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Issue 85 • November 2024

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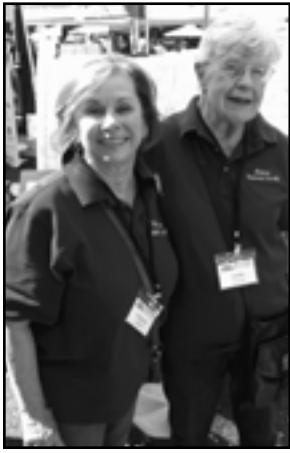
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SCARECROWS ON WAVERLY

MADISON MONTHLY NJ

Renna Media LLC, Publishers
202 Walnut Ave., Cranford, NJ 07016

Madison Monthly is published by Renna Media. 6,300 newspapers are printed monthly and mailed to every business and resident in Madison, NJ. 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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The Madison Area Chamber of Commerce, in partnership with the Garden Club of Madison, once again brought fall festivities to the heart of town. Together, they transformed Waverly Place into a festive showcase of cornstalks and family-friendly scarecrows, turning Waverly Place into a must-see autumn destination for residents and visitors alike.

Local businesses were invited to decorate Chamber-supplied scarecrows, customizing them to represent their unique brands and identities. They were perched along Waverly Place's lamp posts, these imaginative figures were on display from October 16th through Halloween, offering an engaging outdoor experience for families, shoppers, and visitors to enjoy up close.

Karen Giambra, Executive Director of the Madison Area Chamber of Commerce, shared her excitement about the annual project: "Scarecrows on Waverly is one of our favorite fall traditions. We're so happy to collaborate with the Garden Club of Madison to bring these creative, fun scarecrows to life."

The Garden Club of Madison has a long history of enhancing the community through both financial support and volunteer efforts. Its Civics Committee has played a crucial role in maintaining and beautifying public spaces throughout the town.

This collaboration between the Madison Area

Chamber of Commerce and the Garden Club of Madison celebrates the creativity and togetherness of the local community. The Scarecrows on Waverly display stands as a reflection of Madison's vibrant, supportive spirit.



(above, l-r) Garden Club members Hilary Tabish, Mary Bria, Kristen Luzi & Ruth Kerkeslager

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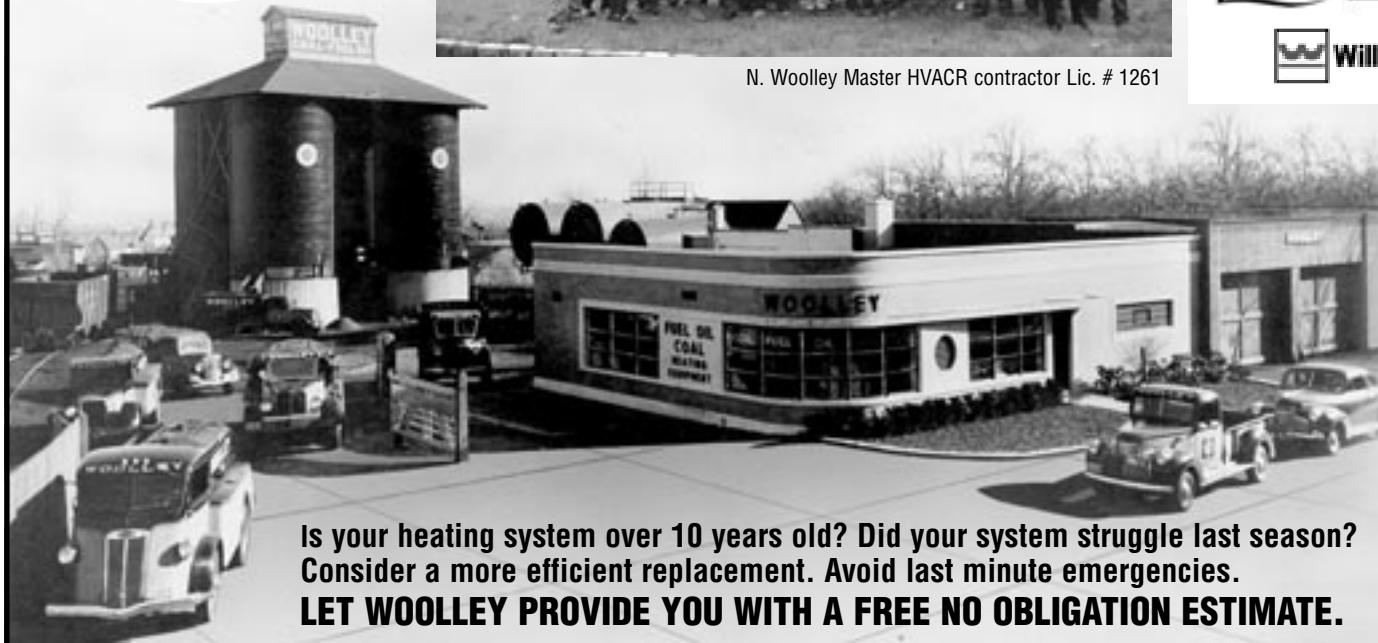
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LIBRARY PROGRAMS

39 Keep Street Madison, NJ 07940
 All lecture programs are online via Zoom
 unless stated otherwise.
 Please register at madisonnjlibrary.org

Adult Open Craft Night

Monday, November 4th @ 6:30pm-8:00pm.
 Held at Community Art Center, 10 Kings Road
 Have no time or space to finish up all those craft projects? Join us for some quiet time away from the kids and the dirty dishes. Bring along anything you want to work on or enjoy doing the craft I will provide, just in case.

Adult Craft Club

Tuesday, November 5th @ 10:30am-11:30am AND 11:45am-12:45pm
 Held at Community Art Center, 10 Kings Road
 Join us to make an adorable wreath for the last month of Autumn. All supplies provided.

Meet the Presidents and the Oval Office

Tuesday November 5th @ 7pm
 The Meet the Presidents Gallery traces, through artwork and objects, the evolution of the executive branch. Highlights include the actual Bible used during George Washington's inauguration in 1789 and a student scrapbook from 1962 chronicling JFK's leadership during the Cuban Missile Crisis. This lecture is led by the New York Historical Society.

The Good, the Bad, and the Scary of AI

Tuesday, November 12th @ 7pm
 A discussion on Morals, Values, and Ethics associated with AI as well as a discussion on the scams, deepfakes, and intellectual property implications of AI. This lecture is hosted by Kemmerer Library.

2024 ANNUAL APPEAL FRIENDS OF THE MADISON PUBLIC LIBRARY

Each year in November, the Friends of the Madison Library (the Friends), a tax exempt 501(c)(3) organization, reach out to the community to ask its support for our library. Generous contributions are responsible for funding programs and materials that are not covered by the annual Borough of Madison Library budget.

The Library and its patrons continue to rely on the support provided by these contributions to the Friends for supplemental funding. Gifts will enable the Friends to support 100% of budgeted funding for the Library's collection of books, videos and streaming services. Popular items, such as the Summer Reading Program, the recently digitized Museum Pass program and other special programs and events for children

and adults, are fully funded by contributions.

Thanks to the support of donors, the Friends were also able to contribute \$100,000 towards the Library's recent renovations. The renovated building will feature additional spaces for study, group work and meetings; new furniture and shelving for collections; and wiring upgrades for better electrical and internet connections.

After months of renovation, celebrate the Library's re-opening by contributing to the Friends' 2024 Annual Appeal. Donations can be made by visiting the Friends website friendsmadisonnjlibrary.org and making a secure online donation.

Checks made out to "Friends of the Madison Library" may also be mailed to 39 Keep Street, Madison, NJ 07940.

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To donate: Mail your check to Madison Volunteer Ambulance Corps, 29 Prospect Street, Madison, NJ 07940, or donate online at madisonems.org/content/donate. Donations are fully tax deductible.

While money pays the bills, people provide the

actual 24/7 services. We've tried lawn signs. A large white sign stood at the corner of our building at 29 Prospect Street for months on end asking for volunteers. These efforts have been fruitless. MVAC needs additional members now so that we can continue to serve you.

Interested in joining MVAC? We'd love to hear from you. Feel free to call 973-377-2229. We'll gladly provide the training and the uniforms. Without you, there may come a time when there is no us.

V.H. Schumacher Ed.D.

Vice President

Madison Volunteer Ambulance Corps



(above) Our Mission "Serving the citizens of Madison since 1954, our mission is, To save human life, relieve suffering of the injured, promote safety in all its branches and provide ambulance service for those in need, principally in the Borough of Madison, New Jersey".



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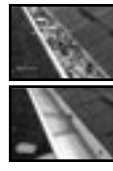
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The New Jersey Council of Farmers and Communities (NJFCF) is excited to highlight the abundant offerings of local farmers' markets, where residents can access the freshest produce the Garden State has to offer.

By visiting jerseyfarmersmarket.com, consumers can easily locate farmers' markets in their area and explore a wide array of locally-grown fruits and vegetables, along with delicious recipes that enhance the farm-to-table experience. Look for the unmistakable Jersey Fresh sign, it insures the purchase of authentic New Jersey produce.

New Jersey boasts over 715,000 acres of dedicated farmland and is renowned for its diverse specialty crops, producing an impressive 1.2 billion pounds of tomatoes, 74 million pounds of blueberries, and 400 million pounds of sweet corn annually. With its unique climate and fertile soil, New Jersey's farmers are devoted to sustainable practices that not only elevate the flavor and quality of their crops but also support environmental stewardship. Specialty crops from New Jersey play a crucial role in both local consumption and national markets, significantly bolstering the state's economy.

The NJFCF supports numerous farmers' markets across the state, fostering community engagement and promoting sustainable living. "New Jersey's agricultural industry is thriving, and our specialty crops are among the best in the nation," said Joseph Mikulewicz, President of NJFCF. "By choosing local produce, consumers invest in their health while supporting our



dedicated farmers and strengthening their communities."

Buying local produce provides numerous advantages: it minimizes carbon footprints thanks to shorter transportation distances, stimulates local economies, and guarantees access to fresher, nutrient-rich food. Research shows that locally grown fruits and vegetables often have higher nutrient levels compared to those transported over long distances.

Farmers' markets, along with local restaurants and grocery stores throughout New Jersey, proudly feature locally sourced produce that encourages healthier eating habits while nurturing a sense of community connection. The state remains committed to upholding its leadership in specialty crop production through initiatives centered on education, sustainability, and making fresh food accessible to all residents.

For more information on New Jersey's specialty crops and the benefits of purchasing local produce, please visit jerseyfarmersmarket.com.

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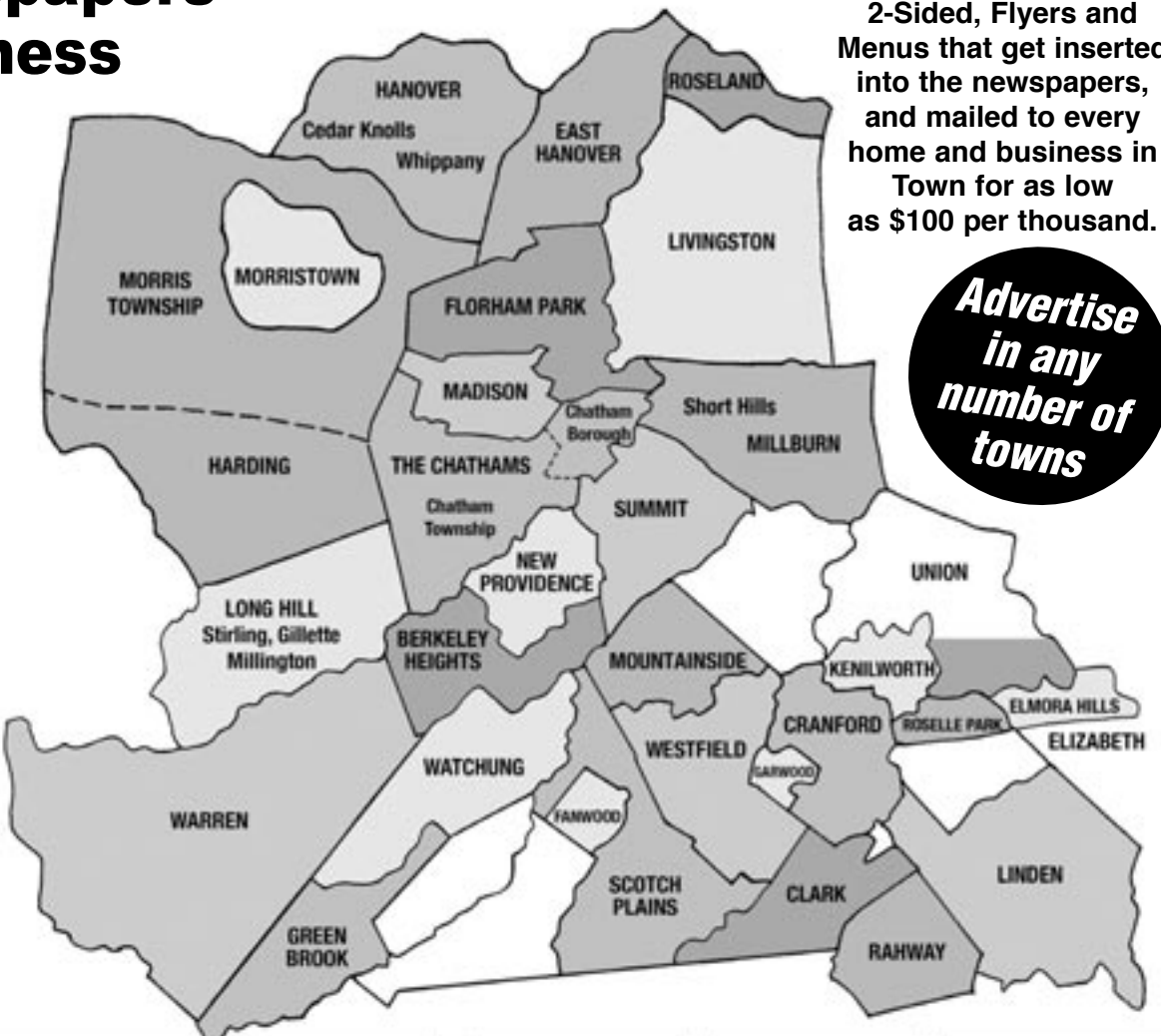
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2 Units	6.5" x 2" or 3.25"x4"	150	360	560	600	700	800	900	1000	1100	1200	1300
4 Units	3.25" x 8" or 6.5" x 4"	240	560	900	1000	1300	1600	1700	1800	1900	2000	2100
6 Units	6.5" x 6.25" or 10" x 4"	320	760	1200	1400	1600	1800	2000	2200	2400	2600	2800
9 HALF PAGE	6.5" x 9" or 10"x7"	360	860	1300	1600	1900	2200	2400	2600	2800	3000	3200
12 Units	6.5"x14"	400	960	1400	1800	2100	2400	2700	3000	3300	3600	3900
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BIG NEWS: RENNA MEDIA IS LAUNCHING SIX MORE NEWSPAPERS IN DECEMBER

Renna Media will be launching six new newspapers in December 2024. The new towns joining Renna Media's family of newspapers are Livingston, Roseland, Hanover, East Hanover, Morristown, and Morris Township. The newspapers are Every Door Direct Mailing (EDDM) to every home and business in town.

The new monthly publications will add over 40,000 new postal patrons for a new total of over 200,000 newspapers mailed to 30 towns in Union, Somerset and Morris Counties.

The publications are "hyperlocal" in nature in that they contain information focused on each individual town and are direct mailed within those towns. The newspaper's goal is to have 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.

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 black and white newspapers are designed to keep the cost of an advertisement to a minimum. Ads in one town start at \$100. Regional businesses can take advantage of discounted rates for advertising in multiple towns.

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

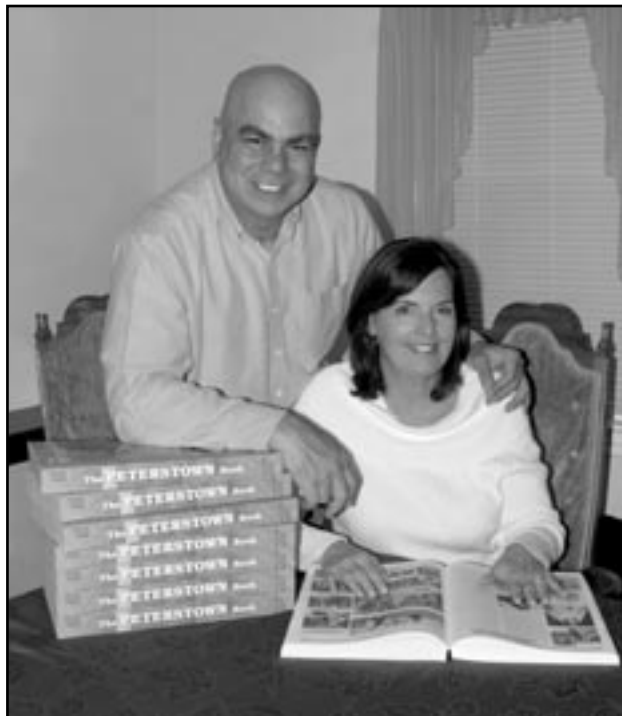
Renna Media is a Cranford, NJ based business

owned and operated by husband-and-wife team of Joe and Tina Renna. They are celebrating 40 years in business.

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

Press releases with community service news can be emailed to editor@rennamedia.com.

Businesses interested in advertising can call Joe Renna at 908-447-1295, or email joerenna@rennamedia.com.



(above, l-r) Joe and Tina Renna, owners of Renna Media, LLC, are celebrating 40 years in business.

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