

# BUSINESS + LIFE KENILWORTH

KENILWORTH CHAMBER OF COMMERCE



Issue #72

December 2013

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

## KENILWORTH CHAMBER MEETING

WED. DEC. 11  
8:30 AM

KENILWORTH  
PUBLIC LIBRARY  
548 BOULEVARD  
KENILWORTH, NJ

HOSTED BY  
MICHAEL MAZIEKIEN  
LIBRARY DIRECTOR

## VICTORY PARADE

David Brearley  
Boys Soccer Team  
NJSIAA Grp 1 title champs

SAT. DEC. 14, 2013  
11:AM

Parade Steps off at the High  
School Ending at Borough Hall

## TREE LIGHTING LAUNCHES HOLIDAY SEASON



*Kenilworth residents gathered to celebrate the beginning of the Christmas season on November 23rd. The festivities began in the Senior Center where Boy's and Girl's Scout troops sang carols. The crowd then walked down the Boulevard to the tree located in front of Borough Hall and after a short tree lighting ceremony were then treated to refreshments at the Recreation Center.*

## CRANFORD MONTHLY JOINS RENNA MEDIA'S FAMILY OF NEWSPAPERS

Beginning in January 2014 Cranford Monthly will join Renna Media's family of newspapers. Just like Kenilworth Business Life, Cranford Monthly will deliver important information from the departments in town hall, along with news from the schools and library. Community service organizations are encouraged to promote their events and celebrate their accomplishments free of charge. The newspaper's goal is to be a positive influence on the economic development and overall well-being of Cranford. There will be no investigative reporting or political content; Cranford Monthly exists to share all of the good things that are happening in town.

Renna Media is a Cranford based business owned and operated by husband and wife team Joe and Tina Renna. Cranford Monthly joins Renna Media's family of twelve community newspapers published in and around Union and Somerset counties. The publications are "hyper-local" in nature in that they contain information focused on each individual town and are direct mailed within those towns.

The concept of being hyper-local is to give local businesses a venue to promote events and services. Reaching local customers gives you the highest return for

your advertising dollars. The newspapers are designed (black ink on newsprint) to keep the cost of an advertisement to as low as \$60. A discount is also applied for those businesses involved in their local Chamber of Commerce. Regional businesses can take advantage of one low rate for advertising in multi publications.

Joe and Tina Renna, owners of Renna Media, LLC, have been publishing community newspapers since 1998 with the launch of Around About Peterstown, a regional newspaper about the Italian-American neighborhood in Elizabeth, New Jersey.

Renna Media sought to fill what they saw as a void in other communities and created newspapers that would give a venue to town administrations and non-profit organizations to promote upcoming events as well as to showcase the accomplishments of local residents and businesses. Renna Media is currently publishing eleven newspapers that feature press releases from schools, businesses, libraries, government entities and non-profit organizations, with an emphasis on photos.

For more information about Renna Media publications, please visit [www.renna-media.com](http://www.renna-media.com). Contact information: [info@renna-media.com](mailto:info@renna-media.com); 908-418-5586.

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# BUSINESS + LIFE KENILWORTH

*Kenilworth Business Life* is published by Renna Media.

Over three thousand newspapers are printed monthly and distributed free to every postal patron in Kenilworth.

Although great care has been taken to ensure the information contained within is accurate, Renna Media assumes no liability for errors or omissions. Renna Media welcomes the comments and concerns of its readers put into writing and sent to:

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## ADVERTISING & PRESS RELEASES

Inquiries concerning advertising and submissions of press releases can be made to Renna Media LLC via phone, fax or email to:

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Phone: 908-418-5586 • Fax: 908-709-9209



## MANY EVENTS BRING THE COMMUNITY TOGETHER

Congratulations to the David Brearley Boys Soccer Team. With a 20-2 record this year, the team took the NJSIAA Group 1 title championship at the College of New Jersey in Ewing on November 24, 2013 with a 3-0 victory over New Egypt.

We will be celebrating their victory on Saturday, December 14, 2013 with a parade which will start off from the high school at 11:00 a.m. and will end up at Borough Hall where I and the council will honor them with a congratulatory resolution. Join us to cheer them on and recognize their impressive accomplishment.

I would like to thank the girls and boys who started our holiday season with caroling at the senior center before the tree lighting. It was a lot of fun singing Christmas songs and walking down the boulevard to light the tree to start the holiday season off.

I for one am looking forward to Christmas this year and an exciting New Year. I am particularly looking forward to 2014 and the establishment of Merck's world headquarters at the former Schering facility. I believe that this is the harbinger of good things to come to the Borough.

On December 31, 2013, our Borough Clerk, Hedy Lipke will retire after almost 30 years of service to the Borough. Hedy has been a great asset to Borough Hall and will certainly be missed. Her help has been invaluable to me as Mayor and I cannot thank her enough for everything she has done for me, the Council and the Borough. I will certainly miss Hedy and her vast knowledge of the Borough and its history. I wish her health, happiness and an enjoyable retirement. We will be honoring Hedy at a dinner being held on January 16 at the Galloping Hill Inn. For further information, contact Kathy Moschitta at Borough Hall, 908-276-9090.

I hope everyone has a Merry Christmas and a happy, healthy and prosperous New Year.

*Mayor Kathi Fiamingo*



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# BENEFIT TO SUPPORT LOCAL VETERAN

From the outside looking in, December 21st will be like many other nights at 10th Street Live in Kenilworth. Laughter and dancing is commonplace for the music venue - bar - grille. However, while it may not be readily apparent, this night out will have a much more important undertone.

10th Street Live, Get Up Stand Ups Comedy, and OnFire Entertainment present "Miracle on 10th Street." This evening of comedy and dancing will serve as a means to raise money to provide a local family in need with extra holiday cheer.

"We are no strangers to hosting charitable events here at 10th Street Live," co-owner and production manager Kevin Bryan tweeted yesterday. "This event however is probably the most exciting thing we've ever done on that front." Indeed, 10th Street Live has hosted events benefitting the Valerie Fund, Autism Awareness, local fundraisers, and many others. "Seeing that it is the holidays, we wanted to contribute to the happiness of those less fortunate. The idea to pick a specific family was I think that of General Manager Tom Funk."

"I think it was Veteran's Day when Kevin and I were talking about this," said Funk. "While raising money for a specific charity is great, I wanted to keep the focus on one particular family, and why not make it a veteran?" With the assistance of Union resident Maria Vargo, with whom 10th Street Live has hosted several charitable events, Funk and Bryan are in touch

with the local VFW to choose a specific family.

The event features the fast-emerging comedy troupe "Get Up Stand Ups." Comprised of talent from New Jersey and New York city, the troupe is accustomed to entertaining crowds, but this event brings something much bigger. "When Kevin and Funk presented the idea, I knew this was something we had to be a part of," said troupe leader and Union, NJ resident Manoli Voso. "Kevin has been supportive of various causes I promote" (this summer saw a successful fundraiser at 10th Street Live for 'Camp Fatima'). "To be able to contribute to this great idea is very exciting."

If that weren't enough, Union-county based party promoters / Djs "OnFire Entertainment" will keep the evening "rocking till last call" with their eclectic blend of music spanning many genres and eras. Union resident, co-founder and WKTU radio personality Michael "Mikey P" Purcell has also been an integral part of the planning process.

All proceeds from admission will be donated to the selected family. The event to be held on Saturday, December 21st, is for all-ages, with doors opening at 6pm. 10th Street Live features a full kitchen and immense selection of craft beer. In addition, those who reserve a table in advance will enjoy 20% off their food bill.

Reservations are being taken now at (908) 272-2664, from 6pm to 2am, Mondays - Saturdays. No reservations are confirmed via voice mail.

# MARSHMALLOW MATH



(above) Meghan Kreinberg and Mrs. Karen DeMaio's second grade class at St. Theresa School in Kenilworth were in a sticky math situation. Using marshmallows and fruit loops the 2nd graders created numbers by placing cereal loops on toothpicks and marshmallows. Making it fun to add they then recorded the numbers in four ways on their chart.

# EXPERIMENTS IN GRAVITY



6th grade student Madison Hnatowski and her classmates from St. Theresa School in Kenilworth are studying forces and motion. To better understand and visualize how gravity affects objects they made paper helicopters and attached paper clips to them. They gave them a toss to let them fly and observed how quickly they fell to ground. The students also discovered the helicopters will speed to the floor because of acceleration due to gravity.

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# KENILWORTH SCHOOLS EMBRACING GUIDED READING

Submitted by: *Tiffany Moutis, Assistant Superintendent*

We are facing some challenging times with increased expectations in student performance on very rigorous assessments. As a result of higher expectations, we must change our instruction practices. Last year, the Harding School Kindergarten through Grade 2 staff began implementing the Balanced Literacy approach. Balanced literacy is implemented during the Literacy instruction period. The teacher begins by modeling the reading strategy that is the focus of the lesson. Subsequently, students are engaged in practicing the focal strategy in small groups or independently as the teacher monitors and provides guidance. Then students read a Guided Reading book independently for an extended period of time as the teacher circulates amongst them to observe, record observations and confer. Guided reading levels are based upon assessment and then the teacher works with a small group of students on that specific reading level. The teacher models specific strategies before reading and monitors students while they read independently. While the teacher is working with the small group of students, the remaining students engage in learning center activities in word study, fluency, and comprehension to ensure understanding.

During these past two months, students in Kindergarten through Grade 2 were assessed and assigned a guided reading level based on word-knowledge, comprehension, and fluency. The levels range alphabetically from A to Z, with level A representing the lowest level and level Z the highest. This allows the teacher to work closely with students to help them become better readers by introducing them to increasingly challenging books while meeting the varying instructional needs of each child in the room through guided reading.

Books are assigned guided reading levels based on general expectations and capabilities of a reader. As the levels progress, the books become more difficult. Each level is based upon the increasing complexity of ten benchmark common book characteristics that readers encounter at all stages of the reading process from when your child picks up his or her first book through the time when he or she becomes a fluent reader.

These guided reading categories are:

- Genre: The type of the book
- Text Structure: How the book is organized and presented
- Content: The subject matter of a book
- Themes and Ideas: The big ideas that are communicated by the author
- Language and Literary Features: The types of writing techniques employed by the writer
- Sentence Complexity: How challenging the syntax is of each sentence
- Vocabulary: The frequency of new words introduced in the book
- Words: The ease at which the words in the book can be figured out or decoded by a reader
- Illustrations: The correlation and consistency of images and pictures in the books to the words printed on the page
- Book and Print Features: The physical aspects of the printed word on the page.

Even though most children truly learn how to read in school, it does not diminish the importance of reading in the home. Children need positive role models for reading in their home. The most significant factor in determining a child's success in reading is the parents' attitudes about reading. Therefore, it is up to the parents to provide an environment for children in which they are surrounded by books and reading. If children see the importance of reading in their homes through their parents' actions, it will most likely transfer to their own life.

Reading at home aids children in developing important skills and habits that will lead them to success in school and in life. When reading out loud to children, they will be able to develop knowledge about language, context, sentence structure, grammar, syntax, and other components of language. Also, reading to children promotes the value of education and knowledge. The children will learn how

important it is to succeed in school and will have a stronger desire to do so. Reading at home encourages a special bond between the parent and child. Through reading with a child, a parent is able to impart their thoughts and feelings, lessons, and beliefs to their child. The child and the parent are able to develop an emotional bond through reading and sharing their thoughts on stories. This emotional bond gives children precious memories to reflect on and fosters positive thoughts on the stories read to them.

Finally, reading at home allows children to practice what they have been learning in school. Throughout the school day, children may not receive ample time to practice what they are being taught in class. At home, parents can help provide one-on-one instruction.

In this time children can be free to ask as many questions as they want without infringing on anyone else's time. Reading with a parent allows them to explore what is being taught in class in an in-depth manner in order to maximize the potential of knowledge.

I believe there are four important reasons that reading at home is vitally important to children. Without reading at home, it is difficult for children to develop a love for reading. It is a simple way for a parent to contribute and ensure success for their child in the classroom and beyond.

We can help our children find the tools they need to succeed in life. Having access to information through the printed word is an absolute necessity. Knowledge is power, and books are the pathway to that knowledge. But reading is more than just a practical tool. Through books we can enrich our minds. We can also relax and enjoy some precious leisure moments. With your help, your children can begin a lifelong relationship with the printed word, so they grow into adults who read easily and frequently whether for business, knowledge or pleasure.

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# ON VETERANS DAY STUDENTS FROM ST. THERESA SCHOOL IN KENILWORTH HELD A PRAYER SERVICE DURING MORNING ASSEMBLY SALUTING OUR MEN AND WOMEN IN THE MILITARY



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## OUR VETERANS SALUTED ON THEIR DAY

Submitted by: Charlie Oliva

The VFW Post 2230 once again hosted a touching ceremony honoring all of our veterans on Veterans Day, November 11, at the VFW Hall. A number of wreaths were presented to give thanks to our veterans for their service to our nation, and the sacrifices they have made to preserve our freedom and our way of life.

Robert Jeans, VFW Commander, served as Master of Ceremonies, and those participating in the ceremony included Ed Sulenski, VFW Chaplain; Rick Harrison, Senior Vice Commander; Bob Vesselli, KVC Vice President; Ed Miller from Post 470; Mayor Kathi Fiamingo; Chief of Police John Zimmerman; and Town Council Member Scott Klinder. Trudy Newhouse of the Kenilworth Senior Citizens Club gave a heartfelt speech on her numerous volunteer activities in support of our veterans in local hospitals.

Refreshments and lunch were served at the conclusion of the ceremonies.

The VFW has a number of initiatives underway to support our troops around the world, as well as charitable activities locally, all to fulfill its motto "we honor our dead by serving the living." For more information, visit [kenilworthveterans.com](http://kenilworthveterans.com).

## 100 TURKEYS DONATED TO ST. THERESA'S THANKSGIVING BASKETS FOR THE NEEDY.



(above, l-r) The Kenilworth PBA 135 and The Kenilworth Silver Card Association donated 100 Turkeys to the St. Theresa's Church for their Thanksgiving baskets for the needy. Vicki Devlin – St Theresa Social Concerns Committee, Father Lito, Michael Devlin – PBA President, Robert Schielke – Silver Card President and Father Joe.

D

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## STUDENTS OF THE MONTH



The David Brearley High School Student of the Month for November is senior Christina Petruzzella. Responsible and conscientious, Christina has successfully balanced a rigorous academic schedule with numerous extracurricular activities, athletics, and a job. She is President of the David Brearley chapter of the National Honor Society, and has been named to the High School Honor Roll every marking period of her high school career. Christina is also a member of Bears that Care, Peer Leadership, Student Council, Forensics, and the softball team. This tireless senior also finds time to participate in David Brearley dramatic productions, as well. Congratulations, Christina!

The November Middle School Student of the month is Sara Cortesao. Sara is a kind student who is a willing participant in class. All of her Teachers feel that Sara is a student who will go out of her way to help others without being prompted to do so. It is evident that Sara has a great attitude toward learning as she is never without a smile on her face. Congratulations Sara!

## KENILWORTH VFW POST 2230 GETS A NEW ROOF, OTHER NEEDED UPGRADES

During November, The Scurzo Group dba Roof-It™ completed a roofing replacement project for the Kenilworth VFW Post 2230.

The Kenilworth VFW has a very large active membership and uses the facility on a daily basis. This roofing project will fix certain problems and allow the veterans to continue to use the hall for many years to come.

The Scurzo Group completed the project at cost in support of veterans and current servicemen. GAF, the manufacturer of the roofing material, donated a significant amount of materials toward the project.

The Kenilworth VFW is searching for and appreciative of donations that would help offset the cost of this project, as well as other projects that will need to be completed in the near future.



Donations should be directed to Post Commander Robert Jeans, Kenilworth VFW, 33 South 21st Street, Kenilworth, NJ 07033 or they can be made online at [www.kenilworthveterans.com/donation](http://www.kenilworthveterans.com/donation). There is a Paypal payment option on the web page. The Kenilworth VFW is a 501(c)(3) organization and donations are tax deductible.

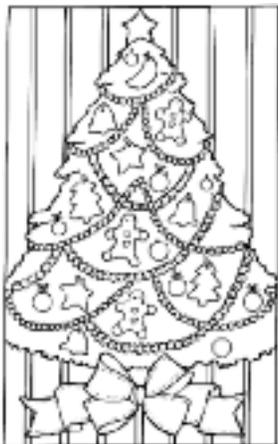
## THE KENILWORTH 14U SOFTBALL TEAM WON THE CRANFORD FALL LEAGUE CHAMPIONSHIP WITH RECORD OF 10-1



(above, front, l-r) Jennifer Maltese, Aniston Miller, Erin O'Boyle, Sami Smith, Sydney David.  
(back, l-r) Michelle Capizzano, Katrina Jarvis, Melissa Ryan, Mary Holiman, Brie Cesaro.  
Not pictured: Victoria Scorese.

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KFD SANTA'S EXPRESS IS FREE BUT WE ASK YOU TO REMEMBER THE LESS FORTUNATE AND PLEASE bring a small unwrapped toy with you when you drop off your child's gift. Kenilworth Fire HQ is an official USMC Toys for Tots drop zone. We will be collecting Toys for Tots through DEC. 16th, 2013. THANK YOU!



**IMPORTANT:** Due to growing townwide participation- we will no longer accept **LARGE GIFTS** (they won't fit in the sled). Please keep the gifts small, ie: a dvd, a video game, an action figure or doll, a board game, etc. No **FRAGILE** items. For **CHILDREN** 10 Yrs of age or younger. **KENILWORTH RESIDENTS ONLY. ONE GIFT PER CHILD.**

Visit [KenilworthFire.org](http://KenilworthFire.org) or  Kenilworth Fire Rescue's Facebook page for more info.

## ST. PETER BY THE SEA CHRISTMAS CONCERT

*The Orchestra of  
St. Peter By The Sea  
conducted by Rev. Alphonse Stephenson  
returns for their  
Annual Christmas Performance  
at the Church of Saint Theresa,  
541 Washington Ave., Kenilworth  
Wednesday, December 11  
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### BREAKFAST WITH SANTA

BREAKFAST INCLUDES: SCRABBLE EGGS, SAUSAGE, PANCAKES, JUICE, TOAST, COFFEE

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## PROGRAMS

### The Winter Reading Program

from Monday, Jan 6th until on Friday, Feb. 21st.  
Children who were previously signed up for the Fall Reading Program will automatically be registered.

Children must be registered in one of the following programs in order to participate in any other Kenilworth Public Library special event.

#### Mommy, Daddy & Me for ages 2 - 5

a parent and child at home reading program for children.

#### I Can Read for ages 6 - 8

a reading program for children who are just starting to read on their own.

#### Club Readsalot

a reading program for children ages 9 - 12.

Registration is required for:

#### Lap Sit for babies ages 0 - 23 months

Tuesdays from 10:30 - 10:50am - Jan. 7th, 14th, 21st & 28th and Feb. 4th, 11th & 18th.

#### Toddler Time for 2 year olds

Wednesdays from 10:30 - 10:50am; Jan. 8th, 15th, 22nd & 29th and Feb. 5th, 12th & 19th.

Stories, puppets and music just right for the youngest listeners will be introduced.

#### Story Time for children ages 3 and up

Thursdays from 3:30 - 4:00pm; Jan. 9th, 16th, 23rd & 30th and Feb. 6th, 13th & 20th.

## SPECIAL EVENTS:

### Talkin' Trash

Thursday, Jan. 9th from 3:30 - 4:15pm during the regularly scheduled Story Time program.

Children ages 3 and up will be educated about how to recycle, reduce and reuse. Registration is required. Children registered for story time do not need to register separately for this program.

Registration not required for the following programs:

### Bingo For Young Children

Fridays from 3:30 - 4:00pm for children ages 3 & up; Jan. 10th & 24th and Feb. 7th & 21st.

Games may include A-B-C Bingo, Number Bingo and Color & Shape Bingo. Parents must remain in the library during the program.

### Bingo For Children Who Can Read

Fridays from 3:30 - 4:00pm in the Activity Room; Jan. 17th & 31st, and Feb. 14th.

Games may include Book Bingo, USA Bingo, History Bingo & Kenilworth Bingo. Parents do not participate in this program.

# KENILWORTH FREE PUBLIC LIBRARY

Located at 548 Boulevard. Library website is [www.kenilworthlibrary.org](http://www.kenilworthlibrary.org).

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

The library's regular schedule of operation: Mon, Tues and Thurs: 10:00 AM to 9:00 PM,

Wed: 10:00 AM to 6:00 PM, Fri: 10:00 AM to 5:00 PM, Sat: 10:00 AM to 2:00 PM.

The Kenilworth Public Library is handicapped accessible.

[facebook.com/kenilworthworth.public.library](https://facebook.com/kenilworthworth.public.library)

## TURTLE BACK ZOO VISITS LIBRARY



Native Animals Of New Jersey was presented by Turtle Back Zoo at the Kenilworth Public Library. Turtle Back Zoo representative, Maria Durci introduced children and their families to various reptiles, amphibians and mammals.



(left) Turtle Back Zoo representative, Maria Durci displays a live snake, owl and turtle.



(above) Turtle shells were on hand to study.

## ST. THERESA SCHOOL FOOD DRIVE

The Student Council from St. Theresa School collected can goods and dry non-perishable items for the food pantry at St. Theresa's Church which helps feed the less fortunate.



(above, front row, l-r) Christopher Hnatowski, Matthew Pavlik, Greyson Hines, Christopher Leon, Kevin McCarthy, Ana Bui. (back row, l-r) Manny Grova, Steven Traczik, Jonathon Kreinberg, Cararose Coppola, Caroline Tramontana, Julius Lopina-Carpenter.

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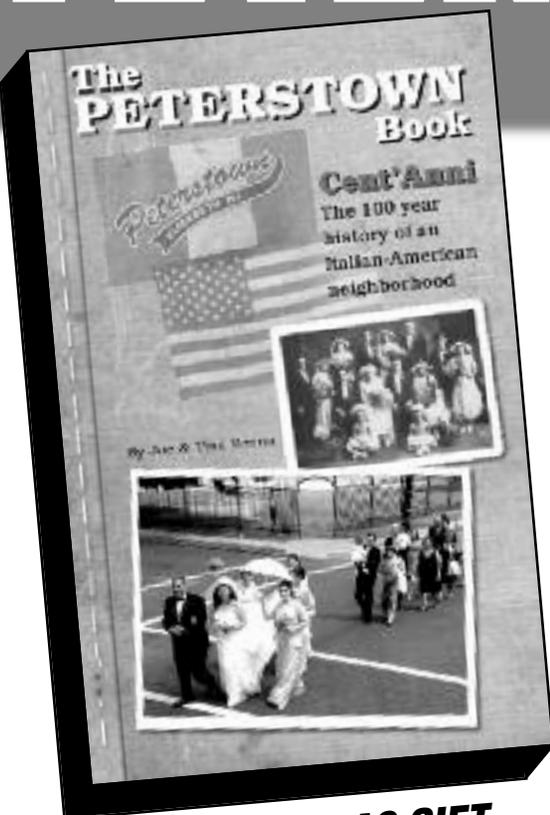
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Anyone who would like to retail the book in their place of business should contact Joe at 908-447-1295 or email [info@rennamedia.com](mailto:info@rennamedia.com)

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