 3 p.m. the same day, inside the Madison Volunteer Ambulance Corps building. This event is central to Rotary International's focus on protecting the environment and furthers our club's mission of partnering with other organizations to keep Madison one of the 'Best Places to Live in New Jersey.""

The Repair Cafe will be staffed by local volunteer repair experts, making a wide range of repairs, free of charge. People visiting the Repair Café should bring along their broken items from home: lamps, small appliances, clothes and other fabrics, bikes, jewelry, wooden items (like small furniture and frames), knives that need sharpening, toys, crockery, small garden tools, and much much more.

If you are thinking of throwing it away, please stop for a moment, and consider bringing it to the Repair Café. Repairers will work with you to get your items fixed (whenever possible), and will help you to keep it out of the landfill!

Please email, text or call Paul Lemaire at: pjlema@gmail.com or (732) 261-6443 if you have questions about the Repair Café, or are interested in volunteering, either as a repairer or to help in the organization and staffing of the event. You will get to learn about the Repair Revolution, and will meet others from your local community.

Please visit madisonrotarynj.org for more information about Madison Rotary.

See repaircafegs.org for information about Repair Cafés in the Garden State.



(above) Richard Wilcox and Ned Fox fix a rollator for a Summit Repair Cafe attendee at the "bicycle" repair station.

# You Don't Have To Live With It!

That "searing, burning pain" in your arm and shoulder . . . that "achy, numbing" feeling in your forearm... that "tingling" and loss of strength in your hand ... It interferes with your ability to use the computer, play golf, garden ... to have FUN IN LIFE!

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## **REPAIR VOLUNTEERS ALWAYS NEEDED!**

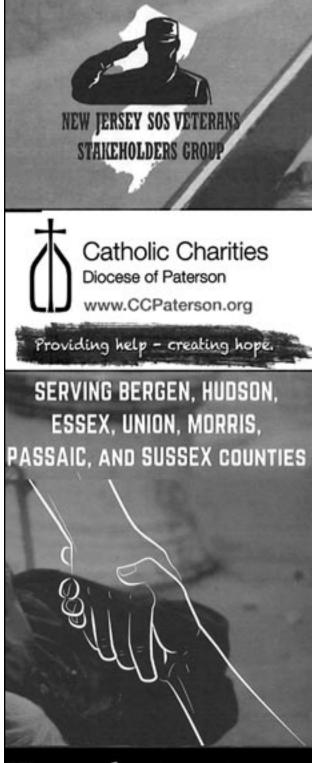
REPAIR CAFE EVENT CONTACT:

PAUL LEMAIRE 732.261.6443 PJLEMA@GMAIL.COM









## Homeless veteran in Northern NJ?

PLEASE CALL 1-855-289-8527 OR EMAIL US NJSOSVETS@GMAIL.COM

WE CAN HELP

### **ROSE CITY RUNNERS WELCOME NEW MEMBERS**

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 Brook Reservation is Morris Township. Meet time is at 8:30 a.m. April-October, and 9 a.m. November-March. We leave promptly so if it's your first time come a little early so you can be introduced.

We share post Saturday run breakfast on a park friendly welcoming group. picnic bench. We even have a fire in the shelter fireplace on cold winter days. We do have other activities including member hosted house parties.

Our USATF racing team competes against

Attention Morris area runners! Whether or not other NJ clubs. Racing on the team is an option and 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 often have turnouts of over 20 runners even on cold days. We have a diversity of ages from 20's to 70's! When park trails are icy or snow covered, we use alternate routes. We are a

> Contact BarbaraRushman@yahoo.com or visit our website RoseCityRunners.com to join or to learn more.



(above) Rose City Runners

#### **BIKE AND SEWING MACHINE COLLECTION JUNE 1 AT FAITH LUTHERAN CHURCH**

NJ-Pedals for Progress & Sewing Peace of High Bridge, NJ will be coming to Faith Lutheran Church for their annual used bike and sewing machine collection on Saturday, June 1, 2024, from 9:00 a.m. to 12:00 p.m. Volunteers are needed to do light mechanical work on bikes to prepare them for overseas shipment. Tools will be provided on site.

In addition, anyone with an adult or a child's bicycle in rideable or easily repairable condition is urged to donate that bike to this worthy cause. "Bikes for parts" or disassembled bicycles will not be accepted. Working portable sewing machines are also greatly appreciated and put to good use around the world.

It's never too early to drop off bikes and sewing machines. If you are unable to come by on June 1st, you may leave bicycle(s) in Faith Lutheran's lower lot next to the utility shed. If you are donating a sewing machine, please leave it underneath the sheltered alcove by the main doors at the bottom of the parking lot. Faith will hold onto them until the June 1st collection. Please also consider making a monetary donation of at least \$20 per item which can be made directly at www.p4p.org to cover collection and shipping costs, which ultimately add up to more than \$50 per item.

Faith Lutheran Church is located at 524 South

Street, New Providence, NJ, the phone number is 908-464-5177. Visit online at famfaith.org to learn more about our worship schedule and ministry opportunities.



(above) Past bike collection at Faith Lutheran Church. Next collection will be Saturday, June 1, 2024, from 9:00 a.m. to 12:00 p.m.





#### **3RD EPISODE OF MIND YOIUR OWN LOCAL BUSINESS**

Renna Media has posted its third episode of "Mind Your Local Business", a podcast that gives advice on how to run a successful local business.

Similar to the newspapers, the show will serve as a venue to support local community service organizations and events and the costs will be covered by advertisers. There are several marketing and advertising opportunities with the freedom to be unique and creative.

To learn more call, 908-447-1295 or email me at joerenna@rennamedia.com.



### **OLD GUARD THE MAY SPEAKERS PROGRAM**

Summit Area Old Guard

Summit Area Old Guard

The Summit Area Old Guard is a social, educational, and recreational organization that serves men of retirement age. We meet most Tuesdays at the New Providence Presbyterian Church located at 1307 Springfield Ave. Our dues are minimal, and members manage all aspects of the operation. Our motto is "Come for the Programs. Stay for the Friends." The organization was founded in 1930.

#### WE WILL HAVE FOUR PROGRAMS IN MAY: MAY 7TH, DR. LESLIE PENDLETON

On May 7th, our speaker will be Dr. Leslie Pendleton, founding director of the Machen Florida Opportunity Scholars Program at the University of Florida (UF). The Program . . . "reimagines the first-generation student experience by providing transformative access, comprehensive scholarships, and elite support programs." She is a national leader in creating sustainable efforts to support the college and life success of students who are the first in their families to pursue a college degree. Dr. Pendleton now serves as the lead development officer for the program, and she will discuss the 18-year history and impact of the Machen program Through intentional peer mentoring, academic coaching, and overall care and compassion for first-generation college students, UF has created a scalable model for other universities to follow.

#### MAY 14TH, GARY FISCH

On May 14th, our speaker will be Gary Fisch, founder & CEO of Gary's Wine & Marketplace, a four-store retail wine & spirits chain in northern NJ. Founded in 1987, Gary's Wine & Marketplace has become an industry-leading independent retailer selling wine, beer, spirits, gourmet foods, and giftware. During this presentation, Gary will speak about his founding story and some innovations he has pioneered in retailing over the past 35+ years. Gary has also been a good corporate citizen by supporting an annual wine-tasting event in Morristown.

#### MAY 21ST, ALLEN HAMILTON

On May 21st, our speaker will be Allen Hamilton. Allen will present his experience with Ancestry.com, including the wealth of online information, such as the census and birth/death/burial records. He will also discuss the DNA results for himself and his wife. Finally, he will lead a discussion of your stories.

#### **MAY 28TH, CHRIS GAFFNEY**

Finally, on May 28th, our speaker will be Chris Director of Championships, Gaffney, Metropolitan Golf Association. Conducting firstclass championships that "promote and conserve the best interests and true spirit of the game of golf" was the founding mission of the MGA. Today, the MGA is recognized as a leader in championship administration and conducts some of the nation's oldest and most prestigious events with a list of champions that reads like a who's who of golf. Chris will provide insight into the historic MGA Championship program, the fantastic golf courses, accomplished alumni, great volunteering opportunities throughout New Jersey, and some insight on the Rules of Golf.

The Summit Area Old Guard is a social, educational, and recreational organization that serves men of retirement age. We meet most Tuesdays at the New Providence Presbyterian Church located at 1307 Springfield Ave. Our dues are minimal, and members manage all aspects of the operation. Our motto is "Come for the Programs. Stay for the Friends." \The organization was founded in 1930.

#### THE DOMINICAN NUNS CLOISTER SHOPPE

For Westfielder Pat Colbert, volunteering at the Monastery of Our Lady of the Rosary in Summit "brings me peace no matter how my day is going."

She began volunteering at the Cloister Shoppe there more than four years ago after another Westfield resident, Marge Roeck, told her about it.

The well-stocked gift shop is operated by the Dominican nuns who reside on the Rosary Shrine grounds that include a large chapel open to the public. Several years ago, the cloistered nuns began making a number of products to sell, including candles, soaps, face and foot crème, etc. Those items are available, along with a host of religious goods, at the gift shop and online at cloistershoppe.com. Proceeds provide funds needed to support the 20 nuns who live at the monastery.

Many people come to the shop to secure perpetual enrollments that provide prayers for individuals.

"These are beautiful cards that people usually buy to give to families of recently deceased individuals or for any living person who might need prayers," says Tina Lesher, of Westfield, who along with her husband, John, volunteers at the shop. "We print out these lovely enrollments and include a special holy card."

Morris Township resident Kathy Sette has been a dedicated volunteer for 20 years.

"We're more blessed being here," says Sette. "There's just a feeling about it."

Her feelings are echoed by decades-long volunteer Dorothy Shanahan of Summit.

"Curiosity led me as a young woman to investigate that big church on the hill...Simply put, God's grace and love began a lifelong association with the monastery...this journey has been a very special privilege and gift to my life and my family."

Many of the volunteers are members of the Rosary Guild, an auxiliary that assists the nuns in such undertakings as raising funds, driving the nuns to appointments, shopping with the sisters, etc. The current president is Joan Brinkerhoff of Summit. She argues that working in the shop "can give me and all the volunteers an Evangelizing ministry---a time to care for others emotionally in a loving, Christian way. We reach out to our shoppers to help them find a special gift for a new grandchild, a sick friend or help them with a loss of a friend, child, parent or even a life-altering illness...we are the lay hands and voices of the nuns."

While handling the shop duties, volunteers also answer calls coming into the Rosary Shrine and relay the messages to the nuns.

"Many of the callers are seeking the nuns" prayers for a variety of reasons, often because of illness or loneliness or depression. As I listen to the pleas, I feel so lucky," says Tina Lesher.

The Summit monastery was founded in 1919 when a group of sisters from a Union City monastery moved to the current site. As contemplatives, the nuns use prayer and penance to spread the Kingdom of God. The average age of the current 20 sisters in Summit is in the 50s.

The monastery chapel houses the only copy of the Shroud of Turin. The 400-year-old shroud copy can be viewed during the open chapel hours from 6 a.m. to 7 p.m. daily. Mass for the public is celebrated daily at 7:30 a.m and Sundays at 8 a.m. The Cloister Shoppe is open Mondays through Saturdays from 10 a.m. to 4 p.m.

The Monastery is located at the corner of Springfield and Morris Avenues in Summit.



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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.

# 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

• 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.

Joe Renna at 908-447-1295

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email: JoeRenna@RennaMedia.com



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# Marketing Toolbox

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#### **NEWSPAPER ADVERTS**

We mail 160,000 newspapers to every home and business in 24 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 \$45 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

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- Brands: Buoyant Bob Cookies Crops FIND
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#### Order In-Store

Visit the store and speak with an available budtender to create your order. You can also order your products at one of our kiosks in the lobby or sales floor.

