

OUR TOWN

RAHWAY'S HOMETOWN NEWSPAPER

FREE

The Voice of the Rahway Chamber of Commerce.

Issue 7 • December 2010

NEXT CHAMBER MEETING
JANUARY 27
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Masonic Lodge
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Downtown Rahway
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Rahway Chamber of Commerce



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CHAMBER'S SHOWCASES WHITE CASTLE SYSTEMS - THE COMPANY THAT CREATED "FAST FOOD"



(above) Chamber recognizes Rahway High School senior Anny Caba for recently been named a 2010-2011 National Hispanic Recognition Program (NHRP) Scholar by the College Board. (l-r) Rahway High School interim Principal John Farinella, Anny and her mom and Bill Brenner, former Chamber president.



(above) Paula Braxton, lifelong Rahway resident and recently retired Rahway High School Principal receives plaque of recognition from Chamber's Acting Chairman Bob Markey at November's Chamber meeting. Paula was recognized for her many, many accomplishments during the 37 years that she was an educator in the Rahway Public Schools.



(above) Christopher Shaffery, Regional Director of Restaurant Operations for White Castle Systems was featured speaker at the Chamber's November meeting. In addition to the White Castle store on Rt# 1-9, White Castle has its regional offices in our town on East Inman Avenue. Mr. Shaffery provided a fascinating look at the operational details of White Castle stores as well as their corporate functioning.

Union County Arts Center



PRESENTS

ORCHESTRA OF ST. PETER BY THE SEA

SATURDAY • DECEMBER 11 • 8PM

A Holiday Tradition Continues



Read more about White Castle on page 10 & 11 and Enter the Rahway Chamber of Commerce White Castle Memorable Moment Contest Where Everyone's a Winner!

The Rahway Chamber of Commerce Wishes everyone a Joyful Holiday Season!

Our Town newspaper is now available on line at www.OurTownRahway.com

Rahway Chamber of Commerce
PO Box #277, Rahway, NJ 07065

OUR TOWN *Rahway*

Our Town is published by Renna Media in coordination with the Rahway Chamber of Commerce.

Three thousand newspapers are printed monthly and mailed free to every business in Rahway and distributed free at distribution sites throughout Rahway.

Although great care has been taken to ensure the information contained within is accurate, Renna Media assumes no liability for errors or omissions.

RAHWAY CHAMBER OF COMMERCE

PO Box #277, Rahway, NJ 07065

Acting Chairman: Bob Markey

732 388 1765

Bob@SaligaMarkey.com

CITY OF RAHWAY

1 City Hall Plaza, Rahway, NJ 07065

www.cityofrahway.com

Mayor: James Kennedy

732-827-2000

RAHWAY CITY COUNCIL

First Ward: Robert Rachlin

2215 Allen Street • (732) 499-7389

Second Ward: Michael Cox

776 West Scott Avenue • (732) 388-2880

Third Ward: Jerry Scaturro

515 Albermarle Street • (732) 381-1924

Fourth Ward: David Brown

353 East Stearns Street • (732) 388-6545

Fifth Ward: Jennifer Wenson-Maier

1314 Bryant Street • (732) 396-8536

Sixth Ward: Samson Steinman, Vice President

1104 Plymouth Drive • (732) 388-4475

At Large: James Baker, Council President

596 Leesville Avenue • (732) 574-1206

At Large: Salvatore Mione

1452 New Church Street • (732) 574-1328

At Large: Nancy Saliga

1103 Milton Boulevard • (732) 574-3188

IMPORTANT PHONE NUMBERS

Emergency	911
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Building, Planning, and	
Economic Development	(732) 827-2176
Public Works & Engineering	(732) 827-2060
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Board of Education	(732) 396-1000

Message from the Chairman



WHEN NATURE PAUSES SO SHOULD WE.....

Tuesday, December 21st is the day of the Winter Solstice in our Northern Hemisphere and it occurs in Rahway at 6:38PM. My Farmer's Almanac predicts a clear night on this first day of winter. The moon will also be full that night too which makes for a pretty special occurrence within nature so try to get outside that evening and take a peek. It's the day marked by the shortest amount of daylight and the longest night. Yet within itself it contains its very own opposite as from that moment forward our daylight begins to grow blessedly longer and our nighttimes shorter. It brings with it for me a message of hope as I know

that the countdown to springtime has begun.

The winter solstice also reminds me of another natural cycle: our tides. I can look out from my rear balcony door and watch the Rahway River as it flows through the Wheatena Park lands. It's really quite beautiful and I'm grateful for my view. It has a calming effect on me. My section of the river is tidal and the twice a day tide change is normally about 5 feet. There's a moment during this tidal cycle when the waters are neither coming nor going and it's known by sailors and divers and fisherman as the slack tide. It lasts for a very short time, really just a moment, and within it is that pause and stillness that we find throughout nature: like when our sun is either just about to rise or just about to set and there's that magic moment when if we're open to it, we can feel and experience life standing still.

Cultures for millennia have had and continue to have rituals and holidays and celebrations around the date of the Winter Solstice. It plants within us the seed of rebirth and renewal and as the longest night passes we too understand that all of life is a grand cycle, always containing ups and downs and highs and lows and ebbs and flows. Chinese philosophy recognizes this balance and change and evolution of opposites as the Yin and the Yang. Within Yang, there is a small piece of Yin. Within Yin, there is a small piece of Yang.

Our troubled financial times will also pass as it too is a cycle within a larger cycle. So let's each of us take time to pause each day during this holiday season and go within and know that all is ok: that someday the challenges that we are now facing will pass and easier and better times will again appear. 19th century Irish songwriter Samuel Lover noted that there is a beautiful saying amongst the Irish peasantry to inspire hope under adverse circumstances: "Remember," they say, "that the darkest hour of all is the hour before day."

Sincerely,

Bob Markey, Acting Chairman

*I can be reached by calling 732-388-1765,
By email at Bob@SaligaMarkey.com,
or by mail at PO Box #277, Rahway, NJ 07065*

ADVERTISING & PRESS RELEASES

Each month 3,000 newspapers are printed and 1,200 are mailed free to every business in Rahway with the balance being distributed free throughout town. The ads are affordably priced with a special lower rate for members of the Chamber of Commerce. Call today to reserve your space in the next issue.

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CITY MEETING DATES & SCHEDULES

RAHWAY MUNICIPAL COUNCIL

Meetings will begin at 7:00 p.m. in the Council Chambers of the City Hall, City Hall Plaza, Rahway. Please call (732) 827-2100 for any inquiries.

Tuesday, December 7, Pre-Meeting Conference

Monday, December 13, Regular Meeting

BOARD OF EDUCATION

Regular Monthly Caucus Meetings are held in the Louis R. Rizzo Board Meeting Room (room 105) of the Middle School at 7 p.m.

Board Meetings are held in the Cafeteria at 7 p.m. Organization Meeting begins at 7 p.m., Regular Meeting begins at 7:30 p.m. (Both in the Cafeteria). Please call (732) 396-1000 for any inquiries.

Tuesday December 14, 2010 Monthly Caucus

Tuesday December 21, 2010 Regular Board Meeting

BOARD OF ADJUSTMENT

Meetings are held in the Municipal Council Chambers, 1 City Hall Plaza, Rahway, at 7:00 p.m. Please call (732) 827-2176 for any inquiries.

Tuesday, December 14

LIBRARY BOARD

Meetings are held the third Tuesday of each month at 7:30pm at the Rahway Public Library. Please call (732) 340-1551 for any inquiries.

Tuesday, December 21

PARKING AUTHORITY

Meetings are held at the Parking Authority offices at 67 Lewis Street, Rahway, on the fourth Tuesday of every month at 6:30 p.m. Please call (732) 382-3279 for any inquiries.

Tuesday, December 28

PLANNING BOARD

Meetings are held in the Municipal Council Chambers, 1 City Hall Plaza, Rahway at 7:00 p.m. Please call (732) 827-2176 for any inquiries.

Tuesday, December 28

RAHWAY CENTER PARTNERSHIP

Meetings are held at 7 p.m. at Hotel Indigo, 1 Carriage City Plaza, 2nd Floor. Please call (732) 396-3545 for any inquiries.

Check for meetings; www.cityofrahway.com/rahway_center_partnership.htm

Dear Bob Markey,

I found a copy of Rahway's "Our Town" newspaper in the sitting room where I live at the Rahway Housing apartments on 165 East Grand Avenue. I enjoyed reading the paper very much. I am very civic minded and like to know what's going on in town.

I want to know how I can get a copy every time one comes out. Is it possible to have one sent to my address? If there is a charge involved I'd be glad to pay it. I'm 90 years old, born and raised in Rahway. In fact, I was born on the second floor of the building at Bridge Street and Main Street.

Thanks for your time,
Helen Schumacher

Dear Helen,

Thank you for your note and I'm really pleased to know that you enjoy "Our Town". Executive Director of Rahway Housing Authority Ken Pushko has agreed to provide distribution of "Our Town" throughout the Rahway Senior buildings so you shouldn't miss a future issue but just in case you do, call me and I'll hand deliver one to you!

Bob Markey, Acting Chairman
Rahway Chamber of Commerce

FIRST THURSDAY IN DOWNTOWN

Don't miss the fun and excitement in downtown every first Thursday evening starting at 6PM. Bring the family and enjoy specials and great food and drinks at many downtown restaurants as well as live performances and special art presentations throughout the downtown Arts District.

SENIOR CITIZEN ACTIVITIES

For ticket information call 732-827-2016.

HOLIDAY BINGO

There will be a Holiday Bingo at the Rahway Senior Center on Wednesday, December 15, 2010 at 1:30 PM.

The Bingo is free to Rahway Seniors, but registration is required.

14TH ANNUAL HOLIDAY CELEBRATION

The Rahway Division of Senior Services will host its holiday party on Tuesday, December 21, 2010 from 12:00 noon to 2:00 p.m. at the Rahway Senior Center, 1306 Esterbrook Ave., Rahway. Tickets are free, but they are limited and can be obtained at the Senior Center till December 17th. The party is for Rahway seniors only and will include music, light lunch and a raffle of poinsettias donated by RSI Bank.



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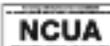
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ESSEY CONTEST
WINNERS

Franklin Elementary School in Rahway would like to announce the winners of the Red Ribbon Week essay contest. These talented writers wrote outstanding essays and received a Barnes & Noble gift card. Great job!



(above, l-r) 1st place - Nicole Guardado,
 2nd Place - Monique Boss
 and 3rd Place - Xavia Carter.

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CHECK OUT OUR DOWNTOWN'S NEWEST RESTAURANT

Rail House 1449 Opens for Holiday Season

On December first dozens of people packed into downtown's newest restaurant, Rail House 1449, for a complimentary sampling of both food and drink. The restaurant has opened at the former David Drake location. The eatery is located in a beautifully renovated and historic three story 18th century building and situated across from NJT Train Station Plaza. Dining is affordable, intimate and the fare is contemporary American cuisine with an extensive wine selection. Rail House 1449 is located at 1449 Irving Street and can be contacted at therailhouse1449@aol.com or by telephone at 732.388.169.



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OLD RAHWAY TRAIN STATION SUBJECT OF LLOYD GARRISON'S 2010 HOLIDAY CARD

Nationally acclaimed artist and native of Rahway Lloyd Garrison was the featured solo artist at the UCPAC's "First Thursday" downtown celebration held earlier this month. In addition to many original oils and prints available to purchase, Lloyd Garrison also had available his 2010 Holiday Season boxed card set which nostalgically depicts a former Rahway Train Station that was razed in the early 1970's. Boxed set of cards can be obtained at the Merchants & Drovers Gift Shop this Saturday, December 11 from 6-9 pm and Sunday, December 12 between 1-4 pm. You may also contact Mr. Garrison directly at telephone 609-918-1776.



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FIRE SAFETY LESSONS



(above) The kindergarten students at Franklin Elementary School in Rahway were recently visited by the Rahway Fire Department to talk to the kindergartners about fire safety.

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Recently, the Rahway High School chapter of DECA hosted guest speakers to attend several marketing classes at RHS, during which these speakers offered insight and advice on the business world to students and members of the RHS chapter of DECA. DECA, formerly known as Distributive Education Clubs of America prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.

With over a 60 year history, DECA has touched the lives of more than ten million students, educators, school administrators and business professionals. At Rahway High School, the members of DECA coordinate weekly bagel sales to students and staff and host several guest speakers from the business world. Many DECA members hold jobs outside of school. DECA prepares these students for college and careers by providing co-curricular programs that integrate into classroom instruction, applying learning in the context of business, connecting to business and the community and promoting competition.



(right) Several members of the RHS chapter of DECA prepare for a career workshop with guest speakers from the business world.

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The parishioners of Second Presbyterian Church extend a welcome to all to attend a beautiful musical service that celebrates the birth of Jesus as well as the "Rebirth of Faith." A free-will offering will be taken and light refreshments will be served afterwards. For additional information please call the church telephone 732-388 1136.

ARE YOU SMARTER THAN A 3RD GRADER?

As part of American Education Week, students in Mrs. Laura Lopez's class at Franklin Elementary School in Rahway were invited to school to take part in an "Are You Smarter Than a 3rd Grader" challenge. Contestants answered questions in categories ranging from Science and Social Studies to Math and Reading. The students dominated in every category and ultimately claimed victory against the parents.

(right) Nihar Mehta and his parents shortly after the competition.



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Recently, the members of the Rahway High School girls' volleyball team volunteered their time at the Rahway Geriatric Center. Under the leadership of coach and RHS robotics teacher Ray Candiloro, the girls spent time with the residents of the Geriatric Center creating crafts and painting pumpkins. Both Candiloro and the players have established a tradition of volunteerism for the volleyball team, which translates to success both on the court and in the classroom.

(right) Members of the Rahway High School girls' volleyball team join coach Ray Candiloro at the Rahway Geriatrics Center.



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 Please bring in a new toy for a child, on or before Dec. 19.
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THE WHITE CASTLE STORY.....“SELLING’EM BY THE SACK”

73 Years on RT#1-9 in Rahway and Still Cooking! Regional Offices Headquartered on East Inman Avenue since early 1970’s

White Castle Systems opened up its 11th New Jersey location on Route #1-9 in Rahway on October 1, 1937. 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 16 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.

RAHWAY’S JULIA WILLIAMS WITH WHITE CASTLE 22 YEARS!

It’s the smile and the good spirit that immediately wins one over when you meet Rahway’s store assistant-manager Julia Williams. Julia likes people and she’s happiest when they’re happy so getting customers to smile and laugh and have fun is easy for her.

Julia began with White Castle back in January of 1988 and has never regretted that decision since. “It was difficult for awhile when I first started with White Castle. I worked in New Brunswick and lived in North Newark and I took the train back and forth and sometimes the trains were behind and a manager or two back then didn’t give me much slack about occasionally being late. That changed pretty soon as I stuck with it and I became noticed for my skills and the manager or two who weren’t so understanding left White Castle pretty quickly but I remained and that was over twenty years ago” noted Julia.

Julia has been at the Rahway store since 1993. “In 1998 I really tired of the city and the commute and I started looking for a home closer to work and our family ended up buying a home just a few blocks away in Rahway on Montgomery Street. The family is now grown up and pretty much on their own but my husband and I and Daisy, our Bichon poodle, still enjoy our home and yard and our town” remarked Julia. Since moving to Rahway Julia hasn’t worried about traffic jams or late trains as she could walk to work. “I never use an alarm clock, I just always seem to get up at the correct time” noted Julia. The correct starting time changes every week as Julia alternates between

three shifts sometimes working 7 am - pm or 3-11 pm or 11 pm - 7 am. When asked if this shifting of shifts was difficult Julia simply said “no”.

“You really get to know the customers and many people we know by name and we get to know their favorite menu items. We also miss them when we don’t see them. Like the elderly gentleman who came in almost daily and ordered just coffee. I got to talking with him and it turned out he was a widower and on his own and had very little appetite. I could see he was becoming weaker. I tried cheering him up and encouraged him to eat some food and so he began ordering each day a fish sandwich with no cheese as well as his coffee. He started to get stronger but then I didn’t see him for awhile. Another customer came in each morning and began to order coffee and a fish sandwich with no cheese to go and after a few days I asked this

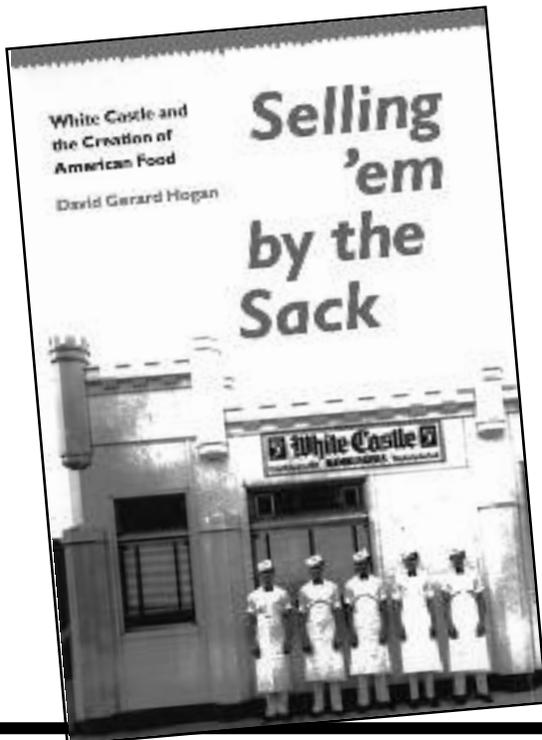
person if he was buying for another person and he said yes, his elderly friend who was in the hospital. Well his friend was also my missing elderly friend and we sent our good wishes and he got better and soon returned to Rahway White Castle himself each morning for his regular order” remarked Julia.



Above) Julia Williams demonstrates the perfect technique of cooking a hamburger using the White castel System.



(left, l-r) Julia Williams in the kitchen of the Rahway White castle with cooks Jose Watkins, Miguel Coyotl, Jamal Edwards and Andre long.



A BOOK FOR ALL YOU CRAVERS

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

(right, l-r) Julia's District Manager Rakesh Shah. Rakesh has been with White Castle Systems for 19 years, started behind the grill and like most at White Castle, has worked himself up through the ranks into a management position. The Rahway store is just one of 6 locations that Rakesh oversees.



White Castle Memorable Moment Contest



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SHARE YOUR WHITE CASTLE MEMORIES

Everyone's a Winner!



Submit your favorite White Castle memory and be eligible for a **Grand Prize Gift Box filled with WC merchandise and a V.I.P. lunch for four people.**

All "Cravers" are invited to submit a story. The story can be any length and be about any White Castle location.

**everyone wins a prize just for entering:
A coupon for 5 FREE sliders!**

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:*

Name _____
Address _____
White Castle reserves the right to reproduce submitted stories and photos as they wish. *Your name and address will not be used for marketing.
Deadline for entries is February 28, 2011.

(above) While lunching at the Rahway White Castle, Janine Wiedecker shared memories of White Castle from her youth, with her daughter Skylar. Submit your memories using the form below and receive a gift of 5 sliders and a chance to win a grand prize.

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FRANCESCA RIZZO LAUNCHES "MY MASTERPIECE MURALS" IN TIME FOR THE HOLIDAYS!

A Rahway resident of 10 years, Francesca Rizzo is a multi-media artist whose creative skills range from fine arts to web design, but it's her uncanny ability to paint in virtually any style that is the basis for her new My Masterpiece Murals business. "I'm not so sure that's anything for an artist to brag about," says Francesca, "but I've just never settled on any one style. I love working in them all!"

Francesca's body of work garnered her a coveted NJSCA Distinguished Artist Fellowship as well as recognition from the Westfield Arts Association. Although Westfield was her hometown, her award-winning arts career migrated to Manhattan where she made her mark writing and illustrating children's books as well as creating screen images and animation promos for Nickelodeon.

Eventually her art went digital, but after 9/11 she moved back to New Jersey to return to her artistic roots. Francesca remembers, "I found I needed a big rest from technology and I had a real desire to get back to my paints. That's when I started creating murals and special projects for Trader Joe's and started having fun with art again."

If you've ever visited the restrooms at the Westfield store, you've found yourself in her "Trader Joe's Museum of Art"! "I was thrilled when I got the go-ahead to paint the Mona Lisa mural on the ladies' room door. Then came my tongue-in-cheek renditions of Renoir, Warhol, Kahlo ... but it was my version of Van Gogh's self-portrait with a bag of frozen peas against his ear that really cracked me up," says Francesca, who has often been commissioned to create

these custom "masterpieces" on canvas or across the walls of homes and businesses. "I also paint traditional portraits from favorite snapshots, but I have to admit I really get a kick out of incorporating my client and their family into a famous painting - that's a gift that keeps on giving!"

One of her specialties is creating fantasy environments on the walls and furniture of children's rooms - from fairy-tales to today's cartoon characters. Her original eye-catching designs also spread holiday cheer onto local storefronts windows. My Masterpiece Murals is now Francesca's way to introduce these kinds of fun artistic possibilities to our local community.



(above) Francesca's take on Van Gogh, American Gothic & children's murals.

CONTACT: Francesca Rizzo (646) 418-3301
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WEBSITE: www.mymasterpiece murals.com

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JAMMIN' JAMIE MAKING MUSIC MAGIC

Article & Photos by Francesca Rizzo

If you happen into these two downtown Rahway eateries on a Tuesday or Wednesday evening you'll be served more than a fabulous meal. Our own Jamie Heath, part-time social studies teacher and full-time musician, has taken it upon himself to host open jam sessions at Flynn's Pub and The Waiting Room providing local singers and bands with welcoming venues.

This open mike tradition started back in the 80's at The Waiting Room where owner Chris Wenson has always had a soft spot for the arts. "He basically cultivated a Mecca for both artists and musicians to come hang out and somehow, magic would happen," says Jamie, "It's really eclectic - the heavy metal rocker can be sitting next to the folkie and they don't butt heads." Jamie took the reigns in '89 and, aside from that little 3 year moving break, has hosted "Love Tap" and now, "In Like Flynn" nights each week, ably assisted by his nephew, Marc Heath.

"It's a 'first come - first serve' kind of thing," says Jamie. "Everyone gets a chance to do their thing, whether they're seasoned veterans wanting to hone their skills or newcomers to the scene playing to an audience for the very first time. Everyone gets 4 - 5 songs. No hook, no trap door, no gong." Heath knows what it's like, he picked up his first guitar at 19. Up until then he was your average Rahway kid, fishing in and skating on the Rahway River, playing baseball for RHS and just hanging out at Shotwell Park

and Gino's.

But once he caught the music bug, he was hooked. He teamed up with another guitarist, best friend Rich Wittek and wrote himself six simple goals; #1. Play a song. #2. Play for people. #3. Play on a stage. #4. Play The Rahway Theater. #5. Record an album. #6. Become a legend. And, fueled by passion and sheer determination, he's achieved them all.

Goals #1 and #2 were easy; The first song he played was "Horse with No Name" and he and Rich quickly began playing for others in garages and frat parties as "The Blue Rose." By '86 Jamie had completed Goal #3 and got to play on a real stage in his first paying gig at McArther's Pub (now Cubanu). By then the two had gotten together with guitarist Mike Leonard and drummer, the late Pat O'Donnell, to form one of New Jersey's premiere classic rock bands.

Bad Attitude has since performed at The Bitter End and Kenny's Castaways in NYC and all over the tri-state area with gigs as far as Toronto. "Yeah, we've been together for 25 years now - let's just say we've been around so long some people call us the Rahway Rolling Stones!" laughs Jamie.

But it wouldn't be until around 1995 that he would master Goal #4 when Bad Attitude was booked to open for headliners Leslie West of Mountain and Molly Hatchett at ... you guessed it, The Rahway Theater (now UCPAC.) And that



Bad Attitude: The Early Years

very same year, Goal #5 was reached when Bad Attitude, now joined by Tom Corea on drums and Pat McFadden on bass, released their first cd they dubbed, "The Yellow Album". Another cd followed in '98, "Riddles in the Dark" and now the band is hard at work recording their third album.

And as for Goal #6, well, around here, Jamie Heath's penchant for making magic happen with music has made him a legend to us all.



Jamie Heath, singer-songwriter, jam host

Tuesday nights:

"Love Tap" Rock Jam at The Waiting Room

Wednesday nights:

"In Like Flynn"

Mellow Jam at Flynn's Pub

Sign-up is at 8:30 pm /

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INSURANCE TIPS FOR A SAFER HOLIDAY SEASON

With the holidays upon us and the New Year closing in, here are few insurance tips we can glean from the seasonal cinema;

A CHRISTMAS STORY

Check your outlets, electrical holiday decorations and cords as they can be potential fire hazards. Don't try to impress your family by dedicating one outlet to everything in the living room.

A CHRISTMAS CAROL

Have a professional check and clean your heating system to prevent breakdown during the cold months. You wouldn't want the Ghost of Christmas Yet to Come foreshadowing a family wrapped in snuggles for warmth.

ELF

Service your snow blower and keep extra ice melting compound on hand. If Buddy the Elf stops by to spread Christmas cheer, he will slip on the ice patch in your driveway.

CHRISTMAS VACATION

Protect your roof against heavy snow and ice by keeping your gutters and roof drains open. If you don't want to climb up there, call Cousin Eddy.

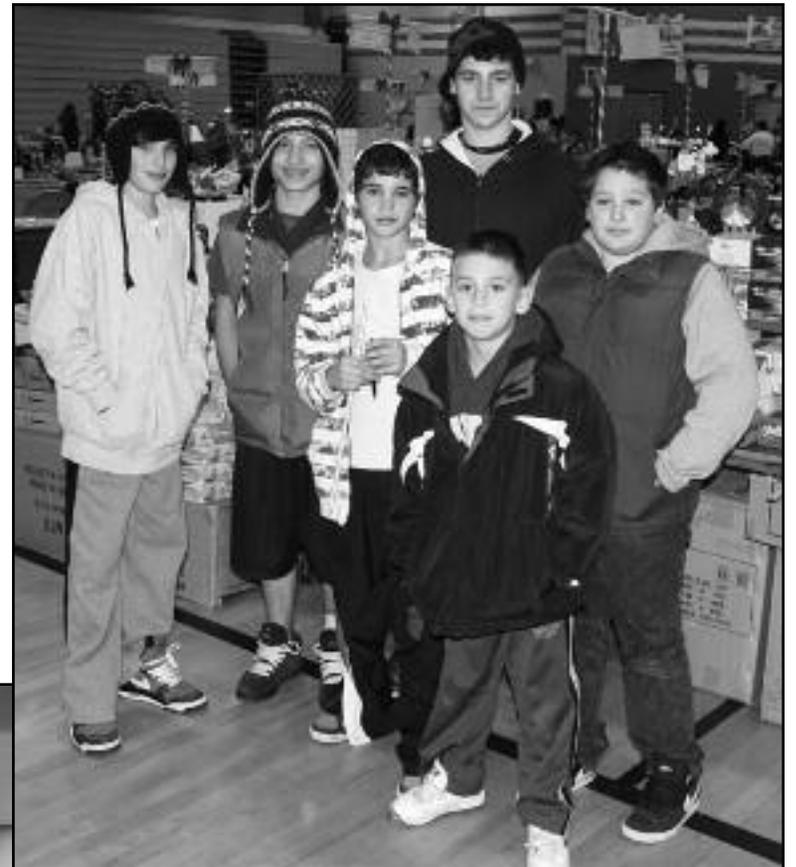
IT'S A WONDERFUL LIFE

Set the heat in your home no lower than 55 degrees. If the inside temperature dips below 55, not even Clarence will convince your family that life isn't better without you.

This article is being provided to our readers from Nate Albano. Nate is an active Chamber member and an experienced insurance broker with the firm of Couch & Braunsdorf. Nate can be contacted by email at nalbano@couchbraunsdorf.com or by calling telephone 732-762-9975.



(above) *Brianna Nelson reminds Santa that she's been a good girl.*



(above, l-r) *Jeremy Wilson, Kevin Nieves, David Curell, Tommy DiGregorio, Ryan Eisenhowr and Anthony Digregorio.*



(left) *Alexandra Restrepo listens to Christmas carols from her stroller played on a soprano Saxaphone by Danial Hutchinson of Carterete, who volunteers to play during the crafts fair.*

Photo albums of Rahway events can be found at OurTownRahway.com



(above) *Nate and his lovely wife Kim and their beautiful daughter Reese are Rahway residents and live on Greslin Terrace.*

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THE SOUNDS OF THE SEASON ARE IN THE AIR

In seven different concerts throughout the month of December, Rahway Public School students show off their talents. Check out www.rahwaybands.org for a full concert schedule and join us for some wonderful performances.

As the holiday rush approaches, we wanted to provide a glimpse at a week in the life of a Rahway High School Band Student and the various ways our fine & performing arts programs add to our community at large. The week of Thanksgiving was an especially busy week within our program, featuring four performances in three days!!! In between our performances, we still fit in daily rehearsal time for our concert in the coming week. Wednesday featured our students in two performances, the Thanksgiving Assembly for our Madison Elementary School students and an evening bonfire pep rally prior to our Thanksgiving football game vs. Clark. The marching band even brought back an old tradition as they performed the "Notre Dame Victory March" for the first time in a decade. Thursday's Thanksgiving rivalry game at A.L. Johnson

High School in Clark was a highlight as numerous alumni came back to cheer on and perform with our students.

Finally, Friday brought the City of Rahway's Annual Treelighting Ceremony where the Rahway High School Band and Chorus took center stage in celebrating the holiday season and welcoming Santa Claus to light our wonderful Christmas Tree. It was a whirlwind of events, for sure, but a wonderful example of our band program playing an important role within the community.

At the turn of the new year, the Rahway High School Musical Theater Class presents "Once On This Island" on January 7, 8, & 9. Friday & Saturday shows begin at 7:30 pm. Sunday matinee begins at 2:00 pm. Tickets are only \$5 and may be reserved by calling 732-396-2910 or email abdooley@rahway.net

This highly original Caribbean adaptation of the popular fairy tale "The Little Mermaid" is almost non-stop song and dance that tells the story of Ti Moune, a black peasant girl who rescues and falls in love with Daniel, a wealthy boy from the other side of her island.



(above) *The Rahway H.S. Concert Band*



(above) *Meg Spatz conducting the Rahway HS Wind Symphony.*



(above) *The Rahway High School Chorus under the direction of Donald K. Pennell.*



(above) *Singers Nathaniel Figueroa and Lucia Manzano.*



(above) *Sarah Swartzel and the Rahway H.S. Dance Ensembles.*

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SO, WHAT WERE YOU SELLING AGAIN?

My father owned an advertising agency for over 40 years. I got my start working for him many years ago and on his office wall there was a funny cartoon. An angry man sat behind a desk and asked, "I don't know you; I don't know your product; I don't know your company; Now, what are you trying to sell me?" This was "advertising 101" as far as he was concerned and it's stuck with me ever since. Let's say dad never let me forget it!

Since then I've worked for many other agencies and have learned the business pretty well. It's gotten more complicated with the expansion and shift in popularity of media outlets from traditional: print/magazines, newspaper, radio and TV to the internet: websites, popup ads, social media and email blasts. Who knows what's next?

What's important to keep in mind is that media is just a means to an end, and the media outlets are simply tools to build your brand. Advertising professionals use these tools to promote your business and build your brand. So OK, what's a brand? A brand is your image – what you show to the outside world – what you want people to think about you. If media is the tool, who is using the tool? It's always best to have advertising professionals use these tools to create your brand otherwise a lot of time and money may be wasted with limited results. There are three main areas of expertise required to do that: Advertising, Marketing and Public Relations (PR).

Although the full service advertising agency has gone by the wayside to a considerable extent

over the last 20 years, design shops and marketing companies have taken their place and now perform most of the services agencies use to. So what is advertising? Its primary function is to build a client's brand by creating their image and promoting their products and or company. It can do this in a multitude of ways, depending on the requirements of the client, what the product is and who the target market is. Logo design, ads, brochures, mailers, email blasts and websites are just a few things an advertising professional can create for a client. A competent professional in this field will analyze all pertinent criteria and come up with a strategy to accomplish the client's goals.

Marketing is the process of analyzing a whole slew of criteria to determine how to target your market and who to target it to. Marketing and advertising work together to build brand preference and ultimately brand dominance. For instance, when you say "Hand me the Saran wrap" or "Give me the Hellmann's" or "let's go get some dunkers" you're acknowledging that those companies have brand dominance. The division between product and company goes away, so you think of plastic wrap as Saran wrap even if you have a different product in the

drawer. Brand dominance is the goal, but brand preference is not a bad result either.

PR is a very important and effective part of the process of promoting your business and can be used effectively and economically to work toward the goal of brand dominance. It's ideal to use someone with a good knowledge of PR because they know all the best media outlets and are able to choose the most effective ones for your business. They also have contacts in these media outlets so your releases aren't reaching a blind eye.

"So what do you do now?"

My best recommendation is to try and find a professional who has the knowledge to advise you to make the right decisions. Trust is important. Make sure you trust their judgment and then take their advice and try to avoid "Doing it yourself". A professional will determine the best combination of "tools" to use and know how to use them well. Promotion can be looked at as a necessary investment in your business that will pay off if done properly.

This article contributed by Chamber member and Rahway resident Clea Carchia of Chameleon Design House www.chameleondesignhouse.com who specializes in website design, graphic design and photography. Clea can also be reached by telephone at 908.892.7229.



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GEM FAMILY EYECARE CELEBRATE A LONG HISTORY IN RAHWAY

The Zinberg family has been in the eyecare business in town for over 60 years beginning with Dr. Gerald Zinberg opening his office in 1950 on Irving Street across from the YMCA. He and Dr. Eugene Tendler joined their practices and moved to their current location, 1086 St Georges Ave in the Deals Shopping Center, in 1980. It was then that Dr. Zinberg's son Jay joined the team and Jay worked as a licensed optician with his dad and Dr. Tendler for the next 20 years. With the retirement of Dr. Tendler in 2000, the name of the practice was changed to GEM Family Eyecare. It was then that Beth Zinberg an experienced licensed optician and Jay's wife, also joined the staff. The name GEM comes from the first letters of Beth and Jays' three children; Geoffrey, Erica and Michael. This truly is a family business.

GEM Family Eyecare offers complete eyecare for the entire family. Dr. Kenneth Weyback, an independent Doctor of Optometry, has been associated with the practice for over 25 years. He performs eye examinations, contact lens fittings and can help patients with all of their eyecare concerns. Dr. Ken Weyback takes

the time needed to thoughtfully explain about the latest advances in contact lenses including the newest multifocal lenses that help with reading for patients who wear bifocal eyeglasses. Dr. Ken also fits the daily wear contact lenses for patients who want a clean, fresh lens everyday.

With changes in the visual needs of patients Gem offers many different products catered for each individual patient. From sports eyewear for the active person to safety glasses for working around the house or on the job, Gem Family Eyecare has the solution for any eyecare needs. GEM also fits the latest in progressive lens design to enhance the vision for the baby boomers who have trouble seeing their computers at home or at work. Anti glare treatments are also available to help with night time driving and reflections from lights and computer screens. Beth and Jay have the experience to solve all eyeglass needs, with an onsite lab for quick turnaround time and repairs.

Beth and Jay and the staff at GEM Family Eyecare have been involved in the community for many years. This past Thanksgiving like so



(above, l to r) Jay and Beth Zinberg and Dr. Ken Weyback, circa 1975.

many Thanksgivings before, they have a food drive for local charities and at Christmas they collect toys for children in town. The patients also help out by contributing boxes of food and even a few turkeys as well as many great toys for the kids. Being a part of the town for these many years has been very important to GEM and they look forward to serving the community for many more years to come.

GEM is located at 1086 St. Georges Avenue in the Deals Shopping Center and can be easily reached by phone at 732-388-0073.

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DOES YOUR BUSINESS OR ORGANIZATION FIT INTO FACEBOOK, YOUTUBE, FLIKR OR TWITTER? *Maybe you need a “Social Media Bootcamp” workshop!*

Getting attention in today’s world can be challenging. Communication tools are readily available, but with so many Social Media outlets the task can seem overwhelming.

The Rahway Arts District/ Special Improvement District recently kicked off a series of free Rahway workshops to help local businesses and organizations navigate this ever-changing, but exciting world of online communication.

In November, Ennis Carter, Founder & Director of Design for Social Impact ran the first of many free workshops on making the most of

these tools. Dubbed “Social Media Bootcamp,” the workshop gave Rahway business and organization leaders an inside look at the most popular Social Media tools and tips for making the most of them from beginner to expert.

The first group of people attending included groups in the Rahway Arts District, City Council, Department of Recreation and local artists & business owners. You can already see results by checking out the postings on the Facebook pages of the Rahway Arts District, Union County Performing Arts Center, Arts Guild, and the City.

The Chamber of Commerce also got a jump on its Social Media strategy by attending and learning tips to get started with this new form of media. Thanks to Nate Albano and Clea Carchia for jumping in to help set things up. Stay tuned for more information as we build our outreach efforts online.

If you are interested in the next series of free workshops on Social Media in Rahway you can reach Ennis Carter by e-mail at ennis@dfs.org or by phone at 215-922-7303.

And on Facebook, of course... www.Facebook.com/DesignforSocialImpact

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(above) In November, Rahway business and organization leaders gathered at Recreation Center for an inside look at the most popular Social Media tools.

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