

BUSINESS • LIFE KENILWORTH

KENILWORTH CHAMBER OF COMMERCE



Issue #37

February 2011

The Kenilworth Chamber of Commerce is an affiliate of the Gateway Regional Chamber of Commerce.

**NEXT CHAMBER MEETING:
WEDNESDAY
FEBRUARY 9
8:30 am TO 10:00 am
at
ACCESS SELF STORAGE
750 Boulevard
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Kenilworth BusinessLife.com

The website features up to date articles, a calendar of events, archives of KBL, photo albums, and advertisements. Businesses and residents are encouraged to submit items for publication through the site.

WEATHER OUTSIDE IS FRIGHTFUL AND/OR DELIGHTFUL

Weather you love the snow or find it to be a nuisance Kenilworth had a record share of it this winter. At the time of this writing, 24.4 inches on average has fallen on New Jersey. The month of January has been reported to be the snowiest in 62 years.

Over the two day storm on Tuesday Jan. 25 through Wednesday January 26, Kenilworth received approximately 19 inches of snow. Kenilworth Department of Public Works employees worked two days straight, throughout the night, and will continue working on snow removal throughout the town. Please refer to the Mayor's memo on page 2 for tips on how you can help.



(above) Breareley HS Junior Michael Christian shovels his sidewalk in hip-high snow.



(left) David Breareley Middle Schoolers Luigi Cascarano, Bo Benko, Elijah Digrado and Aldo Alonzo enjoyed their day off from school.



(above, l-r) DPW workers cleaning up the Municipal Building.

KENILWORTH AWARDED STATE GRANTS

The Borough recently received news that it was approved for a grant of \$190,000.00 by the New Jersey Department of Transportation for the improvement of Washington Street. The grant will be used together with Borough capital improvement funds to repave portions of the street where needed. "We have been successful in obtaining hundreds of thousands of dollars in DOT grants over the past four years," said Mayor Fiamingo, "The cost to pave a road these days is astronomical. These grants make it possible for the Borough to do much more roads than we could otherwise do." The Borough Engineer will submit a proposal for the improvement to be made to Borough Council shortly.

The Borough was also awarded more than \$170,000.00 to perform energy efficiency improvements throughout all of the Borough's buildings, including improvements to Borough Hall, the Senior Citizen's Center, the Library, the Fire Department, Rescue and the Recreation Center. These improvements include energy saving light fixtures, automatic

light sensors, and other energy saving improvements throughout Borough facilities. "Mayor Fiamingo asked that we look into the possibility of obtaining grant money through the NJ Clean Energy Program in December," commented Chief Financial Officer Robert Ordway, "I submitted a number of grant proposals to qualify for these grants and we were very successful in being approved for more than \$150,000.00. We were awarded another \$20,000 in an Energy Efficiency Block Grant." The improvements are expected to provide the Borough with more than \$30,000 in energy savings annually. "I had read that there were not many applications submitted for the Clean Energy Program grant funds," said Mayor Fiamingo, "and I asked that we look into submitting applications for qualifying projects. I am so pleased that our applications were accepted and that these energy saving projects can be implemented with these grant funds." The projects will be implemented as soon as the grant funds are secured.

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Although great care has been taken to ensure the information contained within is accurate, Gateway Regional Chamber of Commerce assumes no liability for errors or omissions.

Gateway Regional Chamber of Commerce welcomes the comments and concerns of its readers put into writing and sent to:



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Library	276-2451
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MEMO FROM THE MAYOR

KCoC • Page 2 February 2011



Let's talk about snow. How tired we are of seeing it, shoveling it, and trying to figure out where to put it. I want to know how did we suddenly become part of New Hampshire, where weekly snows are expected. Complaining about constant snow fall will not make any less snow, so we must deal with it.

Obviously we have had an extraordinary amount of snow this past month. Our DPW has worked admirably to remove the snow as best it can, but they need our help to do their job properly:

1. Please do not leave your cars on the street during a snowfall. It is virtually impossible to properly plow a Borough street when the plows have to dodge parked vehicles. So, if you do not have available off street parking, ask a neighbor or a friend if you can park in their driveway. Just be prepared to help shovel the way out when it is all over. (Better to shovel your car out of a driveway than out of a mound on the street, I would think.)
2. Please do not shovel your snow back into the street. It causes dangerous conditions for you and your neighbors and is counterproductive.
3. Borough ordinances require that you shovel your sidewalk within 24 hours of a snowfall. The Borough Police are enforcing that ordinance, so be aware. I would ask people with elderly or infirm neighbors to lend a hand to clear their sidewalks.
4. State statutes require that all handicapped parking areas be cleared of snow within 24 hours. That requirement is also being enforced by our Police Department.
5. Finally, please try to keep fire hydrants clear of snow. If our fire fighters cannot get to the fire hydrant because it is buried in snow, they will be unable to protect you. Our volunteers work hard after every snow fall to locate and dig out every fire hydrant. Please give them a hand. Do your best not to bury any fire hydrant in snow.

I sincerely hope that by the time this is published we will have had our last snow of the season and that you will simply cut this out as a reminder for next year. If not, please keep these requirements in mind.

Mayor Kathi Fiamingo

UPCOMING MEETINGS

GOVERNING BODY OF THE BOROUGH OF KENILWORTH

All meetings are held in Borough Hall, 567 Boulevard.

FEBRUARY 8 & 22, 2011

WORK SESSIONS to start at 7:30 P.M. in the right hand Meeting Room, Second Floor.

FEBRUARY 9 & 23, 2011

REGULAR MEETINGS to start at 8:00 P.M. in the Council Chambers.

PLANNING BOARD MEETINGS

FEBRUARY 24, 2011

A work session meeting will begin at 7:30 p.m., followed by a regular meeting to begin at 8:00 p.m.

KENILWORTH BOARD OF EDUCATION

All meetings begin at 7:30 pm and are held in the Board Conference Room at David Brearley Middle/High School at 401 Monroe Avenue.

FEBRUARY 7 Workshop Meeting

FEBRUARY 14 Regular Meeting



KENILWORTH FIRE DEPARTMENT

"Brothers Helping Brothers"

COMEDY NIGHT
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SATURDAY APRIL 9, 2011

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GATEWAY CHAMBER EVENTS

For additional event information call the Chamber at 908-352-0900 or visit www.gatewaychamber.com

- 8:00 AM FEBRUARY 8**
VETERANS BUSINESS ASSOCIATION
 Perkins of Green Brook, 297 Rt. 22 E, Green Brook
- 8:30 AM FEBRUARY 9**
KENILWORTH CHAMBER MEETING
 Access Self Storage, 750 Boulevard, Kenilworth
- 8:45 AM FEBRUARY 10**
WORKFORCE EDUCATION COMMITTEE
 Chamber Office, 135 Jefferson Avenue, Elizabeth
- 8:30 AM FEBRUARY 11**
LOCAL & COUNTY AFFAIRS COMMITTEE
 Visit our website for location
- 6:00 PM FEBRUARY 15**
IRISH BUSINESS ASSOCIATION (IBA) MEETING
 Molly Maguire's, 1085 Central Avenue, Clark
- 8:00 AM FEBRUARY 16**
EMPLOYER LEGISLATIVE COMMITTEE MEETING
 Kenilworth Inn, Boulevard & S. 31st Street, Kenilworth
- 11:45 AM FEBRUARY 17**
GATEWAY ASSN OF BUSINESS WOMEN
 Garden Restaurant, 943 Magie Avenue, Union
- 8:30 AM FEBRUARY 22**
LINDEN CHAMBER MEETING
 Hampton Inn@Aviation Plaza, 501 W. Edgar Rd, Linden
 Hosted by Mercer Coating & Lining Company, Inc.
- 8:30 AM FEBRUARY 23**
CLARK CHAMBER MEETING
 Hosted by Shop Rite of Clark, 76 Central Avenue, Clark
- 8:00 AM FEBRUARY 24**
NEW JERSEY PROPERTY TAXES:
 How to Successfully Appeal Your Assessment presented
 by Frank Ferruggia of McCarter & English and Mark
 Sussman – MIA Real Estate Appraiser
 Kenilworth Inn, Boulevard & S. 31st Street, Kenilworth
- 8:00 AM FEBRUARY 25**
SOMERSET HILL BUSINESS NETWORK MEETING
 Olde Mill Inn, 225 Route 202, Basking Ridge

SOUP-TASTING EVENT TO BENEFIT NITSCHKE HOUSE RESTORATION

The Kenilworth Historical Society will host a soup-tasting event on Tues., March 1, from 6 p.m. to 8 p.m., at the Kenilworth Seniors' Center, 526 Boulevard, Kenilworth. The event – "Soup's On" – will give participants the opportunity to taste a variety of favorite homemade soups, along with assorted breads and desserts. Admission is \$10.

Advance ticket purchases are recommended, as seating is limited. Tickets can be obtained by calling 908-245-1467 or 908-709-0434.

Proceeds will benefit the Kenilworth Historical Society's ongoing project to restore the local 19th-century Oswald J. Nitschke House and transform it into a "living history" museum and cultural arts center.

The Kenilworth Historical Society is an independent, non-profit, tax-exempt organization dedicated to the research, preservation and interpretation of the Oswald J. Nitschke House, local history and culture.

CLASS OF '71 IS LOOKING FOR CLASSMATES

The David Brearley Class of 1971 is planning to have a 40th reunion on November 25th at the VFW Hall in Kenilworth. For more information please contact the Reunion Committee dbrhsclassof71@gmail.com.

VALENTINE'S DAY CRAFT

The library will be presenting a Valentine's Day Craft on Saturday, February 12th from 11:00 - 12:00 noon for children ages 4 and up. Registration is required. Kenilworth residents may begin to register on Saturday, Feb. 5th. Out of town residents may begin to register on Thursday, Feb. 10th. To register visit the library at 548 Boulevard or call (908) 276-2451.



(above) 2009 Valentine's Day Craft Creations made at th Kenilworth Public Library

Advertising in this newspaper

Each month this newspaper is mailed to every home and business in Kenilworth. Call today to reserve your space in the next issue.

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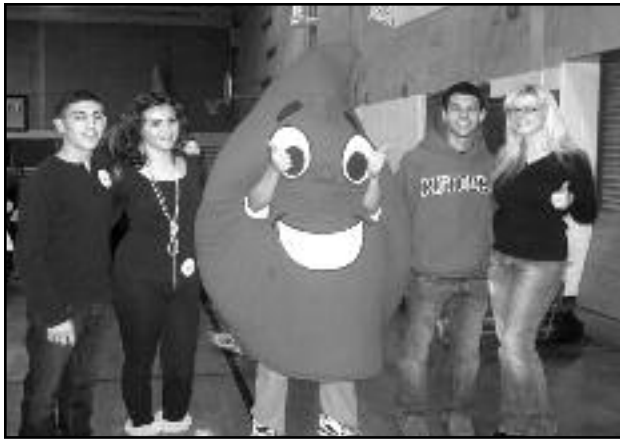
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THANK YOU FOR SAVING LIVES!

Submitted by David Novak



(above, l-r) Anthony Madonia, Jessica DaCosta, Ray Cappola, Nick Almeida & Sommer Engle.

A huge "Thank You" goes out to Sommer Engler, Jessica DaCosta, Anthony Madonia, Nicholas Almeida, and all of the David Brearley High School students, faculty, staff, parents, and neighbors that donated blood during this year's winter blood drive at David Brearley High School.

The winter blood drive was held on Thursday, December 17, 2011. Special thanks also goes out to Mr. Luciani, school principal, Mr. Novak, science teacher, and the nurses for their great support. Everyone was incredibly enthusiastic

about the drive and its importance for helping to save and improve so many lives!

- Presenting donors: 106 people
- Whole blood donations: 53 pints
- Double red cell donors (Alex Machine): 27 pints that count as double (or 54 pints)
- Lives potentially helped by this blood drive: 213!!!

The blood drive coordinating students' hard work made such a huge difference to so many patients over the holidays! Thank you, again, to all winter blood donors and volunteers.



(above, l-r) Nicholas Zickgraf, Jessica DaCosta, Brianna Dustin, Tyler Reinertsen & Marcos Recio.



(above & left) Kenilworth Sign-a-Rama employees Steve Lamason and Jose Fagundo put the finishing touches on a couple of signs recently installed at the Kenilworth Public Library. Half of the cost of producing and hanging more than 30 new signs was donated to the library by Sign-a-Rama owner Kamal Assad who noticed the need for signage while attending a recent Kenilworth Chamber of Commerce meeting held at the library.



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VFW THIRD ANNUAL VOLUNTEER AWARDS

VFW Post #2230/Kenilworth Veterans Center held its Third Annual Volunteer Awards Recognition night on January 22, 2011. VFW Commander Bob Jeans said, "The Veterans of Foreign Wars' motto is, "We honor our dead by supporting the living". This is exemplified by this years recipients. KVC President Jerry Dobbins stated that the honorees have unselfishly given countless hours of their time and talents so that we may fulfill the

VFW/KVC's missions. Those who were selected have distinguished themselves in the community, in their professions, and/or as veterans.

The honorees are:

Paul Campanelli, Policeman of the Year; Joe Padula, Firefighter of the Year; Diane Westbrook, Teacher of the Year; Bill and Gina Tipton, Citizens of the Year; and Rick Harrison and Bill Sinkowitz, KVC members of the Year.

BEARS THAT CARE

TOYS COLLECTED FOR CHILDREN

The David Brearley High School "Bears That Care" and the David Brearley Middle School "Bruins That Care" volunteer charity clubs collected toys for local children and families in need so that these families could enjoy a few holiday gifts.

These students and all of the members of the "Bruins and Bears That Care" clubs exhibit an excellent example of volunteerism.



(above, l-r) Paul Campanelli, Bill Sinkowitz, Joe Padula, Diane Westbrook, Cheryl Vesseli, Chairwoman of event, Robert Jeans, VFW Commander, Rick Harrison and Bill and Gina Tipton.



(above) "Bears and Bruins That Care" volunteers: (front row, l-r) Erin Pentz, Nicholas Almeida, Marcela Lopez, (back row, l-r) Hope Bera, Breeah Carey, Chioma Uka, Gina Milazzo, and Gabriella Mazzeo.

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JANUARY 2011 STUDENTS OF THE MONTH



(above, l-r) Emma Lucadema & Jessica DaCosta

The David Brearley High School Student of the Month for January is a very energetic and organized senior. Jessica DaCosta, a consistent member of the Brearley Honor Roll, is a student who has donated much of her time in the last month to ensure the success of the Blood Drive. When Mrs. Hegna, the faculty coordinator of the Blood Drive, suffered an accident recently, the student coordinators, including Jessica, took charge of the event calmly and efficiently. During her four years at Brearley Jessica has been a member of the girls' soccer team, which succeeded in becoming conference champs this year. Congratulations, Jessica!

The January Middle School Student of the Month is Miss Emma Lucadema. Emma is

described by her teachers as being a dedicated and focused student who always works hard to ensure her academic success. Emma's hard work pays off in her honors science class, where she is known to be a fantastic participant during labs. In fact, in all of her classes, Emma is a star! Her first marking period grades were all A averages!

This student of the month is not only academically gifted, but she also has a great, quirky sense of humor that keeps her teachers and her classmates laughing. Thank you for bringing your positive outlook to our school, Emma, and keep up the hard work! Congratulations on being chosen as David Brearley's Middle School Student of the Month!




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SCOTT VANEK EARNS RANK OF EAGLE SCOUT

On January 9, 2011 Kenilworth resident Scott Vanek was elevated to the rank of Eagle Scout, the highest honor achievable in Scouting. The Eagle Scout Court of Honor was held at the Kenilworth Recreation Center, which is usually not available for private functions. "We made an exception for Scott's Court of Honor", said Mayor Kathi Fiamingo, "After all, thanks to Scott the Recreation Center got a complete makeover."

The final step in the process of becoming an Eagle Scout is a special service project. Scott's project was painting the inside and out of the Recreation Center, something that became a lot more involved than Scott had anticipated. First there were the layers of old paint, then there was the leaky roof and the mold. Scott persevered and the result is beautiful. "The Recreation

Center looks fantastic. We are so thankful for all of Scott's hard work. Thanks to him and his helpers, the Center looks better than it has in years!", the Mayor exclaimed.

Scott is the fifth member of Troop 83 who has been elevated to the rank of Eagle Scout. Richard Tiemann, Jeffrey Jaeckel, Zach Kozak, and Chris Koehler completed their requirements earlier. Two more scouts, Joseph Licwinko and John Fagan will have their Courts of Honor later this year. "Having so many members of one troop in a small community like Kenilworth achieve Scouting's highest honor is a tremendous accomplishment. Their parents and Scout Leaders deserve a lot of praise", said Councilman Brian Joho, who also attended the ceremony.

(right) Scott Vanek



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KENILWORTH FREE PUBLIC LIBRARY

Located at 548 Boulevard. For more information about the library, visit its website at www.kenilworthlibrary.org.

Registration for programs may be done in person at the library or by calling 908 276-2451 during regular library hours.

THE LIBRARY'S REGULAR SCHEDULE OF OPERATION: Mondays, Tuesdays and Thursdays: 10:00 AM to 9:00 PM,

Wednesdays: 10:00 AM to 6:00 PM, Fridays: 10:00 AM to 5:00 PM, Saturdays: 10:00 AM to 2:00 PM

FOUR CHANCES TO WIN TICKETS TO IZOD CENTER EVENTS

The Kenilworth Public Library, in partnership with the New Jersey State Library and the New Jersey Sports & Exposition Authority, is calling all readers of all ages to "Read Like a Library Champion" and enter four separate drawings to win a family four-pack of tickets to an IZOD Center event scheduled to take place this winter or spring. The remaining events include the Harlem Globetrotters (February 19 or 21), Ringling Brothers and Barnum and Bailey Circus (March 2 & 9-13), and Smucker's Stars on Ice (April 2).

Kenilworth Public Library patrons wishing to enter the drawings must visit the library in person to pick up an information/instruction sheet and fill out the entry forms. Applicants will be asked to provide their name and phone number as well as the title of the last book they have read. Dates and times for each of the drawings will be included on the information sheet.

According to Dale Spindel, Library Director, the Kenilworth Public Library is one of only ten libraries from throughout the entire state to be given the opportunity to provide direct drawings for prize tickets at the library rather than through

VFW RIB COOK-OFF



VFW Post #220 Kenilworth Veterans Center held its 5th annual rib cook off contest on November 22, 2010. There was 700 pounds of ribs for this event and each entrant cooked his own with his/her secret recipe. There was 20 entries and they were judged. This event was attended by many people who enjoyed tasting the different kinds of savory ribs there were to offer. Winners of this year's contest were: 1st place Mike Dutkevich, 2nd place Frank Gauthier, Jr and 3rd place Joe Soares.

the statewide contest being run by the New Jersey State Library. "This really sweetens the odds for our Kenilworth Library patrons and I hope everyone takes advantage of this chance to win some really terrific prizes," Spindel added.

Library Champions is a community based public awareness campaign featuring role models from the sports, entertainment and literary fields designed to encourage reading and

educate the public about the important role New Jersey libraries have in transforming the lives of their users. Celebrity Library Champions include Eagles defensive end Trent Cole, Harlem Globetrotter Blenda Rodriguez, Devil's forward Zach Parise, Giant's defensive end Justin Tuck, Nets' guard Devin Harris and bestselling author and New Jersey native Judy Blume.

KENILWORTH LIBRARY TO CELEBRATE IRISH CULTURE AND MUSIC

The Kenilworth Public Library will get an early start on celebrating Saint Patrick's Day by hosting a performance by L.E. McCullough, an internationally acclaimed virtuoso performer of the Irish tinwhistle, at 7:00 PM on Friday evening, March 11. He will be joined by special guest artist Lisa Bansavage, an actress whose career spans Broadway, Off Broadway, film, television and national commercial credits. Together they will deliver a program of traditional Irish music, Irish poetry and dramatic monologues.

Dr. McCullough has been performing and teaching traditional Irish music on the tinwhistle and flute since 1972 and has been recorded on 45 albums for such labels as Angel, RCA, Sony Classical, Bluezette and Laserlight. In 1978, he earned his Ph.D. from the University of Pittsburgh by authoring the first ever dissertation on Irish traditional music, *Irish Music in Chicago: An Ethnomusicological Study*. His music has been heard on several of Ken Burns' PBS television series and also in the

Warner Brothers film Michael Collins.

This performance is free and open to all members of the general public. However, because space is limited, preregistration is required and preference will be given to Kenilworth residents. If space permits, registration will open to residents of other communities on Wednesday, March 9. Registration may be done in person at the library or by calling 908 276-2451 during regular library hours. Please note that on the evening of this program, it is requested that all attendees enter through the library's rear entrance and that the door will not open until 6:45 PM.

This program is being offered by the library to honor the memory of the late Kathleen (Kitty) Ford, a former member of the Board of Trustees of the Kenilworth Public Library. Mrs. Ford was proud of her Irish heritage, having also served four terms as president or co-president of the Union County Irish-American Association and having been named by them as "Irish Person of the Year" in 2001.

GROUP TO DISCUSS PULITZER WINNING NOVEL

The book discussion group of the Kenilworth Public Library will meet at 7:15 p.m. on Tuesday, February 22, to discuss *Olive Kitteridge*, by Elizabeth Strout. Winner of the 2009 Pulitzer Prize for fiction, *Olive Kitteridge* is a novel that consists of 13 interconnected stories spanning thirty years in the lives of people living in or otherwise connected to a small town on the coast of Maine. According to a review that appeared in *Publishers Weekly*, *Olive Kitteridge* opens a window on "lives of

quiet grief intermingled with flashes of human connection."

Participation in the book discussion group is free and open to all adult members of the general public, including residents of communities other than Kenilworth, new members are always welcome and previous experience with a book discussion group is not required. Copies of the book are available for checkout at the library's circulation desk. Because space is limited, preregistration is requested.

KENILWORTH BLACK HISTORY MONTH CELEBRATION TO FEATURE A CIVIL WAR LIVING HISTORY PRESENTATION

Many of the experiences and significant contributions of African-American soldiers during the American Civil War will be portrayed by a member of the 6th Regiment Infantry United States Colored Troops Reenactors Inc. during the Kenilworth Historical Society's annual Black History Month Celebration on Thurs., Feb. 17. The general public is invited to attend the event, which will take place at 7 p.m. at the Kenilworth Seniors' Center, 526 Boulevard, Kenilworth, N.J. Admission is free. In case of snow, the celebration will be held on Feb. 24.

The featured educational "living history" program, which is appropriate for all age groups, will commemorate the sesquicentennial (150th anniversary) of the American Civil War, which is being observed across the nation from 2011 through 2015. A member of the 6th Regiment Infantry United States Colored Troops Reenactors Inc., outfitted with an authentic Civil War uniform and equipment, will portray one of more than 200,000 African-Americans who fought in the Civil War between 1861 and 1865.

He will share many of the insights, experiences and contributions of such soldiers through an enlightening historical re-enactment that will include a discussion of the war, demonstration of equipment and interactive

communication with the audience. The important role that musicians played in battle also will be presented. During the evening, participants additionally will have an opportunity to view an informative Civil War exhibit.

Light refreshments will be served following the featured program.

Parking and entrance to the Kenilworth Seniors' Center are located at the rear of the building. For further information, please call 908-709-0434.

The 6th Regiment Infantry United States Colored Troops Reenactors is a Trenton-based non-profit "living history" organization that is dedicated to commemorating the contributions of the United States Colored Troops, particularly the 6th Regiment United States Colored Infantry, an African-American battle regiment that fought for freedom during the American Civil War. The group tells the story of such freedom fighters through historical re-enactments, memorial ceremonies, parades and various educational and social venues.

The Kenilworth Historical Society is an independent, non-profit, tax-exempt organization dedicated to the research, preservation and interpretation of the historic Oswald J. Nitschke House, local history and



(above) Members of the 6th Regiment Infantry United States Colored Troops Reenactors Inc., will be the featured during the Kenilworth Historical Society's Black History Month Celebration on Feb. 17.

culture. Its regular meetings, open to the general public, will be held at the Kenilworth Seniors' Center on the third Thursday of each month during 2011, except in March, when a special Women's History Month program is planned for the general public on March 24, and in July and August, when no meetings are scheduled. Meetings start at 7 p.m. For details regarding the Kenilworth Historical Society, please visit the organization's Web site at www.kenilworthhistoricalsociety.org

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APPROACH TO BULLYING PREVENTION

Submitted by Dr. Scott Taylor, Assistant Superintendent

A Proactive Approach to Bullying Prevention Particularly since the tragic suicide of Rutgers University student Tyler Clementi, the issue of bullying has come front and center to the national spotlight. The Kenilworth School District clearly and sincerely recognizes the need to promote a safe and nurturing learning environment, to deal with bullying promptly when it happens, and to work closely with victims (and their families) of bullies.

Both Harding and Brearley Schools have ramped up their efforts to prevent bullying from occurring, rather than to treat the problem after it has occurred. The administration team and faculty in each building have taken a systemic, multi-pronged approach to keeping kids safe by:

1. Establishing a process whereby children can report instances of bullying safely and securely.
2. Training teachers throughout the year on bullying prevention and victim support.
3. Providing anti-bullying programs to students during the day, including formal assemblies and regular guidance counselor in-class support sessions.
4. Using sensitivity training programs like "True Colors" to promote empathy among the students and faculty.
5. Responding to instances of bullying swiftly and surely, sending the clear message that teachers, administrators, and parents in the school community will not tolerate encroachment on children's rights to learn in a safe and supportive environment. Safety and security are the watchwords at

Harding Elementary School. Kids eat in smaller lunch sessions and teachers and lunch aides have been trained on effective student supervision techniques. Everyone in the school has been made aware of the "hot spots" in the school schedule when children are most likely to be socializing with their peers so they can monitor situations that can go awry.

To affect social-emotional change in children, the Harding faculty has annually instituted "No-Name Calling Week," a stretch of five school days during which students wear different colored clothes to represent the traits of positive relationships: kindness, loyalty, trust, respect, and peace. The week culminates in a hands-on, interactive assembly all about the five principles.

Harding children are provided individual support as well. The guidance counselor implements formal lessons about topics ranging from peer-to-peer empathy to cyber-bullying. Those young ones who seek emotional support can speak to a teacher who will complete a formal bullying discipline form or can place a note in the local law enforcement supported DARE program's anonymous box. Issues are either addressed directly to the school counselor or are presented to students during class for the benefit of from which to learn.

Elementary programs make way to age-sensitive anti-bullying measures at the Brearley Middle- High School. Guidance counselors conduct peer support groups for both bullies and victims. The assistant principal (he has an "open-door" policy) is accessible by email,

phone, and personal contact. And, the annual assembly programs provided to students are age-relative. This February's program for all students will feature John Halligan, featured around the country as a forceful advocate of anti-bullying measures and victim rights. His son Ryan's suicide was the result of bullying and cyber bullying incidents.

Brearley's character education initiatives are what work to develop socially-emotionally healthy and mature adolescents from the "ground up." A proactive, preventive approach to styming the problem of bullying has students taking semester-long health courses that infuse two important programs, "Sticks and Stones" and "Quest." To foster better understanding and sensitivity to the different personality and attitudinal traits teachers and students bring to the classroom, everyone in the school (teachers and students alike) have discovered each other's "True Colors," more effectively recognizing the fact that no two of us are alike.

Teachers district-wide are trained annually in September and again in February to recognize the signs of victimization of bullying and to be reminded of the protocol to follow when bullying incidents are suspected. The district is fortunate to be working with Jim Burns, nationally recognized expert on bullying prevention and victim support on February 17th and will continue to invite the top researchers and practitioners in the field to treat the problem of bullying not as an incidental part of childhood, but rather, as a national epidemic that must be eradicated like a disease.



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WHITE CASTLE "SELLING'EM BY THE SACK"

White Castle Systems opened up its first New Jersey location 1935. The "slider" was served by operators at the counter or to your vehicle by young woman "carhops" who speedily delivered their orders while on roller skates. The company was by that time all ready 14 years old, having begun with its first store in Wichita, Kansas in March of 1921 under the direction of founding partner Billy Ingram. White Castle Systems grew quickly starting up new store locations across the Midwest and then opening locations rapidly in the northeast. Through brilliant marketing, fairness and good common sense Ingram and White Castle Systems nearly single handedly elevated the once-scorned hamburger to a U.S. institution and in doing so created the "fast food" business.

Today White Castle Systems employs nearly 11,000 people at its 420 locations and continues Billy Ingram's original business principles from 1921: offering customers cleanliness, quality and service. The days of the 5 cent burger are now long gone but today's expanded menu still offers tasty food and good value. White Castle has kept up with the times and even during these economically troubled years; White Castle is doing well, expanding and seeking new

locations. The company continues to be family owned and many of the top executives bear the founder's last name, Ingram. There are no franchises in White Castle Systems and with few exceptions, anyone in management began their career behind the counter as White Castle promotes from within. As early as 1924 White Castle was leading the way in American business by offering to its employees both health care and profit-sharing and it continues that same tradition today by providing excellent employee benefit programs. We still find today in White Castle Systems that same caring spirit for its employees as well as its customers and that perhaps explains in part why White Castle enjoys such deep customer and employee loyalty.

A BOOK FOR ALL YOU CRAVERS

(right) Selling 'em by the Sack is a book that chronicles the history of the White Castle business and how it defined an industry.



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Include the location and time of the event in the story if possible. You are also welcomed to submit any photos taken at any White Castle location. Original photos will be returned.

So if you are a "White Castle Lover," share your most memorable moment with us.

All stories and photos will be displayed on the contest website and the winners will be published in Rahway Chamber of Commerce Newspaper "Our Town".



Submissions may be made on-line at:

OurTownRahway.com/WhiteCastleContest

Mail to, or drop off in person at:

White Castle NJ Regional Office

245 East Inman Avenue, Rahway, NJ 07065

1-732-381-4343 9am-4pm M-F

In order to be mailed your prize, all entries must include:*

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