Union's Hometown Newspaper

Issue 1 • January 2011

BE PART OF THE FEBRUARY ISSUE OF SPIRIT OF UNION.

CONTACT US THROUGH OUR **WEBSITE:** SPIRITOFUNION. COM **TO SUBMIT NEWS, PHOTOS** AND ADS.

US POSTAGE PAID CHERRY HILL NJ PERMIT #149 PRSRT STD

NETWORKING BREAKFAST HELD AT MARK TWAIN DI

The Union Township Chamber of Commerce hosted Sean Carroll - consultant, published author and career coach at their first Networking breakfast session for the New Year. The topic- Creating Clients for Life – was presented at the Mark Twain Diner on Morris Ave. in Union on Jan. 11, 2011.

Sean Carroll is a powerful presenter who spoke eloquently about the many ways that business owners can maximize on client interaction and grow their networks. He is the President of Work, Live, Dream, a consultancy service (WorkLiveDream.com). The meeting was attended by over 25 area business owners eager to learn new skills about how to ride out the economic downturn. The Chamber offers business owners many opportunities to expand their network and business and to learn new skills through a variety of presentations on diverse topics.

For information on how to become a member, please email the Chamber at info@unionchamber.com or visit www.unionchamber.com.



(above) Meera Rao, Executive Director of the Union Chamber of Commerce with members (left) Alan Steinberg, ARS Research Consulting, and Felix Ramirez of The Tax Group.



(above) Sharon Patel of Patel Printing Plus, VP of the Chamber's Board of Directors, seen here with Dan Coven, of CBS Outdoor.



(above) Sean Carroll, left, speaks with Jeff Scheckner, Community Engagement Manager of United Way, Greater Union County.

NEW HOMETOWN PAPER INTRODUCTING UNION'S

This is the introductory issue of the Spirit of Union Newspaper published by Renna Media. 5,000 newspapers will be printed on a monthly basis. Approximately 3,000 will be mailed to every business in town and the balance will be available for free to be picked up by the public at distribution points around Union.

The mission of the paper is to promote services and events that are offered by the Township of Union and its community service organizations. Readers can find important information from each department of town hall. Non-profit organizations are free to submit announcements of events and programs.

The goal is to increase participation in the abundant youth and senior programs offered in Union with a calendar of upcoming events. The newspaper will also feature photos and reports of the past month's events. Spirit of Union will be a resource for what's happening around town.

Equally important to being a source of information Spirit of Union is dedicated to building a stronger business community. The newspaper is designed to be an affordable venue for local advertisers focused on Union. The newspaper will support the Union Chamber of Commerce and Special Improvement District and other business support groups.

Networking face-to-face and on the internet is the fasted growing trend in marketing. Spirit of Union will be connecting networking groups and businesses on its pages and on its website. It is up to businesses to take advantage of these new opportunities.

SpiritofUnion.comThe website features up to date articles, a calendar of events, archives of Spirit of Union and photo albums of events, along with advertising opportunities.

Businesses and residents are encouraged to submit items for publication through the site.

202 walnut Avenue, Cranford, NJ 07016 Renna Media, LLC



Sprit of Union is published by Renna Media, LLC. Five thousand newspapers are printed monthly and mailed free to every business in Union and distributed free

at distribution sites 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.

ADVERTISING & PRESS RELEASES

Each month 5,000 newspapers are printed and 3,000 are mailed free to every business in Union 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.

Inquiries concerning advertising and submissions of press releases can be made to Spirit of Union via email or fax to:

TINA RENNA

Email: TinaRenna@RennaMedia.com

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

TOWNSHIP OF UNION

1976 Morris Avenue, Union, New Jersey 07083 Tel: 688-2800 Fax: 851-4660 Web: www.uniontownship.com

2011 TOWNSHIP COMMITTEE:

Anthony Terrezza, Joseph Florio Clifton People Jr., Mayor Manuel Figueiredo Suzette Cavadas

HISTORY: The area called Union is part of the land granted to the Elizabethtown Proprietors by Charles II of England. In 1808, an act of the State Legislature set off a part of the Borough of Elizabeth to become a separate township with the name "The Township of Union". Subsequent acts took away chunks of the original grant, including the areas forming Roselle Park (1901), Kenilworth (1907), Elmora section of Elizabeth (1908), Hillside (1913), and 40 acres added to the City of Elizabeth (1920).

POPULATION: 1810: 1,428 2000: 54,405

AREA: Approximately 9 square miles **ELEVATION:** 30 ft. – 200 ft above sea level

"WATERSPHERE": 200 ft. high

LATITIUE/LONGITUDE: 40.42 N & 74.17 W

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Food Bank851-8501

Municipal Drug Alliance 688-2800 ext 3564

Recycling/Garbage688-4636

Rental Assistance973-671-0059

Sewer Bill Information.....851-8508

Special Improvement District851-4666

TOWNSHID MEETING DATES O CONTACT INFO

TOWNSHIP MEETING D	ATES & CONTACT INFO	
	the meetings page at www.uniontownship.com	
	IMPORTANT PHONE NUMBERS	
TOWNSHIP COMMITTEE -	Emergency911	
The Township Committee meets on the	TOWNSHIP ADMINISTRATOR	
second and fourth Tuesday of each month at	Frank Bradley851-8500	
7:30 p.m at the Municipal Building except in	ASSISTANT ADMINISTRATOR	
August. The meetings can also be viewed on TV	Ronald Manzella851-8500	
Channel 34.	TOWNSHIP ATTORNEY	
January 25 - 6:00 pm (Conference)	Daniel Antonelli	
7:30 pm (Meeting)	ASSISTANT TOWNSHIP ATTORNEY	
February 8 - 7:00 pm (Conference)	Frank McIntyre851-5467	
7:30 pm (Meeting)	TOWNSHIP CLERK	
BOARD OF HEALTH -	Eileen Birch851-8501	
Regular meetings, which are open to the		
public, are normally held on the 2nd Wednesday	TOWNSHIP ENGINEER Dhillin A. Hadamar 951 9506	
evening of each month in the Municipal Building. Special meetings are called when the	Philip A. Haderer851-8506	
need arises.	COMMUNITY DEVELOPMENT	
February 9 - 6:30pm	Bertha Mathews851-7071	
ZONING BOARD -	ECONOMIC DEVELOPMENT/EXEC. DIRECTOR S.I.D.	
The Zoning Board of Adjustment meets every	Michael Minitelli	
Wednesday of each month at 7:30 p.m. the	FED. & STATE AID COORDINATOR/PUBLIC INFO. ASST.	
Municipal Building.	Alexandra Barrett851-5465	
PLANNING BOARD	HEALTH OFFICER	
The regular monthly meetings of the Planning	John Ferraioli851-8507	
Board are held on the fourth Thursday of each	HUMAN RESOURCES/PERSONNEL	
month (except where noted) at 7:00 P.M., in the	Kathleen M. Green851-5457	
Main Meeting Room of the Municipal Building,	LIBRARY	
1976 Morris Avenue, Union, New Jersey 07083.	Laurie Sansone	
January 27 - 6:30 pm (Conference)	MUNICIPAL ASSESSOR	
7:00 pm (Meeting)	Paul Parsons, C.T.A851-8505	
CHARTER STUDY COMMISSION -	MUNICIPAL MAGISTRATES	
Pursuant to Chapter 231 of the Open Public	Joseph Rosenbluth, Kelly Waters,	
Meetings Act of the State of NJ, the Charter	Cassandra Corbett851-5400	
Study Commission will meet once a month at	MUNICIPAL PROSECUTOR	
the Municipal Building.	M. Wittenberg, D. Bauman,	
MUNICIPAL DRUG ALLIANCE -	D. Donohue	
The Drug Alliance meets every 4th	PUBLIC SAFETY	
Wednesday of the month (except June, July, and	Dan Zieser, Police Director851-5000	
August) at 6:00 p.m. in the Bonnel Room of the	Frederic Fretz, Fire Chief851-5420	
Municipal Building.January 26 - 6:00 pm	PUBLIC WORKS	
	Sergio Panunzio	
	PURCHASING	
OTHER CONTACTS	Bernie Stummer851-5464	
Animal Shelter851-5230	PUBLIC DEFENDERS	
Auditor (Suplee, Clooney & Co.)354-8046	William Strazza, Jennifer Berlinski,	
Board of Education851-6400	Jeffery Cohen851-5414	
Chamber of Commerce688-2777	RECREATION COC. 1200	
Consumer Affairs851-8509	Dominick Fargnoli	
Emergency Medical Unit687-3373	SENIOR CITIZENS ACTIVITIES	

Phyllis Monguso851-5290

Terri Malanda851-8508

Debra L. Cyburt851-8503

Sal Terrezza......851-5246

UNION TV34: WWW.UNIONTV34.COM

TAX COLLECTOR

TREASURER/CFO

TOWNSHIP RECREATION DEPARTMENT

UNION SUFFRAGETTES GIRLS' SOFTBALL LEAGUE

The Suffragettes Girls' Softball league is comprised of 2 divisions, junior teams, grades 3 to 6, and senior teams, grades 7 to 12. Games are played on Saturdays at 8:45 a.m. and 11:00 a.m. beginning in April until June. Sundays may have to be used to accommodate rainouts. Practice times will be determined at the coaches meeting late in March.

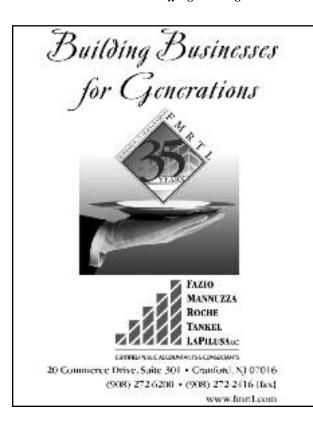
2011 Softball Registration New Players Only.

(Returning players will receive a separate mailing) Parent/Guardian must register new players in person. Eligibility: Grades 3 to 6 Junior Division Grades 7 to 12 Senior Division (Union Township Residents Only) Where: Union Recreation Department 1120 Commerce Avenue (behind Hannah Caldwell School) When: Saturday, January 22, 2011 Saturday, January 29, 2011 9:30 a.m. to 12:00 noon Registration Fee: \$45.00 For One Player \$35.00 For Each Additional Player in same Family. Make checks payable to Union Suffragettes All players will receive a team shirt and visor. Player Placement is determined by openings on given

FREE - 2011 ROOKIE SOFTBALL CLINIC - NEW PLAYERS ONLY

teams. Siblings are placed together.

When: Saturday, March 26, 2011
and Saturday, April 2, 2011
Time: 9:30 a.m. – 12:0 noon
Where: Hannah Caldwell School – Gym
Commerce Avenue, Union, NJ
Direct any inquiries to Bill Jereb at 908-688-8578
or email billj@unionsuffragettes.org
For more information, please visit our website at
www.unionsuffragettes.org



- BASEBALL -UNION LITTLE LEAGUE

Registration for the 2010 season will be held
Sunday mornings 9:00am to 11:30am
From January 16 thru February 13,
and Wednesday evenings from 7:00pm to 9:00pm.
starting January 19 thru February 16
for both new and returning players
at HALL STADIUM, Lehigh Avenue.
New players must present a photocopy of their birth
certificate and register with a parent or guardian.
To be eligible, all players must be between
the ages of 7 and 12, by April 30, 2011.
For further information please call 908-686-5722
Must be a resident of Union.

UNION V.F.W. TEENER LEAGUE BASEBALL

Ages 13-16
Register Now For The 2011 Season!
For Returning Players and New Players
Registration Fee: \$150.00
Registration will be held on Saturdays, January 29
and February 5, 12, 19 and 26
10:00 a.m. to Noon at Ed Weber Field
200 Tucker Ave. (Across the street from the YMCA.)
For more information,

please contact Carmen at 908-578-1796 or the Recreation Department at 908-86-4200.

TOWNSHIP OF UNION PARKS AND PLAYGROUNDS

Andrew St.
WinslowAve./Vauxhall Rd.
Vauxhall Rd.
Bailey and Vassar Ave.
Liberty Ave.
Valley St. / Tuxedo Pl.
Bond Dr.
Galloping Hill Rd.
Fairway Dr.
Swanstrom Pl.
Burnet Ave./Stanley Terr.
Rahway Ave.
Cranbrook Rd.
Halsey St.
Tucker Ave.
Claremont Terr.
Louisa St.
Robert St.



MOUNTAINSIDE INDOOR TENNIS CENTER 1191 RTE. 22 MOUNTAINSIDE, N.J. 07092 Spirit of UNION • Page 3 • January 2011

MENS BASKETBALL LEAGUE

Tuesday, Wednesday and Thursday evenings at Kawameeh Middle School December through March.

MENS OPEN GYM

Monday evenings at Kawameeh Middle School Wednesday evenings at Connecticut Farms School October through March. 6:30 til10PM.

WOMENS BOWLING LEAGUE

Thursday evenings 6:30pm at Plaza Lanes Madison. For information call Betty Alberts at 908-851-8505

MEN/WOMEN VOLLEYBALL LEAGUES

Held at Burnet Middle School on Mondays (men)and Wednesdays (women) from January throughMarch. For information call Rich D'Avanzo at the Rec. Dept.

MODEL AIRPLANE CLUB

Thursday evenings, 7:30PM at the RECREATION CENTER. For information call Mike Luciano at 908-273-4764

UNION MUNICIPAL BAND

Rehearsals held on Monday evenings at the Hannah Caldwell School Auditorium. Call the Recreation Department for concert dates.

ROSELLE PARK SUMMER CAMP

"A Great Camp Makes A Great Summer"
June 27 - August 19, 2011 - 8AM to 6PM
7:30 AM Drop off available!
K-8 Camp and Pre-school Camp

ACTIVITIES INCLUDE:

Computer Instruction, Musical Theatre, Dance, Sports Activities, Games Science Labs, Arts & Crafts, Drawing and Painting, Newspaper, contests, Baton Twirling, Cheerleading, and MUCH MORE!!

Fun and educational activities for all, in a pleasant learning environment!!

PROGRAMS & CLINICS FOR 2011

Softball, Tennis, Baseball, Basketball, Soccer Register for any 2 clinics & get the 3rd free!!

ALSO OFFERED:

6-week Reading & Writing Program from July 4— August 8th - 3 days a week Swim Lessons available from June 27 - August 8

• GREAT FACILITIES • EXCELLENT STAFF • AFFORDABLE PRICES •

Full or Half Day Schedules Available Choice of 3 to 5 Days Per Week Convenient Weekly Registration

TO ENROLL CALL: (908) 241-2851 OPEN REGISTRATION NIGHTS: MARCH 23, & MAY 5, 2011 Check our website: www.rpsd.org

SPIRIT OF UNION AD RATES

1 unit = Business card size ads $(3^{1}/4^{11} \times 2^{11})$

<u>Units</u>	Size No	n- Members*	<u>Members*</u>
1	Business card	\$60	\$50
2	3.25" x 4"	\$100	\$90
4	6.5" x 4"	\$180	\$160
6	10" x 4"	\$240	\$200
9	10" x 6"	\$320	\$260
12	10" x 8"	\$360	\$300
15	Full Page 10"x1	1.5" \$400	\$350
	Back Cover 10	0"x11.5" \$600	\$550

*Union Chamber of Commerce members

Pay for 6 months and get 1 FREE!

Rates vary between newspapers based on quantity printed and amount mailed. Discounts are offered for running in multiple newspapers and multiple issues. Call Tina Renna for rates at 908-418-5586.

A GROWING NETWORK OF NEWSPAPERS

The newspaper industry has been in a downward spiral due to advances in the internet. The way people are getting their news has changed and the way businesses are marketing themselves has changed also. The established media businesses failed to change accordingly.

Sites like eBay and Craigslist almost obliterated classified adverting, once a large resource for newspaper revenue. To save money newspapers have abandoned the local markets. Regional publications are more cost effective

but less valuable to local advertisers and readers. The net result is smaller readership, more expensive rates and no local interest.

Renna Media is now publishing five local newspapers. They were developed as a response to communities wanting to have their own newspapers.

Towns or organizations who would like their own newspaper can call Joe Renna at 908-447-1295 or email joerenna@joerenna.com. Visit RennaMedia.com for links to all newspapers.

Renna Media now publishes these six newspapers.

The total circulation for the four monthly newspapers is 36,000, with 17,500 of which are mailed.

KENILWORTH BUSINESS LIFE

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

LIFE IN LINDEN

5,000 are printed with 2,000 mailed to every businesses and 3,000 papers are distributed throughout Linden.

OUR TOWN RAHWAY

3,000 are printed with 1,200 mailed to every businesses and 2,000 papers are distributed throughout Rahway.

SPIRIT OF UNION

5,000 are printed with 3,000 mailed to every businesses in Union and 2,000 papers are distributed throughout Union.

Newspapers and advertisers are also linked together on-line. Find out more about joining the network call Joe Renna at 908-447-1295.

SPRINGFIELD PATRIOT

7,500 are printed and mailed to every household and business in Springfield.

AROUND ABOUT PETERSTOWN 12,000 printed Bi-monthly and distributed Free throughout Union County, in addition to subscribers across the state and around the country.













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GATEWAY CHAMBER OF COMMERCE FACT SHEET

- The Gateway Regional Chamber of Commerce Union County Chamber of Commerce is the largest business association in the New York Metropolitan Area with about 1,800 members. We hold approximately 150 events per year from large 600-person dinners to small 10-person breakfasts, and everything in between, with a great emphasis on networking and business promotion.
- The Gateway Chamber has a long history dating back to 1911 when it was founded as the Elizabeth Chamber of Commerce by John D. Rockefeller and other New Jersey industrialists.
- Today, the Gateway Chamber serves as the umbrella organization for 13 regional and local chambers and networking groups including:

- Central Jersey Chamber of Commerce
- Route 22 Chamber of Commerce
- Springfield Chamber of Commerce
- Kenilworth Chamber of Commerce
- Roselle Park Chamber of Commerce
- Clark Chamber of Commerce
- Linden Chamber of Commerce
- Somerset Hills Business Network
- Networking Professionals of New Jersey
- Gateway Association of Business Women
- Gateway After Hours
- Irish Business Association

When you join the Gateway Chamber you automatically become a member of all thirteen sub-groups at no additional cost.

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- The Gateway Chamber operates in Union, Essex, Middlesex and Somerset Counties, making it the only multi-county association in Northern and Central New Jersey. The Chamber also has many members in other states, and a growing number outside the United States.
- The Gateway Chamber is a strong advocate for its members. It works at the federal, state and local levels on both legislative and regulatory issues.

To join the Gateway Regional Chamber of Commerce call Kate Conroy 908-352-0900 908-352-0865 Fax

kateconroy@gatewaychamber.com

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 - Plastic Signs
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STANDARD 8.5" X 11", FULL COLOR, 2 SIDES, DIGITAL ART SUPPLIED

- MUST PRESENT COUPON NEW CUSTOMERS ONLY
- LIMITED 1 PER CUSTOMER EXPIRES FEBRUARY 15, 2011.

Budget 70 WESTFIELD AVENUE

Phone: 732.574.1330 732.574.0083 E-mail: info@BudgetPrintNJ.net

1,000 POSTCARDS \$59 2,000 POSTCARDS \$99

STANDARD 4" X 6", FULL COLOR, 2 SIDES, DIGITAL ART SUPPLIED

- MUST PRESENT COUPON NEW CUSTOMERS ONLY
- LIMITED 1 PER CUSTOMER EXPIRES FEBRUARY 15, 2011.

THE RED CADILLAC...TACOS & TEQUILA OPENS IN UNION

Joe Montes has been in the restaurant business for 30 years. He owned and operated several popular places around the country and now he's in the driver's seat in his new restaurant The Red Cadillac . . . Tacos & Tequila, located on the site of his old place Primo's at 228 Morris Avenue.

The Red Cadillac is different than most places. It's not a theme restaurant but it does have distinct style. It blends many ideas that Joe has into its own style. The Red Cadillac is part restaurant with great food, part cafe with cappuccino and deserts and part cocktail lounge with live music and a full bar. The clientele is

young and trendy, couples and mostly singles.

Joe is not surprised, though he is 50 he still feels like he's 25, and acts it. Few owners can accomplish what Joe has. His place really is an expression of him. Joe drives his 1968 Coupe de Ville to and from work and parks it on display out front.

The motif is Car/Americana. Cadillac accessories hang on the wall, hubcaps, grills, hood ornaments, etc. Other car parts are sculpted into centerpieces. One wall has enlarged photos submitted by customers of them and their caddies. The artist/interior designer is Joe's wife

Jamey. Her signature style fills every crevice and the decor is ever changing. Jamey is never done creating.

For the past 20 years Joe perfected his craft of making infusion drinks. Infusion drinks are made by flavoring alcohol, vodka, tequila, gin, etc. with ingredients including spices, herbs, fruits, and even chilies. The combinations are only limited by Joe's imagination, which has no bounds. The ingredients sit and are allowed to dissolve over time, weeks and sometimes months. Customers can sample several different custom drinks each night.

Joe and Jamey have three children, 15-year-old Jolie and 11-year-old twines, JoJo and Paris. All three show an interest in being restaurateurs and so they are being schooled on the job helping their parents.

A lot of credit to The Red Cadillac success is the suave way Joe has used social networking on the Internet. He has devoted his marketing to reaching out to people and keeping his customers informed using Facebook and Twitter. His accounts have grown interactive where customers are posting photos and memories of their night out at The Cadillac.

The Red Cadillac opened July 2010 to a swarming public. The success in the first three months is due in part by Montes's reputation in the business and the success of his previous establishments. Joe hosted plenty of informal reunions of girls and guys he went to high school with. They are now returning regularly.

Facebook.com/theredcadillac will pique your interest but for a real good time get away from your computer and get out of the house.



(above, l-r) The Montes family: Paris, Jamey, Jolie, Joe, and JoJo.



(left) Infusions are a family tradition started with his grandfather in Spain where jugs of liquor and fresh ingredients were always brewing, the infusion concept now includes 8 flavors of tequila, bacon bourbon, as well as flavored vodkas.



(above) Keeping the garage decor, happy hour prices are posted on a gas station sign. The price of a shot of tequila or a beef taco is the same price as a regular gallon of gas. It changes daily, accordingly.





Your favorite Mexican
Joint, driven by your
favorite Restauranteur,
Joe Montes. Whether
your looking for Killer
Mexican Street Cuisine
or a Hip City Lounge
to park for awhile with
a Cadillac Margarita or
a Lobster Tail Fajita.

Hours of operation: Wed 3-11, Thurs 3-11 Fri 11:30-1, Sat 3-1, Sun 1-9

2258 Morris Avenue • Union New Jersey 07083 908-349-8411 www.The RedCadillacNJ.com

Follow us on



CHAMBER NETWORING HAPPY HOUR

The Red Cadillac hosted the Union Chamber of Commerce Networking Happy Hour on January 19, 2011 at 6 pm. The events are open to members and non-members and are hosted by different establishments.

The next chamber event wil be posted on their website at UnonChamber.com. Anyone wishing to host an event can call the Chamber's director Meera Rao at 908-688-2777.



(above, l-r) Owner of the 7-11 on Morris Avenue Vipul Patel and nephew Avkash Patel stand on alongside Meera Rao.



(above, l-r) Investor's Savings Bank Donna Steinmetz and Web Designer Steve Springer.



(above, l-r) VIDA Design and Advertising owner Claudio Burgos and Mike Scalera of State Farm Insurance.



(above, l-r) Cozy Corner Deli's Pete Cozy and Lucy.



(above, l-r) Ron Mowad, of McCracken Funeral Home upstages Meera Rao, Claudio Burgos and Sharon Patel.



(above, l-r) These Red Cadillac patrons, Glenda, Lady Dolores, Georgia, Delores Barron and Lil Di added "Flava" to the atmosphere.



www.mariostuttobene.com

:: PRIVATE PARTY ROOM :: **:: OFF-PREMISES CATERING ::**

:: ENTERTAINMENT NIGHTLY AT PIANO BAR :: :: KARAOKE WED-SUN ::

Bring in your special *Valentine* on February 14 Free gift for your special someone. Music by Teddy O'Connell. MAKE YOUR RESERVATIONS EARLY!

WACKY WEDNESDAY 50% off **ALL DINNER ENTRIES**

With this coupon. One coupon per table. Not valid on holidays specials or any other offers. 18% gratuity added to check. Offer expires 3-10-11.

any purchase of \$50 or more

JOIN US FOR SUPERBOWL SUNDAY! With this coupon. One coupon specials or any other offers. 18% gratuity added to check Offer expires 3-10-11.





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WITH 1/2 TIME

BUFFET

1/2 PRICE **ENTREES** Tuesday & Thursday

Not valid with any other specials or promotions or on holidays. Dine in only. Expires 2/15/10. Please present this ad.

\$5⁰⁰ HAPPY HOUR in the Lounge 4:00 - 7:00

"POT OF GRAVY **SUNDAYS**" (with meat, sausage, ribs &

neckbones plus salad, garlic bread and dessert) **\$12.95**

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- **** Daily Drink Specials**
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(2 blocks from Kean University)

UNION PUBLIC LIBRARY

1980 Morris Ave. • Union, NJ 07083 - Phone: 908.851.5450 - E-mail: UnionPL@uplnj.org LIBRARY HOURS: Monday – Thursday: 10 a.m. to 9 p.m. / Friday: 9 a.m. to 5 p.m. / Saturday: 9 a.m. to 5 p.m.

IT'S HERE!!!!

Exciting news!! A self-service computer signup and printing system is here at the Library!! Patrons may sign-up for the Internet and/or word processor and print on their own! Come see the new system!

SCORE PROGRAMS ARE BACK

Score is a group of retired executives trained and sponsored by the Small Business Administration. Individual counseling is available. SCORE programs in February and March include:

"Starting and Managing Your Own Business" Tuesday, Feb. 1, 2011 @ 7 p.m.

"How to Write a Dynamic Business Plan" Tuesday, Feb. 8, 2011 @ 7 p.m.

"How to Finance Your Business" Tuesday, Feb. 15, 2011 @ 7 p.m.

"How to Really Market

Your Products and Services"

Tuesday, March 15, 2011 @ 7 p.m. Registration is suggested. Call 908-851-5450, ext. 2.

FILM PROGRAM: ESPIONAGE/SABOTAGE/CODE

BREAKING WINDTALKERS:

Tuesday, January 25, 2011 at 2 p.m. With Nicolas Cage about the Navaho code talkers during WWII. (112 mins.)

UPL BOOK DISCUSSION GROUP

The UPL Book Discussion Group welcomes all who have read the book selection. For help in obtaining copies of the book, call the Reference Dept. at 908.851.5450, ext. 2.

CITIZENS OF LONDON

by Lynne Olsen will be discussed on Wednesday, February 16th, at 7 p.m.

AUSTRALIAN FILM SERIES

MURIEL'S WEDDING

Tuesday, Feb. 1, 2011 @ 2 p.m. (105 mins.)

THE LAST WAVE

Tuesday, Feb. 8, 2011 @ 2 p.m. (106 mins.)

RABBIT-PROOF FENCE

Tuesday, Feb. 15 @ 2 p.m. (94 mins.)

CAREER COUNSELING WORKSHOP

On Saturday, February 12, 2011 at 11 a.m. Mr. Christopher Cofone will conduct a workshop covering resume-writing basics, interviewing basics, job search strategies, tips for workers over age 50 and an overview of the job market. Mr. Cofone is a certified career counselor and a certified professional resume writer.

The public is invited to this free program but admission is limited to the first twenty individuals who register in advance. Call 908-851-5450, ext. 2 to reserve your seat. Registration is mandatory.

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NETWORKING SUCCESS

Do you know what networking means? Are you "networking challenged" Here are 3 principles that will help you make the most of every networking moment.

Even though there is no "I" in TEAM, there are 3 "I's" of successful networking to remember.

1. IT'S NOT ABOUT YOU. IT'S ABOUT THEM

Too often, we enter an event with a goal of handing out so many business cards, or "coming away" with three good contacts. I have found that this approach creates a lot of pressure, and also makes conversations more awkward, because we are always looking for the opportunity to "ask for the referral".

Instead, try a shift in thinking to "How can this conversation benefit the person with whom I am speaking". Nothing has helped me build more meaningful business relationships than this simple shift in approach. Make it your goal that when the other person leaves your conversation, they feel like they received something positive.

2. IT'S ALL IN THE FOLLOW UP

How often have you walked away from a networking event or party feeling great because you had some wonderful conversations? Great! Now what are you going to do to further develop those relationships?

Are you sending personal hand-written notes to everyone you met? Are you calling each of those individuals asking if you can get together for lunch to learn how you can help each other? Are you staying in touch in a meaningful way? Or is their business card sitting in a pile on your desk?

If we follow up well, and always offer value, the quality of that relationship will continue to grow, and so will our business!

3. INTEGRITY MATTERS!

Integrity can be defined as doing what we said we were going to do, when we said we were going to do it. If we promised someone that we'd introduce them to someone we know, we have to do it! If we promised someone a phone interview, we have to do it!

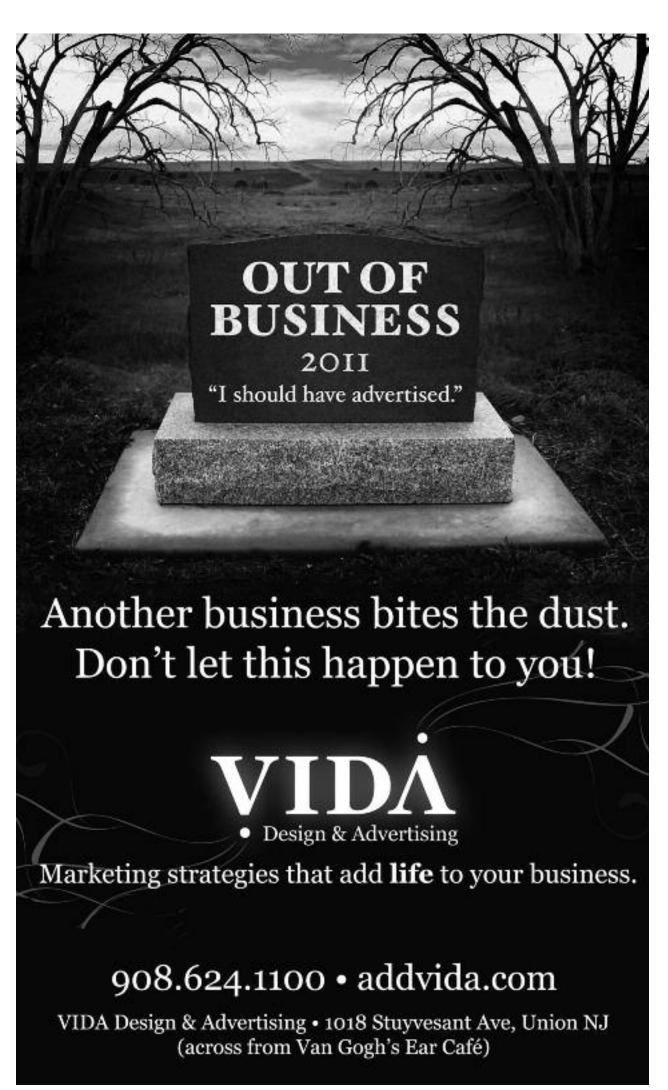
If we can't back up our promises, we shouldn't make them, even if our intentions are good. After you meet someone and tell them you will call them to follow up, make an immediate note in your contact manager, or in your mobile device to do so. It's the only way it will happen.

Everyone gets "too busy" or "means to call". If you actually do it, you are SO far ahead of the game.

Sean Carroll is a professional speaker and coach who helps small businesses grow.

Contact Sean through his website

WorkLiveDream.com



RONALD MCDONALD HOUSE BOOSTS TRINITAS PEDIATRIC HEALTH CENTER

A \$24,000 grant from Ronald McDonald from communities including Union seek care House Charities will allow the Trinitas Pediatric Health Center to extend staffing and hours of operation to accommodate an overwhelming number of phone calls and walk-ins from parents requesting an appointment either for a sick or well child visit.

"The economic downturn has left a growing number of families without insurance, and in just the last several years, four local hospitals have closed their doors. This has resulted in many more families looking to our Pediatric Health Center for care," explained Nadine Brechner, Chief Development Officer and Executive Director of the Trinitas Health Foundation. Approximately 9,000 families

for their children at the Center.

According to Maribeth Santillo, Director of Nursing, Emergency and Ambulatory Care, "In addition to this large number of visits, every month the Center's nursing staff receive and handle approximately 750-800 phone calls which may include questions about a sick or injured child requiring an appointment or general health issues which may require guidance or referral."

"The generous support of Ronald McDonald Charities will allow Trinitas to build on the Pediatric Health Center's capacity. This grant will expand office hours at least three days per week and enable the staff to arrange 60-70 additional patient appointments per week,"

Brechner explained. "With increased hours of operation, patients and families can expect reduced wait times. In addition, the Center's staff will be able to tend to children before their illness reaches a critical level. There will also be more opportunities to educate parents on preventive care. There will be a long-term benefit and positive impact on the number of children who need our care, the frequency of their visits, and the overall health of the children in our region."

According to Brechner, "We are very grateful to Elke, whose long-time support of Trinitas included assistance in obtaining this grant from Ronald McDonald House Charities. She has been a true champion for our patients."

NEW TELEMETRY UNIT AT ROBERT WOOD JOHNSON HOSPITAL RAHWAY IS LIGHTER, BRIGHTER AND GREENER

Cardiac patients and their families will appreciate the newly renovated 3C Telemetry Unit at Robert Wood Johnson University Hospital Rahway. In addition to a fresh new look, the 24-bed unit has a new patient and family lounge, energy-saving LED lighting and the latest telemetry equipment. An expanded nursing station has ample meeting space for physicians, nurses and case managers.

In addition to the newly renovated cardiac unit, planned improvements to the hospital's cardiac program include new cardiac catheterization lab equipment and expanded services.

Telemetry patients move into the new unit on January 4th.

(right, l-r) RWJ Rahway Foundation Chairman Joseph Gibilisco, Hospital President and CEO Kirk Tice, and the unit's Nurse Manager Louise Schneider at Ceremonial ribbon cutting and open house held December 29th.









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