# The PRIDE of North Plainfield



Published by Renna Media, LLC. On-line at ThePrideofNorthPlainfield.com

**ISSUE 7. DECEMBER 2012** 

# THE SUNDANCE SCHOOL

proudly presents a production of

#### **ANNIE KIDS**

Wednesday

#### **DECEMBER 19th**

with a matinee at noon and an evening show at 6:45pm.

SUNDANCE SCHOOL Greenbrook Rd. North Plainfield, NJ

PRSRT STD-A
US POSTAGE
PAID
PERMIT #3
NEW BRUNSWICK, NJ

#### NORTH PLAINFIELD FIRE FIREFIGHTERS COATS FOR KIDS

Submitted by Jeff Holtz - President IAFF Local 2958

North Plainfield Professional Firefighters and Fire Officers, IAFF/PFANJ Locals 2958 and 2983 are working to provide warm, winter coats to elementary school-aged children in need in North Plainfield and similar communities served by IAFF firefighters in New Jersey.

In the wake of Hurricane Sandy the North Plainfield Professional Firefighters Association with the International Association of Firefighters (IAFF) has begun distribution of brand new winter coats with the Firefighters Coats for Kids by Operation Warm.

North Plainfield Professional Firefighters Local 2958 and Fire Officers Local 2983 are one of several IAFF Locals in New Jersey distributing the coats to those in need.

Firefighters Coats for Kids, is part of ongoing efforts by firefighters across the USA and Canada to strengthen families and communities. "To a child living in poverty, there is nothing more exciting than something brand new," said Carey

Palmquist, Executive Director of Operation Warm. "Aside from the emotional excitement a new coat illicits, the coat is instrumental in promoting so many good things in a child's life including education, wellness, and self-esteem, to name a few. It's a program that strengthens the overall well-being of a child, and helps families stretch limited financial resources to other basic necessities including food and shelter."



(above) NPFD members with Chief William Eaton and Deputy Chief Lane Solon, NP Professional Firefighters IAFF Local 2958 President Jeff Holtz, Firefighter Rick Connolly with his son Evan, Professional Firefighters Association of NJ 2nd District Vice President Robert Beattie, A-Platoon and EMS personnel stand with winter coats which were distributed.

#### THE PRIDE REBOUNDS FROM SUPER STORM SANDY

Super Storm Sandy was a blow to many businesses and residents. Some suffered long lasting damage and are still in need of help. The Pride newspaper suspended its November issue and has returned in a big way.

The Pride of North Plainfield has increased its circulation from 5,000 to 6,500 and its page size from 13" to 14 1/2". The newspaper also has a new Managing Editor in Sal Paolucci. Nick Kiasko, who coordinated the first six issues, has started a new job in New York City. We wish Nick all the best.

Sal Paolucci is a seasoned marketing and advertising specialist. He has experience in every aspect of the industry and can assist advertisers who have questions about their own marketing needs.

Sal will also manage The Watchung Post, another newspaper published by Renna Media. Sal will be responding to other towns that would like to have their own

Super Storm Sandy was a blow to many businesses and home town newspapers and will be overseeing the launch of new titles in 2013.

Renna Media owned and operated by Joe and Tina Renna. They have been in business since 1984 as a full service marketing studio and currently publish eight monthly newspapers.

This is the seventh issue of the The Pride and it has been well received by community service organizations promoting their activities, by readers looking for helpful information about what is going on around town and by businesses looking for a venue to advertise and market to the community.

The newspaper is mailed free to over 6,000 homes and businesses. Space is available free of charge to non profits and community services organizations with press releases. Official town news is also featured.

Businesses and organizations are encouraged to call Sal to find out how The Pride can work for them.

#### THIS SPACE IS NOW AVAILABLE FOR ADVERTISING!!!

Call Sal Paolucci today to reserve this space in the next issue of The Pride

Each month this newspaper is mailed to 6,500 homes and businesses in North Plainfield

Reserve space in the next issue. Call Sal at (973) 699-6503

Email: Sal@rennamedia.com

Renna Media 202 Walnut Avenue, Cranford, NJ 07016

# The PRIDE of North Plainfield

# On-line at The Pride of North Plainfield.com

The Pride of North Plainfield is published by Renna Media. 6,500 newspapers are printed monthly and are mailed to businesses and homes in North Plainfield, NJ and are distributed for free pick-up throughout town.

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

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Renna Media welcomes the comments and concerns of its readers put into writing and sent via phone, fax or email to:

Renna Media, LLC
Publisher: Joe Renna
202 Walnut Ave. Cranford, NJ 07016
Phone: 908-447-1295
Fax: 908-709-9209
Email: joerenna@rennamedia.com

#### **ADVERTISING & PRESS RELEASES**

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

Contact: Sal Paolucci Email: sal@rennamedia.com Phone: 973-699-6503 • Fax: 908-709-9209



#### **BOROUGH OF NORTH PLAINFIELD**

MUNICIPAL BUILDING 263 Somerset Street North Plainfield, New Jersey 07060 (908) 769-2900 www.northplainfield.org

#### **BOROUGH DIRECTORY**

Police & Fire Emergency	911
Borough Clerk	769-2910
Construction Department	769-2918
Court	769-2265
Finance Department	769-2908
Fire Non-Emergency	
Health Department	769-2907
Mayor & Business Administrator	769-2902
Police Non-Emergency	769-2937
Property Maintenance	769-2913
Public Works	769-2914
Tax Assessor	769-2906
Zoning/Planning Department	769-2915

#### **HELPFUL PHONE NUMBERS**

Library	755-7909
Public Schools	769-6000
Recreation	756-0247

Phone numbers utilize the 908 exchange.

#### NORTH PLAINFIELD LIBRARY DECEMBER AND JANUARY EVENTS

Tuesday, December 18 at 1:00-2:00 PM RELAX, RENEW & REJUVENATE:

**SEATED YOGA WITH JILLIAN** (Adults)

Tuesday, December 18 at 3:30-4:30 PM

OWL PROWL (Grades K-5)

Wednesday, December 19 at 3:30-5:00 PM

**SUMMER/WINTER PARTY** (Grades 6-12)

Thursday, December 20 at 6:00-7:00 PM

HOLIDAY GIFT PROGRAM (Grades K-5)

Tuesday, January 8 at 3:30-4:30 PM

MAPLE SUGARING (Grades 1-5)

Wednesday, January 9 at 3:30 PM

**MOVIE AFTERNOON: FRANKENWEENIE** (Grades 6-12) Thursday, January 10 at 4:00-5:00 PM

**CRAFTY KIDS** (Grades K-3)

Saturday, January 12 at 10:30 AM - 12:30 PM

#### PAINTING WITH WATERCOLOR PENCILS

(Adults and children ages 8 accompanied by an adult) Wednesday, January 16 at 7:00-8:00 PM

#### **BASIC YOGA WITH JILLIAN**

(Adults and children ages 12 accompanied by adult.) Wednesday, January 16 at 3:30 – 5:00 PM

**IMPROV/ACTING GAME AFTERNOON** (Grades 6-12)

Thursday, January 17 at 1:00 PM

BOOK DISCUSSION (Adults)

Thursday, January 17 at 4:00-5:00 PM

**THE TURTLE SHOW** (Suggested for Grades K-5) Monday, January 14 at 7:00-8:00 PM

INTRODUCTION TO THE INTERNET (Adults)

Tuesday, January 22 at 4:00- 5:00 PM

KIDS GAME DAY (Grades 3-5)

Tuesday, January 22 at 7-8:30 PM

STRATEGIC COUPONING (Adults)

Wednesday, January 23 at 3:30-5:00 PM

**TEEN CRAFT: FRIENDSHIP BRACELETS** (Grades 6-12) Wednesday, January 30 at 3:30-5:00 PM

MARIO KART TOURNAMENT (Grades 6-12) Thursday, January 31 at 3:30 - 4:00 PM

**BRAIN GAMES FOR INDOOR RECESS** (Grades 1-3)

#### **ON GOING PROGRAMS:**

Mondays, starting January 7 at  $3:30 - 5:00 \; PM$ 

**TEEN GAME DAY** (Grades 6-12)

Tuesdays, January 9-29 at 10:00- 10:30 AM

STORY AND A CRAFT (Ages 3-5)

Wednesdays, January 9-30 at 10:00- 10:30 AM **TODDLER TIME** (Ages 18 months- 3 years)

# THE SUNDANCE SCHOOL RESCHEDULES 'ANNIE' PERFORMANCE FOR 12/19;

COLLECTING DONATIONS AT DOOR FOR NJ RED CROSS

The Sundance School, a premier private preschool and elementary school on Greenbrook Road in North Plainfield, NJ proudly presents a production of Annie KIDS by their 2nd – 5th grade students on Wednesday, December 19th with a matinee at noon and an evening show at 6:45pm. The show has been rescheduled due an unexpected school closing after "superstorm" Sandy hit the area in early November.

The musical is part of Music Theater International (MTI) Broadway Junior Collection. Based on the popular comic strip, "Little Orphan Annie," Annie KIDS tells of a spunky Depression-era orphan determined to find her parents, who left her years ago on the doorstep of a New York City orphanage run by the cruel Miss Hannigan. In adventure after funfilled adventure, Annie foils Miss Hannigan's evil plots, befriends President Franklin Roosevelt and finds a new family in billionaire Oliver Warbucks, his personal secretary Grace Farrell and a lovable mutt named Sandy.

The Sundance School will be collecting donations at the door for hurricane victims; all proceeds will go directly to the NJ Red Cross. Anyone who donates will receive a "Dream Big" CD, Sundance's kid-friendly 2012 music medley. The show is open to the public and admission is free.

Founded in 1977, The Sundance School is a proud member of the family of Phoenix Children's Academy, one of the country's largest preschool, Montessori and elementary school providers. For more information about the Annie KIDS performance and The Sundance School's efforts for hurricane relief, visit: www.thesundanceschool.com or call 908.561.5055.



#### **COSTCO GAINS PLANNING BOARD APPROVAL -OPENING PLANNED FOR FALL 2013**

The North Plainfield Planning Board granted Fagan added. approval for Costco Wholesale to open a 156,000 sq. ft. store and gasoline station on the former K-Mart/Pathmark retail site on Rt. 22. Unanimous approval by the Planning Board was granted at the October 10 meeting after two nights of testimony and public input.

"The approval paves the way for the largest retail development project in North Plainfield in 50 years and represents a significant investment in the Route 22 retail corridor," Mayor Michael Giordano said.

The existing building that once housed the K-Mart department store, Pathmark supermarket and various other businesses will be demolished. The new building will be located at the far west end of the site and the gasoline station will be located approximately 600 feet to the east. Despite the size of the project, it comprises only about half of the entire retail site, which is owned by Vornado Realty Trust. The other buildings on the site will remain.

There are expected to be 250 construction jobs created by the project and 250 permanent jobs at Costco once it is open. The large majority of permanent jobs will represent new hires. "Costco will become the largest private employer in North Plainfield and this will represent a tremendous shot in the arm to our local economy at a most opportune time," Mayor Giordano said.

Planning Board Chair Tom Fagan noted the spirit of cooperation that Costco exhibited in addressing neighborhood concerns, and those expressed by the Planning Board. "Of particular importance was the manner in which Costco addressed the concerns of screening the site by adding well over 100 new trees, increasing the buffer area where possible, and minimizing the lighting glare," Fagan said. "They also committed to address flooding and traffic concerns by adding and repairing various drainage facilities, and committed to working with the Borough and fund traffic calming measures for the Warfield Road neighborhood,"

Council President Skip Stabile said, "It's great for North Plainfield that this project is under way. It's a real credit to the Administration, the Economic Development Committee and Mayor Giordano that Costco was attracted to set up shop in North Plainfield." He also expressed hope that the Borough's new Master Plan (due out in 2013) will help guide future redevelopment along Route 22 to the same high quality standards established by Costco and the Planning Board.

Planning Board Member and Councilman Frank Righetti also noted that, unlike the present layout, truck deliveries will no longer be made in the rear of the building adjacent to the Warfield Road residences. "This will help," Righetti said "improve the quality of life for our folks on Warfield Road."

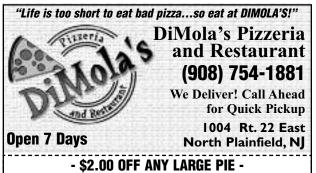
Councilman Doug Singleterry, Councilwoman Mary Forbes, Councilwoman Keiona Miller are actively involved with the Borough's Green Team and Sustainable New Jersey efforts. The trio was impressed that the materials specified to construct the building's exterior panels were comprised of recycled metal and that testimony was provided that solar panels to be installed on the roof with the goal of providing most of the building's energy use in the future.

Mayor Giordano said that he envisioned that this Costco development will set the stage for further development to follow in North Plainfield's Route 22 commercial corridor. "This development is the latest in a series of redevelopment initiatives in the borough which include the former gasoline station on the Corner of Grove St. and Greenbrook Rd. which has been approved for redevelopment into a restaurant, a 7-11 which received approval to occupy the former Abbey Floor site, Advance Auto Parts which received approval to occupy the former Strauss Auto store on Rt. 22 and White Tiger Laundromat on Route 22 and Malcolm Avenue."



393 Somerset St. (Somerset Square) North Plainfield, NJ

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Fellow, Academy of Sports Dentistry **New Jersey Dental Association** 

#### **HURRICANE SANDY – A LOOK BACK AND THE AFTERMATH**

Submitted by Michael Giordano, Jr., Mayor, Borough of North Plainfield

The past month has been very trying for all of us here in the Borough and across the region as we deal with the impact of Hurricane Sandy. The hurricane that hit our Borough was devastating to us, and all of New Jersey. The storm caused significant disruption, including downed trees, damaged homes, blocked roads and unprecedented power outages. It has also resulted in significant expenses to the Borough, a good portion of which we anticipate reimbursement from FEMA.

Forecasters not only predicted Hurricane





Sandy to be the perfect storm, but also warned us of its potential severe effects once it hit New Jersey. These warnings were taken very seriously, and preparations in the borough began in earnest before the storm to ensure resident safety and well-being. Catch basins were cleaned, yard waste picked up, generators and borough fleets fueled, and locations established for shelter, to name a few. No one could have predicted the devastation that ensued after the storm but I am proud of how borough personnel faced the challenges and worked as team to restore our infrastructure.

Thanks to the collective efforts of the Local Planning Emergency Committee and the North Plainfield Office of Emergency Management, all aspects of this historic storm ran as smoothly as possible. Communication was also excellent between the Borough and the Board of Education. We were in regular contact with the North Plainfield Public Schools Director of Operations Edward Ostroff and in doing so were able to utilize the school facilities and personnel to assist with this disaster. During the night of the storm and in the weeks immediately following I witnessed excellent communication and cooperation among all emergency services: Police, Fire, Rescue, Borough Administration, Public Works and the Board of Education. Under harrowing circumstances, all of these people worked throughout the night to place flares where trees blocked roadways, to cut and move trees, to mark and protect downed wires, and to assist residents and assess damage to homes that were hit by falling trees.

In the storm's aftermath, all roadways were cleared and made passable as quickly as possible. Watchung Presbyterian Church opened its doors as a warming/charging center. The North Plainfield Education Association's members provided a warm welcome, and hot

and cold beverages, supplemented with generous donations of meals and snacks by local businesses, caring residents, and elected borough officials. The NPEA, with the assistance of Super Heroes Sub Shop and the cooperation of the Board of Education, was able to serve breakfast at East End Elementary School. An evening meal was provided at the Borough's Community Center where residents could also keep warm and charge their electronic devices. The Education Association continued its efforts on Thanksgiving Day providing dinner to those residents in need. Many residents also utilized Borough Hall as a charging station.

Efforts of recovery continue today through the generosity of others. The North Plainfield Professional Firefighters Association, in partnership with the International Association of Firefighters (IAFF), have begun distribution of brand new winter coats with the Firefighters Coats for Kids by Operation Warm. Borough employees ran a food drive with the assistance of local businesses immediately following the disaster, distributing over a dozen Thanksgiving Food Baskets to residents in need. Their efforts will continue through the Holiday Season with a "Christmas for Kids Program" co-sponsored by Super Heroes Sub Shop. Please help this effort by bringing your food donations to Borough Hall during regular business hours.

Informational flyers were handed out door-to-door with assistance of several volunteers. The borough's radio station, 1630 AM, which had to be run by generator power was updated as new information became available to us. Moving forward, the Borough will have a Facebook Page to further enhance communication with our residents in a timely manner regarding current events and emergencies. This page will be used

(Continued on page 5)







#### **HURRICANE SANDY AFTERMATH (Continued)**

for outgoing messages for informational purposes only.

Most residences and businesses were left in the dark for days with no power restoration timeline in sight, inside temperatures declining daily, long gas lines, and road closures. Witnessing life after the storm as I visited each neighborhood, I saw firsthand how adversity strengthened our sense of community and an outpouring of support for those in need. Most importantly, we did not sustain any serious injuries associated with the storm.

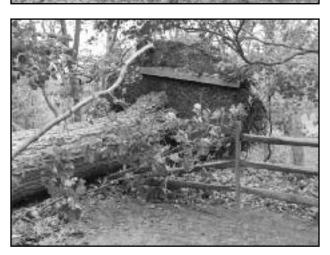
Although the return to normalcy seemed endless, the borough was proactively navigating the many challenges with positive results. I'm sure that this won't be the last time that Mother Nature throws us a curve ball, but we are ready, and will continue to build upon and enhance our emergency management procedures. Daily meetings with key personnel created organizational support, shifting dependence



from outside entities to in-house resources. The result of our performance during this unprecedented event further reinforces our Pride in North Plainfield.

My appreciation goes out to the many volunteers that worked tirelessly behind the scenes. Our community has been most fortunate to continue to have dedicated employees,





residents, and volunteers working to make North Plainfield a better place for all of us. All of us should be very proud of the performance of all of these professionals and staff members under very difficult circumstances. The result of our performance during this unprecedented event further reinforces our designation as "A Proud Community".





#### **NORTH PLAINFIELD BUSINESS ASSOCIATION LOOKS FORWARD TO 2013**

Another year has come and gone, and a lot has happened in North Plainfield. After 4 years on hiatus the North Plainfield Business Association has begun to move forward, however slowly, with the help of The Pride newspaper, we are able to help our members to advertise at a very low price. I look forward to meeting more of our business owners. I am very excited to have Costco come to town. This will help our organizing. The Police Dept., Fire Dept and

community greatly. Over 250 jobs will be available and entice other large companies to come in.

I would like to thank the first responders during hurricane Sandy. Mayor Mike Giordano kept everything moving and pushed as much as he could to get back to normal. Also, Mr. Dave Hollad and Mrs Gail Cain did a great job

Public works did an outstanding job. Also a special thanks to the teachers from all the schools did a terrific job with food and shelter.

These are the type of people that North Plainfield a Great place to live. In the coming year I'm asking that more people get involved to keep our town moving forward.

Remember to support our small local business in the downtown area.

I wish everyone a very Happy Holiday and a Joyous, Profitable New Year.

# Peter Eddy President

The NPBA's mission is to promote the economic, professional and civic welfare of North Plainfield. It will provide an opportunity for all types of local businesses to band together and promote commerce in our town. The Business Association will work closely with North Plainfield's government (and with trade organizations throughout Somerset County and NJ) to ensure our local business interests are protected. There is strength in numbers: member businesses will take advantage of shared marketing costs, as well as a rich community of neighbors to help them network and get their brand out in the market.



#### **North Plainfield Business Association** "Working for You" **MEMBERSHIP APPLICATION**

#### **MEET SAL PAOLUCCI**



Sal is excited to bring his ten plus years of marketing and sales experience to the businesses of North Plainfield and Watchung. His plan is to continue to grow both of these papers while helping local businesses succeed and the communities flourish. Sal is looking forward to using his knowledge, which includes an MBA from Montclair State University along with his diverse background in business to make the Pride of North Plainfield and Watchung Post important parts of each town. To advertise in the North Plainfield newspaper or the Watchung Post, or for more information, please call Sal Paolucci at 973-699-6503 or email him at sal@rennamedia.com. Thank you.

#### **ENJOY HOLIDAY SHOPPING BUT BE SAFE**

Submitted by Police Chief William Parenti

Season Greetings from the North Plainfield Police Department. Our officers work hard to insure your safety year round and the holiday season is one of busiest times for merchants and shoppers alike. In your haste to fill wish lists and take advantage of clearance sales, you should take several precautions to avoid becoming the victim of an identity theft. First consider all of your personal numeric identifiers private precious data. In order to guard against fraud some merchants may still request driver's license or phone numbers. Advise them you prefer not to provide that as it could lead to unwanted phone solicitations, or someone determining your address using a reverse directory data base.

Don't let your credit card leave your sight; devices are now sold on the internet, known as skimmers that are smaller than a cell phone. They can scan a credit card and record of all the data stored on the magnetic strip and download it into a computer. Your account number could then be used by criminals. Keep your credit receipts safe and destroy them after proofing your statements. Make it a habit not to keep the receipt in the bag where it could easily fall out; try your wallet or a secure pocket.

Consider that anybody seeing one of your

checks, with just the account number, your name, and the name of the bank, could use that data to attempt thefts of various sorts. If you have an ATM or debit card never write the PIN number on the card. Believe it or not, the law enforcement community consistently sees people that become victim after losing their cards with the PIN written on it. Check your credit card and bank statements carefully, an honest mistake might have been made erroneously charging a purchase to your account. In that case all bank issued credit cards have the procedure for disputing a charge written on the reverse of the statement. Follow the guidelines in a timely manner and most matters can be resolved equitably.

Finally, one can never underestimate common sense personal security while shopping. If you are using cash, be careful not to display the amount you are carrying. Remember that no amount of cash is ever worth your life, if subjected to a robbery, consider the cash expendable. While out and about, always be aware of where you park, which pocket your keys are in, and your cell phone location. Your cell phone could become your life link in any kind of emergency.

#### **RENNA MEDIA PUBLICATIONS**



#### **CLARK MONTHLY**

6,500 printed and mailed to every home and business in Clark.



#### **KENILWORTH BUSINESS LIFE**

3,500 printed monthly and mailed to every home and business in Kenilworth.



LIFE IN LINDEN 6,000 are printed monthly with 4,000 mailed to businesses and residents and 2,000 zdistributed free throughout Linden.



**OUR TOWN RAHWAY** 4,000 are printed monthly with 1,200 mailed to every business. 2,800 are distributed free throughout Rahway.



**SPIRIT OF UNION** 5,000 printed monthly with 4,000 mailed to businesses and residents and 1,000 papers distributed free throughout Union.

THE PRIDE OF NORTH PLAINFIELD 6,500 printed monthly and mailed to businesses and residents and distributed free





#### throughout town. **WATCHUNG POST**

3,000 printed monthly and mailed to every home and business in Watchung.



**AROUND ABOUT PETERSTOWN** 10,000 printed Bi-monthly and distributed free throughout Union County.

### **LOCAL PAPERS OFFER AFFORDABLE AD VENUE**

Renna Media publishes eight community newspapers and strives for them to be a source for local-interest stories, announcements for upcoming events, and important municipal information. The newspapers feature press

releases and announcements from local government, schools, community service groups, recreation department, and non-profit organizations. Circulation is free, made possible by advertisers.

## ADVERTISING RATE SHEET

Sal Paolucci 973-699-6503



Fax: 908-709-9209 sal@rennamedia.com Renna Media, LLC 202 Walnut Avenue, Cranford, NJ 07016



Qty: 6,500 Mailed to homes and businesses in North Plainfield.



Qty: 3,000 Mailed to every household and business in Watchung.



Qty: 9,500 Over 9,000 mailed

its Size	Non- Members*	Members*	Non- Members*	Memhers*	
Business card 31/4" x 2"	\$60	\$50	\$60	850	\$100
3.25" x 4"	\$100	\$90	\$100	<b>S</b> 90	\$160
6.5' x 4'	\$180	\$160	\$180	\$160	\$280
10° x 4°	\$240	\$200	\$240	\$200	\$380
Half Page 10' x 6'	\$320	\$260	\$320	\$260	\$520
10° x 8°	\$360	\$300	\$360	\$300	\$580
Full Page 10°x11.5°	\$400	\$350	\$400	\$350	\$640
Back Cover 10"x11.5"	\$600	\$550	\$600	\$550	
	3.25" x 4" 6.5" x 4" 10" x 4" Half Page 10" x 6" 10" x 8" Full Page 10"x11.5"	Business card 3%" x 2"         \$60           3.25" x 4"         \$100           6.5" x 4"         \$180           10" x 4"         \$240           Half Page 10" x 6"         \$320           10" x 8"         \$360           Full Page 10"x11.5"         \$400	Business card 31/4" x 2"         Members*         Members*           3.25" x 4"         \$60         \$50           6.5" x 4"         \$100         \$90           10" x 4"         \$180         \$160           Half Page 10" x 6"         \$320         \$260           10" x 8"         \$360         \$300           Full Page 10"x11.5"         \$400         \$350	Business card 31/4" x 2"         Members*         Members*         Members*           3.25" x 4"         \$60         \$50         \$60           5.5" x 4"         \$100         \$90         \$100           6.5" x 4"         \$180         \$160         \$180           10" x 4"         \$240         \$200         \$240           Half Page 10" x 6"         \$320         \$260         \$320           10" x 8"         \$360         \$300         \$360           Full Page 10"x11.5"         \$400         \$350         \$400	Business card 3½" x 2"         \$60         \$50         \$60         \$50           3.25" x 4"         \$100         \$90         \$100         \$90           6.5" x 4"         \$180         \$160         \$180         \$160           10" x 4"         \$240         \$200         \$240         \$200           Half Page 10" x 6"         \$320         \$260         \$320         \$260           10" x 8"         \$360         \$300         \$360         \$350           Full Page 10"x11.5"         \$400         \$350         \$400         \$350

#### PAY FOR 6 MONTHS AND GET 1 FREE

FRONT PAGE BANNER 8.25° x 2° Use full page price for each issue.

Discount for members of the North Plainfield Business Association and Somerset Hills Business Network. Back cover and front page hanner reserved on first come first served basis. Current advertiser has first right of refusa

#### **5TH GRADE STUDENT AT THE SUNDANCE SCHOOL STARS IN "A CHRISTMAS CAROL"**

preschool and elementary school on Greenbrook Road in North Plainfield, NJ has a very talented 5th grader who is starring as Tiny Tim in Chatham Player's "A Christmas Carol" this month at The Chatham Playhouse.

Lucas Schultz got bit by the show business bug at a young age, just 3 years old, thanks to The Sundance School and its emphasis on the importance of the creative and performing arts. All Sundance students perform in two shows every school year, from the time they start at 2 years old all the way through 5th grade. The Sundance School encourages personal growth by helping Schultz to carefully balance his acting career while simultaneously keeping up with the academic demand.

Schultz has been the leading role in many community theater performances including

The Sundance School, a premier private Oliver in "Oliver" at Cranford Dramatic Club. His first professional performance was as Peter in "Mame" at the Good Speed Opera House in Connecticut.

> Not only is Schultz receiving rave reviews for his innocent and touching performance as Tiny Tim in "A Christmas Carol", he is pulling double duty as Rooster in The Sundance School's "Annie." You can see Schultz at The Chatham Playhouse December 7 - 23; check www.chathamplayers.org for schedule, show times and ticket prices.

> You can also see Schultz in "Annie" at The Sundance School on December 19th at 6:45 pm. Admission is free and open to the public.

> For more information on The Sundance School and its theatrical performances, please visit www.thesundanceschool.com or call the office at 908.561.5055.

#### FIRE DEPARTMENT PERSPECTIVE ON SANDY

Submitted by William F. Eaton, Fire Chief/Director, North Plainfield Fire Dept.

During Hurricane Sandy from October 29th to November 1st, the Fire Department responded to 150 calls for assistance. In the 150 calls, 42 were medical calls, 62 hazardous condition calls including many live wires down calls, gas leaks and one structure fire. The department operated with the Boroughs OEM to provide EMS and fire coverage throughout the incident and recovery afterwards. During the storm the department manned 2 engines, 1 truck and 2 ambulances with a staff officer on duty. By prioritizing emergency calls and dividing up the Borough into specific coverage areas, the department was able to have arrival times of 6 minutes or less for over 50% of the calls received and 75% of the calls were answered in 10 minutes or less. This was amazing coverage considering it was virtually impossible to drive from one end of town to the other without numerous detours due to the trees and power lines down.

Much thanks to department's members and to our Borough's residents for their patience through this difficult time.

#### ABOUT FIREFIGHTERS COATS FOR KIDS:

A division of nonprofit Operation Warm, a 501(c)3, Firefighters Coats for Kids empowers communities by providing brand new winter coats to children in need throughout the U.S. and Canada. Since 1998, Operation Warm has provided the gift of warmth to more than one million children.

The North Plainfield Professional Firefighters Associations are IAFF affiliated firefighter associations representing career fire officers, firefighters & career emergency medical care providers employed by the Borough of North Plainfield, Somerset County, New Jersey.

For more information please visit www.operationwarm.org

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#### **SENIOR BUS SCHEDULE**

The North Plainfield Senior Citizen Bus is available to all North Plainfield Seniors. To arrange to ride the bus and for more information, please call 908-753-0707.

#### The following is the bus schedule:

Monday: Shop Rite

Tuesday: North Plainfield Senior Citizens Club Wednesday: Stop and Shop & Wal Mart Friday: Sears and Somerset Farms

> The bus starts picking up passengers at about 9:00 A.M. Please call at least 24 hours before you need the bus.

#### M.A.S.H.: MUTUAL AID SELF HELP

For the Divorced, Separated, Widowed and those with relationship issues.

St. Luke's R.C. Church 300 Clinton Avenue North Plainfield, NJ 07060

We meet every Monday - 7:30pm to 9:00pm Contact: Carol A. 908-359-9357 Our group is non-denominational and co-ed.





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