AND BUSINESS IN WATCHUNG Watchung Post

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STUDENTS WIN FIRST PLACE IN VEX IQ ROBOTICS TOURNEY WILL REPRESENT NJ IN THE WORLD CHAMPIONSHIP IN MAY

Borough of Watchung

Elementary School students won first place at the VEX IQ NJ State Championship held at NJIT (Newark). This victory qualifies them for the chance to showcase their skills at the 2025 VEX Robotics World Championship on May 12, 2025,

The VEX IQ Robotics Competition, presented by the Robotics Education & Competition Foundation, make up the world's largest and fastest-growing competitive robotics programs for elementary schools, middle schools, high schools, and colleges around the world. There are more than 2,300 events worldwide.

Watchung's VEX IQ Robotics Competition team is comprised of Rishi Keshavapatnam, Julian Larsen, Ethan Lee, William Lee, Mason Marcellus, Daniel Marko, Jonathan Marko, Tom Marko, and Arman Radia.

In the VEX IQ Robotics Competition, students, with guidance from their coaches and mentors, build a robot using simple, snap-together VEX IQ parts to solve an engineering Mayor & Council Meeting.

challenge that is presented each year in the form of a game. Watchung Valley View Middle School and Bayberry Teams work together to score points in Teamwork Matches and get to show off their skills individually in drivercontrolled and programming Robot Skills Challenges.

> In addition to building robots, the STEM Research Project component of the VEX IQ Robotics Competition encourages students to actively explore an engineering challenge of their choice and share their research findings with event judges and their community.

The VEX IQ Robotics Competition fosters student development of teamwork, collaboration, critical thinking, project management, and communication skills required to 23,000 VEX teams from 70 countries that participate in over prepare them to become the next generation of innovators and problem solvers.

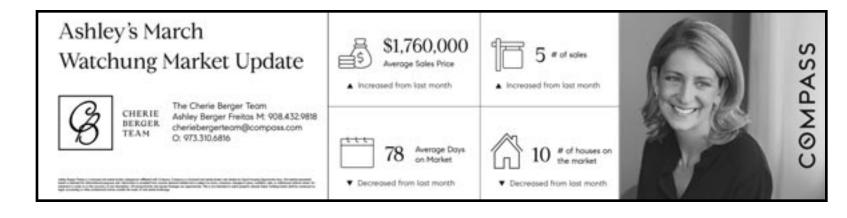
> Ophir Marko, the team's coach said, "This is the third year our teams represent the State of New Jersey at the World Championship. Watchung has a remarkable talent pool to draw from, and competition this year was tough. To say I am proud of these young students would be an understatement."

> The Champion Team will be honored during the May 8th

Courtesy photo



(above) Watchung's VEX IQ Robotics Competition team is comprised of Rishi Keshavapatnam, Julian Larsen, Ethan Lee, William Lee, Mason Marcellus, Daniel Marko, Jonathan Marko, Tom Marko, and Arman Radia.



Watchung Post

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ALISHA LI EARNS REGIONAL HONORS IN FENCING

Wellesley College sophomore Alisha Li of Warren earned the 2025 United States Fencing Coaches Association (USFCA) selection as All-Region honors. Alisha made the Division III team in epee. The awards are determined based on result and field size at each of the NCAA Regional Competitions.

Li made it to the quarterfinals round at the NCAA Northeast Regional, taking 26th among all divisions.

Alisha was Co-Captain of the Fencing team at Warren Hills Regional High School and made First Team All-State in 2022 and 2023. As freshman at Wellsley she won 80 meet matches. She made her collegiate debut with 11 victories at the LIU Shark Tank Challenge. Other accomplishments include: a team-leading 16 wins at the Vassar Invitational; picked up 13 conference wins at NFC Conference Meet No. 1 and the Brandeis Invitational; undefeated against Division I Northwestern at the Tufts Invitational; went 10-2 at the Eric Sollee Invitational and the EWFC Championships; and advanced to quarterfinals and placed 32nd in epee at the NCAA Northeast Regional. Li was awarded USFCA DIII Newcomer of the Year in Epee and earned a spot on the 2023-24 All-Academic Team.

As a sophomore more Alisha earned 54 victories in dual matches; opened the season with six wins at the Shark Tank Challenge; went 11-4 at the Vassar Invitational; notched 16 victories at



(above) Alisha Li

Courtesy photos

the NFC Conference Meets; had strong wins against Division I opponents Cornell and Penn State at the Brandeis Invitational, collected 10 victories at the EWFC Championships.

In both her freshman and sophomore years, Alisha was selected USFCA Northeast Fencing Conference All-Regional Team; Division III All-America Honorable Mention; and Northeast Fencing Conference Second Team.

Westley College is part of Delaware State University and is located Dover. The U.S. Fencing Coaches Association is an association of United States fencing coaches and was established in 1941.











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Sommerset County

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A Montgomery Senior Center client said, "My older years have been predominantly lonely until I joined the senior center. Regularly attending the center helps me keep fit, healthy, and joyful all day."

A Quail Brook Senior Center client said, "I live alone, and the senior center provides me with a social life where I can enjoy talking to folks in my age group. I have met interesting people and have attended fascinating programs. The staff and other clients make me feel welcomed."

Another senior wellness center client asserted, "Attending the senior wellness center saved my life! I love it here."





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STUDENTS PARTICIPATE IN POETRY OUT LOUD COMPETITION

Watchung Hills Regional High School

A partnership of the National Endowment for the Arts and the Poetry Foundation, Poetry Out Loud is a national arts education program that encourages the study of great poetry by offering a dynamic recitation competition to high schools across the country. The Watchung Hills Regional High School (WHRHS) English department launched its first year of Poetry Out Loud in September 2024. English teachers Mike Porter, Lynn Raimondo, and Michelle Lesniak led this initiative. Eleven students recited a poem for the full English Department during the WHRHS semi-finals on December 11th. Nine of those semi-finalists competed in the WHRHS Poetry Out Loud finals on January 16th.

Each student recited two poems during finals. Ms. Mary Ellen Phelan, WHRHS Director of Curriculum and Instruction, WHRHS teacher of Social Studies, Ms. Cara Yuknis, and recently retired WHRHS teacher of English Ms. Laura Goodson served as judges.

Zoya Balakrishnan won the WHRHS Poetry Out Loud finals with Tiffany Hwang as an alternate. As the WHRHS Poetry Out Loud winner, Zoya went on to perform in the New Jersey POL Region 4 competition at the Mayo Performing Arts Center in Morristown.

The first year of Poetry Out Loud sparked much collaboration and learning through close performance, reading, recitation, competition. WHRHS plans to start its next season this spring to involve more classes, more time to practice and prepare for the NJ POL Region 4 competition. WHRHS hopes to get more people involved, especially the underclassmen, so they can see the whole performance.

They performed in reverse alphabetical order by last name, so Zoya was last in the rotation. This meant that "We Are Not Responsible" was the closing performance - it was a good closer for the show!

A reflection from Zoya Balakrishman "Poetry Out Loud was an amazing way for me to develop a new appreciation for a form of literature often overlooked by high school students in favor of their familiarity with prose. Before participating, I had heard of a few popular poets: Maya Angelou, Ralph Waldo Emerson, and Elizabeth Acevedo. But the three poems I finally chose to

teachers, and more students to give them more recite were from entirely unfamiliar poets with uniquely fascinating stories to tell. I explored 18th-century sonnets alongside modern blank verse storytelling and practiced performance alongside comprehension. Poetry Out Loud is an amazing way for students to delve into poetry and its intricate interpretations without the pressure of creating original works. I received an immense amount of guidance and advice from our coordinators, all of whom helped me so much with my understanding of the poems on a deeper level. At the regional level, Poetry Out Loud was a chance for me to discover the talents and perspectives of others as well as bond with passionate, like-minded students. I fully intend to participate again next year and hope to see even more students interested in the event, giving them a chance to gain the same enthusiasm and appreciation for poetry that I did."



(above) Michelle Lesniak, Lynn Raimondo, Zoya Balakrishnan, Michael Porter

Photos by WHRHS





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NATIONAL LIBRARIAN DAY

National Librarian Day was celebrated on April 16th. The perfect day to reintroduce you all to Manny Miracle, our Watchung Branch Manager. Manny rejoined the Watchung Library in 2023. She is a WHRHS grad and her love of the library started when she started her first job years ago at the Watchung Branch! Thank you, Manny, for everything you have done and continue to do for our community. We appreciate all you do and how much you love this community.



(above) Manny Miracle, Watchung Library Branch Manager

GROUNDBREAKING CEREMONY MARKS MILESTONE

SCLSNJ's Watchung Branch

The future of the Watchung library took a significant step forward on Friday, April 4, 2025, with the groundbreaking ceremony for a new building. The event, held in front of the old Watchung Library building, drew approximately 75 enthusiastic community members, library staff, and local officials.

Brian Auger, Somerset County Library System of New Jersey (SCLSNJ) Library Director, echoed the community's anticipation at the event, stating, "From a library services perspective, this is the 2nd greatest day for Watchung. The greatest day will be when the new library opens its doors for the first time to the Watchung community."

Manny Miracle, the dedicated Branch Manager of the Watchung branch, expressed her deep enthusiasm for the project. "I feel incredibly fortunate to serve as the library branch manager in the town of Watchung at this moment in time," said Miracle. "Watchung is a remarkably vibrant community that invests in the wellness of its residents and beautiful grounds, and I think the library renovation is one more step in creating a community that prioritizes connection, discovery, and exploration. From the moment I stepped into my role here at Watchung, the library patrons, the Friends, The Library Advisory Committee, and the Borough have all been welcoming, inclusive, and engaging."

The groundbreaking marks a new phase in the library's evolution. The Watchung staff and patrons temporarily relocated from their beloved former building in May 2024 to a temporary location at 20 Stirling Rd. (formerly the Valley Furniture Store), which opened with full services in the beginning of June.

Looking ahead, Miracle shared her excitement for the future. "I wake up every day excited to go to work. I delight in hearing our existing patrons talk about their dreams for their library. It's an absolute joy to welcome new patrons into the library, especially our littlest cardholders, and tell their parents about all of the plans for the children's room."

She further highlighted the proactive approach of her team. "The team at Watchung, of which I am incredibly proud, has taken the opportunity this move and renovation has provided to rethink, refresh, and expand program offerings and outreach. Our goal is to provide the best possible experience to the community we serve both today in our beautiful temporary space and in all of the coming tomorrows."

The groundbreaking ceremony signifies the beginning of an exciting new chapter for the Watchung library, promising an enhanced space for discovery, exploration, sharing and community connections for years to come.

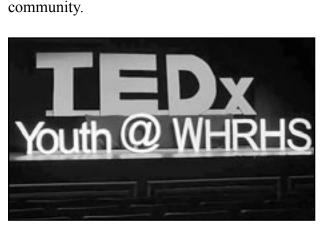
STUDENTS TAKE STAGE AT TEDX YOUTH EVENT

Watchung Hills Regional High School

Nine students and one teacher from Watchung Hills Regional High School took center stage last Wednesday night at the TEDx Youth event, delivering talks on a diverse range of topics. From biculturalism to ocean energy, leadership to alternative transportation, these young speakers captivated audiences with their passion, research, and personal experiences.

The TEDx Youth event provided an incredible platform for students to share their unique insights and inspire change. Each presentation had a compelling idea, demonstrating the power of youth-driven innovation and critical thinking.

The event highlighted WHRHS's commitment to fostering curiosity, creativity, and leadership among its students. As these young speakers continue to grow and develop their ideas, they serve as an inspiration to their peers and the community.





(above) A groundbreaking ceremony for a new Watchung library building was held in front of the old building, and drew approximately 75 enthusiastic community members, library staff, and local officials.

Photo by SCLSNJ





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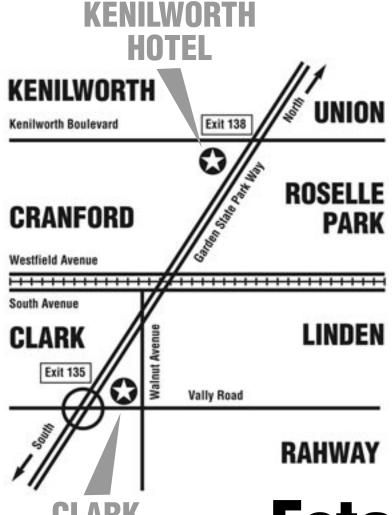
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SCLSNJ'S WATCHUNG LIBRARY MAY 2025 EVENTS

Watchung Library, located at 20 Stirling Rd. Some programs require registration. Visit SCLSNJ.org

BIRTH TO 3 YEARS

(with caregiver)

Baby/Toddler Storytime

May 5, 10:30 - 11a.m.

Introduce your child to the beginnings of storytime in this interactive program featuring rhymes, movement, songs, and stories.

BIRTH TO 5 YEARS

(with caregiver)

Music with Miss Donna May 19, 10:30 - 11:00 a.m.

Take time to bond with your children while making music in this interactive session. Enjoy music, fingerplays, and playing instruments. Hosted at WIlson Memorial Church.

AGES 4 AND UP

Bingo with Miss June

May 21, 4:30 - 5:00 p.m Share your love of Bingo with other players as you compete to win prizes.

FAMILIES WITH CHILDREN

Wildlife Show

May 6, 4:30 -5:30 p.m

Discover the thrill of wildlife! A professional handler will showcase incredible animals with exciting feeding demonstrations and hands-on interaction. Hosted at

WIlson Memorial Church.

Family Storytime

May 12, 10:30 -11 a.m.

Discover songs, stories, and movement in this active storytime.

GRADES K AND UP

Drop-In: Button Making

May 24, 10:30 a.m.-1:30 p.m Make buttons with a professional button maker. We will provide magazines and comic books to make buttons with, but you can bring your own media to make buttons as well.

GRADES K - 4 Read to a Therapy Dog

May 20, 4:30 - 5:30 p.m

Practice your reading skills by reading a story to a certified therapy dog. Registration is required by visiting the Youth Services desk or calling 908-458-8455.

Registration begins April 29.

GRADES K - 5

Giant Games

May 7, 4:30 - 5:00 p.m Play fun classic games that are giant.

Paint and Snack: Dandelion

May 13, 4:30 - 5:30 p.m

Discover how to paint step-by-step using watercolors. Pre-packaged snacks and drinks will be served.

LEGO® Fun

May 14, 4:30 - 5:00 p.m

Join the fun if you like building with LEGO® bricks. Bring your creativity and prepare for a challenge.

STEAM: Ozobot Kits

May 27, 4:30 - 5:15 p.m

Discover coding using Ozobot Kits.

GRADES 6-12

Teen Volunteer Afternoon

May 15, 4:30 - 5:30 p.m

Write letters and make cards for a good cause. Attendees will earn one hour of service time.

ADULT

Qigong and Meditation

May 1, 8, 15 & 22, 11:00 a.m. - 12:00 p.m Patty Barron will lead gentle sitting and standing Qigong exercises/meditation focusing on body/mind connection. Benefits include learning new ways to de-stress and enhancing coordination and balance. Hosted at WIlson Memorial Church.

Intro to Birding in Watchung

May 1, 5:00 p.m & May 12, 9:00 a.m. Avid bird watchers and Watchung residents, Denise Soppas and Charlie Neiss will lead an introduction to birding at Best Lake. All ages are welcome, but minors must be accompanied by an adult. Register for additional information.

Wine Glass Painting

May 8, 6:00 - 7:30 p.m

Participants will hand paint their own one-of-akind spring themed wine glass.

Foil Embossing

May 3 & 7, 10:30 a.m. - 12:00 p.m Emboss with Aluminum Foil to make a piece of art.

Watchung Library Writers Group

May 7, 14, 21 & 28,

10:30 a.m. - 12:30 p.m

The Watchung Library Writers Group welcomes experienced writers interested in providing and receiving direct, constructive feedback. Hosted at WIlson Memorial Church.

Passport Services

May 7, 2:00 - 5:30 p.m

SCLSNJ is an officially-designated passport application acceptance facility with passport processing hours set for your convenience. By appointment only. Schedule at https://sclsnj.org/passports/.

Drop-In Tech Help

May 8 & 22, 11:00 a.m. - 12:00 p.m Connect with one of our library staff members to get answers to your questions about technology.

Adult Book Discussion - "The Emperor of all MaladiesA Biography of Cancer"

May 8, 6:30 - 7:45 p.m

"The Emperor of all Maladies: A Biography of Cancer" by Mukherjee Siddhartha moderated by Manny Miracle.

Multiple Natures

May 27, 10:00 a.m.- 12:00 p.m

Multiple Natures Practitioner, Career Coach and Community Outreach Specialist, Jan Goodman will lead this workshop that will help identify and engage your natural abilities.

Plant Help Desk

May 28, 11:00 a.m. - 12:00 p.m Bring your plant questions to your library! A Rutgers Master Gardener will answer them for you. This is a walk-in program.

For additional assistance, call (908) 845-8400. To discover all SCLSNJ has to offer, visit SCLSNJ.org or connect with SCLSNJ on Facebook, Instagram, X or YouTube.

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The Mountainside Rescue Squad presents Operas on Film, now in its 12th season. The selected films from famous opera houses throughout the world, will be played with subtitles on the second Friday of the month at 1 p.m. hosted by Mena Clemson. It is free to attend. Whether you are an opera buff or an opera neophyte, you are invited to join I

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MEMORIAL DAY: A TIME FOR REFLECTION AND ACTION

Michael Boll, New Jersey Veterans Network

Every Memorial Day, millions of Americans attend parades, fire up their grills, and host large backyard BBQs for friends and family. As a veteran, I look forward to marching in a parade and attending a BBQ. However, before the festivities begin, I make it a point to check in on fellow veterans and ensure they are in a good place. For some veterans, Memorial Day is a difficult day, and they could use some reassurance from a friend or comrade.

For too long, our military members and veterans have been facing a heartbreaking crisis. A new study suggests that 44 veterans and servicemembers take their lives every day. This has become a nationwide epidemic, and countless families are struggling with this issue alone. Fortunately, there are many organizations working tirelessly to help our uniformed heroes get through these difficult times.

In 2017, the New Jersey Veterans Network (501(c)3) was created with a focus on the well-being of military members, veterans, and their families. The NJVN is a volunteer-driven mobile outreach team that actively seeks out veterans in need, providing them with free, life-saving resources and services. As a grassroots organization, we have a unique perspective on the needs of our uniformed heroes.

Our approach, combined with the ability to collaborate with other organizations that share our mission, has allowed us to save lives and help veterans live a better quality of life. Recently, the NJVN has ramped up our mentorship and peer support programs. However, our recreational therapy events and functions have produced the most impactful results.

The NJVN has had great success hosting social events such as: movie nights, group hiking, paintball, professional sporting games, fishing

trips, hunting, and other outdoor activities. Additionally, every year, the NJVN sends veterans to Camp Patriot (a PTSD retreat) for a week of healing.

Each week, the NJVN provides veterans with food, clothing, housing assistance, VA benefits information, and mental health support. By partnering with numerous other groups and organizations, we can offer our uniformed heroes a better way of life.

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 our team of volunteers, please send us your name, email, and phone number to NJVN1775@gmail.com or call 973-332-1556. For more information visit NJVN.org.



(above) Memorial Day parade march







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WARRENBROOK SENIOR CENTER MAY EVENTS

500 Warrenville Road. All the programs are FREE for the registered members. Call (908) 753-9440 for more information.

Watercolor Paint Class

Mondays & Wednesdays, 9 a.m. - 12 p.m. Meet new people while water coloring. All supplies are included.

Chair Yoga with Kartika

Mondays, 10 a.m.

This class is open to all levels of skill. No fee for this ongoing class.

1 on 1 Computers with Sal

Mondays, 10 a.m. - 2 p.m. 8-week, one-on-one class. Pre-registration is required.

Mahjong for Intermediate Players

Tuesdays, 9:30 a.m. - 12 p.m. Intermediate mahjong player Club size is limited, registration is required.

Take control with Exercise

Tuesdays, 10 a.m.

This is an ongoing exercise program, in video form. No fee for this ongoing class.

Zumba Gold with Judith

Tuesdays, 10:15 a.m.

Get your blood pumping with some zesty music that will truly inspire a hearty workout. Cost is \$40 for the 8-week program.

Bridge Group with Ronnie

April 1 - May 20, 2025

Tuesdays, 1 p.m. - 4 p.m.

Join Ronnie and her group as they play bridge on a weekly basis. New members and beginners welcome (lessons available).

Stretch & Strength

Wednesdays, 10 a.m.

Mikaela Kane from Rutgers Co-operative Extension will be leading a 10-week exercise class. No fee for this ongoing class.

Advanced Bridge

1st & 3rd Wednesdays, 1 - 3:30 p.m. This is a closed group and is available by invitation only.

Line Dancing with Linda Hyland

Thursdays, 9:30 a.m. - 10:15 a.m.

You don't need a partner. It's suitable for participants with limited mobility.

Card/Table Games

Thursdays, 1 p.m. - 4 p.m. Join in and play some of your favorite games such as Mahjong, Bridge, Dominoes, Left-Right-Center Dice games, Rummikub, Canasta, Mexican Train and more.

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Tai Chi (Video)

Fridays, 10:15 a.m.

This program can be practiced while either standing or sitting.

Bridge

Fridays, 1 p.m. - 4 p.m.

Bridge is a mentally challenging card game that offers intellectual and social stimulation.

Decorating Hats

May 1, 11 a.m.

Derby Hat Decorating Party! Think of flowers, feathers, ribbons, lace, and maybe even some fun embellishments like sparkles or buttons.

Warrenbrook Derby with Parul

May 2, 11 a.m.

It's the perfect way to enjoy the tradition of the derby with friends, good company, and a whole lot of fun. Let's make this a day to remember!

Cinco De Mayo

May 5, 11 a.m.

with Mary Ellen Day of Grace Healthcare -Come celebrate Cinco De Mayo and learn the history of this Mexican holiday.

The Somerset County Traveling Library.

May 5, 1 p.m.

Join Somerset County Library staff to sign up for a library card, get help troubleshooting technology, check out a book, or just share a favorite book you are currently reading.

Wordle

May 6, 11 a.m.

Wordle is a word-based brain game.

Mother's Day Bingo

May 7, 11 a.m.

sponsored by Kristina Bischof of Country Arch Care Center.

Breathing techniques for mental wellness

May 8, 11 a.m.

Dr Prabha Srinivas will be teaching some practices that can be used to distract the mind and induce calm during an anxiety episode.

Brains n Games and Hand Bells

May 9 & 30, 11 a.m.

Join Adrienne for some mind-tingling, brainstumping word games and a fun-filled musical workout using hand bells.

Bone Up your Health

May 12, 11 a.m.

with Amelia Dominguez from Middlebrook Regional Health Commission - Designed to raise awareness about osteoporosis and bone health.

Drum Circle

May 12, 1 p.m.

with Anil Sachadev - Soothe the mind, body and spirit in this drumming circle.

Craft - Photo Frame holder

May 13, 11 a.m

We will be decorating the Photo Frame holder to hold a vintage black-and-white photograph of each senior from their younger years. Preregistration is required. All materials will be provided.

Monthly Book Club

(Hybrid) May 13, 1:30 PM

Meets Every Second Tuesday of the month. New members are always welcome! **Only for Warrenbrook Senior Center Participants**

Backyard Birds

May 14, 11 a.m.

You will learn basic identification skills, what to feed backyard birds, as well as when and where to place feeders in your yard.

Understanding Housing Options

May 15, 11 a.m.

It's essential to understand the available options. She will be discussing the importance of thoughtful transition planning.

Senior Isolation: Depression and Dementia May 16, 11 a.m.

with Hirey Molligoda of Assisting Hands -Loneliness will discuss the impact of isolation, how to successfully address the issue through proper communication and how we empower our clients aging in place.

Senior Medicare Patrol

May 19, 11 a.m.

Join Joel Schneider to learn about how to detect and report Medicare fraud, and other scams you should watch out for.

Studio 60+

May 19, 1 p.m.

Warrenbrook seniors will meet to plan the events they are interested in.

Boggle

May 20, 11 a.m.

Join us as we try to find as many words as possible.

Historical Overview of Native Americans in Somerset County

May 21, 11 a.m.

In a lively interactive conversation, Olinda Young from the Somerset County Historical Society will guide us on a quick tour of our county's five centuries of stories

Bingo

May 22, 10:30 a.m.

Bingo is more than just an exciting activity.

Older American Month Celebration

May 23, 11 a.m.

Sal Di Bianca will entertain us with music and songs from the 50s and 60s.

Warrenbrook Senior Center Closed

May 26 - Memorial Day

Armchair Travels to Greece

May 27, 11 a.m.

with Parul - Greece! The birthplace of a democracy, a country rich in history, culture and stunning natural beauty. We will be visiting the Greek islands of Santorini, Mykonos and Rhodes, watching Zorba the Greek dance and playing some Greek trivia.

Printing Shapes onto Sea-life Motifs May 28, 11 a.m.

with Karen Haake - When printing with various geometric shapes, the printmaking process will become a fun and therapeutic All materials will be provided. Pre-registration is required.

Jeopardy.

May 29, 11 a.m.

Join Warrenbrook center member who will lead the group in an interactive game of Jeopardy. The categories include Classic Movies, Famous figures, Old-Time Music, The 1950s and 1960s, Nature & Animals



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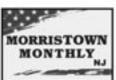
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4 Units 3.25"x8" or 6.5"x4"	240	560	900	1000	1300	1600	1700	1800	1900	2000	210
6 Units 6.5"x6.25" or 10"x4"	320	760	1200	1400	1600	1800	2000	2200	2400	2600	280
9 HALF PAGE 6.5"x9" or 10"x7"	360	860	1300	1600	1900	2200	2400	2600	2800	3000	320
12 Units 6.5"x14"	400	960	1400	1800	2100	2400	2700	3000	3300	3600	390
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It would not be a stretch to say that the New Jersey economy is built on the backs of the small businesses that call the state their home. Nearly one million SMB enterprises are registered in the state as of 2024, a sector of the economy that now accounts for half of all employment in the state. Things are competitive, to say the least. So, how do you, as a business owner, stand out?

WHAT TO BOOST YOUR ONLINE VISIBILITY? **VISIT NJLOCALINFO.COM**

To answer that question, we need to first understand the shape of the problem facing many small business owners. There is one very critical thing putting many businesses at a massive disadvantage, not only when compared to other SMBs, but against larger competitors as well. That key ingredient? Digital marketing.

A recent Forbes report found that over half of all small business growth in 2025 comes from digital sources. Translation? Without a digital presence, you are leaving a huge chunk of your potential revenue on the table.

NJLOCALINFO TO THE RESCUE

help level the playing NJLocalInfo.com has developed a two-fold visibility solution that will allow your business to quickly and sustainably build organic traffic in your local market. They accomplish this both by establishing high-quality backlinks to build site authority, and by promoting your business directly to customers through their own directory.

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