# WARREN MONTHLYNJ

WARREN'S HOMETOWN NEWSPAER

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**ISSUE 2 • FEBRUARY 2013** 

### SOMERSET HILLS **BUSINESS NETWORK** MEETING FRIDAY MARCH 22, 2013 8:00 AM - 10:00 AM ROYCE BROOK GOLF & COUNTRY CLUB 201 Hamilton Road Hillsborough, NJ **1st TIME GUESTS:** FREE Cost: Members: \$5.00 **Personal Versus Business Liabilities: Avoiding Personal** Liability for **Business Risks** presented by Nicole L. Voigt, Esq.

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# **GUERRILLA MARKETING IS HOT TOPIC FOR BUSINESS GROUP**

The February meeting of the Somerset Hills Business Network (SHBN) featured a presentation by Maria Semple about the Power of Email Marketing. Semple is a Constant Contact authorized local expert. Her presentation focused on cost-effective, targeted, trackable, and efficient ways to build and maintain relationships in all types of business and organizations using email. The brief overview will focused on: What is permission-based email marketing and becoming a trusted sender; Email list building; Increasing deliverability; Tracking results and what to do with this information; and How email and social media marketing work together to achieve goals.

These techniques are in practice by the SHBN along with other low-cost and no-cost marketing programs.

Vicki Lynne Morgan of Russmor Marketing Group serves as the current President of the Somerset Hills Business Network and is a certified Guerrilla Marketing Coach. Guerrilla Marketing, as the name suggests utilizes unconventional methods to brand a businesses or to get its message out. The SHBN and its members have experienced success adopting these strategies. Successful marking programs can use conventional venues but can in a new, more creative way.

At an SHBN event every attendee gets a strictly enforced time limit of thirty seconds to give his or her "Elevator Pitch". A designated judge picks the most effective speech and that business is awarded a trophy to hold on to until the next meeting. This light hearted contest offers an added opportunity to all present to introduce themselves to everyone else.

A list of all attendees and contact information is emailed to everyone. This is valuable to those who did not find the time to personally greet someone they were interested in meeting.

Businesses are also encouraged to bring hand outs and material for a display table. Businesses may sponsor a meeting and they will be afforded the opportunity to give an extended presentation. The host facility also has additional time to make a presentation. Sponsors and hosts appear in materials promoting the event, including regular coverage in the Warren Monthly newspaper. Members are also offered a discounted ad rate in eight Renna Media publications.

The SHBN is an affiliate of The Gateway Regional Chamber of Commerce, the largest business association in



(above, l-r) Linda Persichio of Valley National Bank in North Plainfield talks shop at the January SHBN breakfast meeting with Evan Tornquist of Fultan Bank located on Mountain Boulevard in Warren.

the New York Metropolitan Area. Members of the SHBN are automatically members of all 12 Gateway organizations a total of 1,500 members to network with. The Chamber holds approximately 170 events per year. Businesses can take advantage of a recession rate for new members of \$100 for the first year.

The SHBN meets on the fourth Friday of each month (except November & December) at 8 AM. The SHBN is in the process of finalizing their 2013 meeting calendar and would like to schedule one in Warren. Any Warren business who is interested in hosting or sponsoring a SHBN event could contact Kate Conroy at the Chamber office by calling (908) 352-0900 or Vicki Lynne Morgan at (908) 832-9544.

The next Somerset Hills Business Network meeting will be held on Friday morning March 22, 2013, 8:00 a.m. to 10:00 a.m. at the Royce Brook Golf & Country Club, 201 Hamilton Road, Hillsborough, NJ. There is no cost for first time guests. Members only pay \$5. Returning guests are charged \$25 which includes breakfast and the \$25 can be credited to the cost of membership.

Networking only costs a few hours of your time. It's worth giving SHBN's next event a shot. Get in the trenchs and press the flesh with prospective customers. Start your own Guerrilla Marketing campaign.



Reserve space in the next issue. Call Joe Renna at (908) 447-1295

Each month 6,000 newspapers are mailed to every home and business in Warren

Email: joerenna@rennamedia.com

# WARREN MONTHLY

### **On-line at www.WarrenMonthly.com**

*Warren Monthly* is published by Renna Media. 6,000 newspapers are printed monthly and mailed to every business and home in Warren, NJ and the balance are distributed for free pick-up throughout town.

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### WATCHUNG-WARREN ROTARY CLUB

The Watchung-Warren Rotary Club meets every Tuesday at 12:15pm at the Twin Brooks County Club, 600 Mountain Boulevard, Watchung, NJ. For more information about the club and upcoming events, please call Bob Aznar at (908) 755-8724.

W. Robert Howarth

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# WARRENBROOK SENIOR CENTER SERVICES RESIDENTS COUNTY-WIDE

Warrenbrook Senior Center is a multipurpose facility that offers leisure, wellness, recreational programs and lunch to adults age 60 and above. The center provides programs for seniors primarily in Watchung, Warren, Green Brook, North Plainfield and parts of Martinsville.

One of the unique aspects of Warrenbrook is that it gives older adults access to services and activities in one location which is beneficial to the many clients who cannot drive any longer and who may not be able to afford programs in other locations. The programs help motivate seniors to get up and out of their homes thereby reducing the risk of isolation and depression found so frequently in the senior population.

The Center has a full daily calendar of programs and special events. It is open Monday through Friday from 9:00 am to 3:00 pm. The building is handicap accessible and a stairlift is available to get to the second floor. The Center features a Computer room and a Library.

Gwen Chalker of Watchung is the Warrenbrook Senior Center Manager. The Center is Located at 500 Warrenville Road, Warren, NJ. on the grounds of Warrenbrook Golf Course. Information can be found on the Somerset County website co.somerset.nj.us. or you may call the Center at (908) 753-9440.



(above) Claire Kenstler of Warren and Frank Cavallo of Basking Ridge dance during the Center's Ballroon dancing sessions.



# ARRENBROOK SENIOR CENTER

Warrenbrook Golf Course • 500 Warrenville Road, Warren. • (908) 753-9440 www.co.somerset.nj.us • Open 9am - 3pm, Monday through Friday

The Warrenbrook Senior Center offers a programs and health screenings, for active variety of educational, recreational and adults 60+ years of age. The facility is fully entertaining activities, including wellness accessible to individuals with disabilities.

distance sled dog race run the beginning of March in

Alaska. This year's race will begin on Saturday, March

2. Learn about the history, route, and checkpoints and of

course, the dogs, of this famous race.

Friday, March 1 ~ 11:00 am ~ Spatial Relationship

Spatial skill word exercises that will strengthen your

skills dealing with how an object is located in space in

relation to a reference object.

Monday, March 4 ~ 10:30 am ~ Huskies & Husky Rescue

Meet Bob Baker, "Bailey" his Siberian Husky and learn

about Husky Rescue. Young and old alike are captured

by their beauty, their charm, their intelligence and their

personality.

Wednesday, March 6 ~ 10:15 - 11:30 am

FREE Hearing Screening

# MARCH SPECIAL EVENTS

#### Friday, March 1 ~ 10:30 am ~ Iditarod Race Tidbits Wednesday, March 13 ~ 10:15 am ~ Blood Pressure The Iditarod Trail Sled Dog Race is an annual long-

Laura Cummings, RN, BSN, from Somerset Hills Visiting Nurse Association, will conduct a monthly blood pressure check.

### Friday, March 15 ~ 10:15 am - 1:00 pm ~ Spellbound Movie Discussion and Trivia ~

Jennifer Konopacki, Somerset County Library System. "Spellbound" (1945) is a psychological mystery thriller directed by Alfred Hitchcock. The film stars Ingrid

Bergman, Gregory Peck, Michael Chekhov and Leo G. Carroll. After viewing the movie, we will discuss the movie and share some movie trivia. The transportation van will depart the center at 1:00 for the return trip.

### Monday, March 18 ~ 10:30 am

### **Passover "Seder" with Adrienne**

Passover is celebrated with a Seder meal accompanied by readings and prayers in a specific order. Each dish served during a Seder meal is symbolic as you will learn throughout the meal. As a group, we will also be making

Charoset (chopped walnuts, grated apple, cinnamon & grape juice). You do not have to be Jewish to attend because Warrenbrook Senior Center demonstrates its commitment to welcoming and valuing people of all

faiths and backgrounds by hosting opportunities to learn about each others' practices and cultures. Lunch reservations must be made prior to Thursday, March 14.

Monday, March 25 ~ 10:30 am ~ Jazz Band Performance A few students from Bridgewater High School joined talents and formed a small jazz band who will provide

### EVENT CALENDAR

Bingo

Every Tuesday & Thursday, 10:00 am

Bridae Tuesday, 1:00 pm

Caram

Daily (East Indian Game Similar to Billiards) **Chair Exercises** 

Every Wednesday, 10:45 a.m.

**Computer Instructions – Call to Register** Every Monday, 9:00am to 3:00pm Every Tuesday, 10:30am to12:30pm

Every Wednesday, 10:00am to 1:00pm **xLine Dancing** 

Every Monday, 1:00-3:00 pm **Lending Library** 

Open Daily, Monday through Friday

**Oil Painting** Every Wednesday, 9:00-11:00 am

**Pool Room** 

Open Daily, Monday through Friday **Social Dancing** 

Every Tuesday & Wednesday, 1:00-3:00 pm

Tai Chi Tuesdays, 9:15 to 10:15am; Call to register

Zumba Gold

Every Wednesday, 12:45 pm (Register in advance) **Computer Room** 

Open Monday thru Friday (Call for Availability) Healthy Bones Exercise Class – Every Wednesday & Friday, 10:00 am (Doctor's note required.)

Monday	Tuesday	Wednesday	Thursday	Friday
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with Robin Kaufman	LUNCH AND LEARN Tax	Knit 'N Crochet Circle 10:30	Class with	Discussion and
9:00-11:30	Planning 11:30-2:00	Blood Pressure	Robin Kaufman	Trivia 10:15-1:00
Affordable Housing	FREE Ballroom Dance	Check 10:15	9:00-11:30	
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9:00-11:30	1 on 1 Computer 10:30	Healthy Bones 10:00	Class with	of Good Friday
Jazz Band	FREE Ballroom Dance	Knit 'N Crochet Circle 10:30	Robin Kaufman	
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Zumba Gold 10:45-11:30	Ballroom Dancing 1:00-3:00	Zumba Gold 11:30-12:15		Friday



Overlook Medical Center's Mobile Health Van Call for a 10-minute appointment.

Monday, March 11 ~ 10:30 am ~ Affordable Housing Ella Mendalski and Iris Lorenzo from the Central Jersey Housing Resource Center ~ Affordable housing options, living situations, housing rehabilitation and the latest housing scams will be discussed.

Tuesday, March 12 ~ 11:30 am - 2:00 pm

LUNCH AND LEARN OPPORTUNITY ~ Tax Planning Kevin L. Lynch, President, Somerset County Chapter, Society for Financial Awareness . The cost is \$5.00 for attendees over 60 and \$10.00 for attendees under 60.

### TOWNSHIP OF WARREN

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### WARREN TOWNSHIP HISTORICAL SOCIETY

### WARREN TOWNSHIP

Warren Township, Somerset County, New Jersey, was formed March 5, 1806, from the previously existing Bernards Township, which had been formed in 1760 by Royal charter. In 1806 Warren included what is now Warren Township as well as the separate towns of Green Brook, North Plainfield, and Watchung. Today Warren contains 19.6 square miles.

### WARREN AND WARREN FAMILIES

In 1976 Barbara B. Tomblin wrote "Villages at the Crossroads: a history of Warren Township, 1806-1976." Her title was derived from the fact that until relatively recently, the various clusters of buildings, or villages, in various parts of the municipality were known by individual names. These were Mt. Horeb, Springdale, Mt. Bethel, Smalleytown, Union Village, South Stirling, and Warrenville. The publication contains over 700 names of early inhabitants in a narrative done to celebrate the US Bicentennial. A limited number of Tomblin's book is available from the Warren Township Historical Society. Alan Siegel is the author of the most recent publication about Warren, "Images of America: Warren Township." Copies are also available from the Society.

Some of the people active in the early history of Warren were Jacob Smalley, Thomas Terrill, David French, David Smalley, George Townley, William Titus, Joseph Tucker and other members of the Tucker family, Elam Genung, numerous Coddington family members, Charles Sage, Jonathan Ruckman, John Smalley, John G. Edward Cooper. Reinman, Alexander Kirkpatrick, Israel Ralph, John Kirch, George Friday, and John Manning, many members of the Mundy family, and also the Coon and Moore families.

There are four major cemeteries dating back to the early nineteenth century: Mt. Horeb Methodist, Mt. Bethel Baptist, Trinity United, and Springdale Methodist. In addition, there are two small family cemeteries now owned by the township--Coddington-Van Tuyl and Tucker.

### WARREN HISTORICAL ORGANIZATIONS

### Warren Township Historical Society

The Warren Township Historical Society was founded in 1971, and membership is open to all interested persons. It meets about six times a year and publishes an award-winning newsletter twice a year.

For Society publications write to Alan Siegel, 5 Wychwood Way,

Warren, New Jersey 07059

or call (732) 469-2318.

To join the Warren Township Historical Society, send \$10 dues with your name and address to

Treasurer,

88 Round Top Road,

Warren, New Jersey 07059.

Visit Warren Township Historical Society website: www.warrennj.org/wths

### Warren Township Historic Sites Committee

The Warren Township Historic Sites Committee is appointed by the governing body to administer municipally-owned historic landmarks. Currently these include the Mt. Bethel Meeting House, which dates from the 1760's and is listed on the National Register of Historic Places, and the Kirch-Ford house, a typical nineteenth century farmstead donated by Bell Laboratories, as well as the two cemeteries already mentioned. Events held at the Kirch-Ford house and the Mt. Bethel Meeting House are run by the Historic Sites Committee.

### **Somerset County Historical Society**

Many Warren residents belong to the Somerset County Historical Society, 9 Van Veghten Drive, Bridgewater, New Jersey 08807, (908) 218-1281

Headquarters at that address, open Tuesdays noon until 3 and every third Tuesday of the month from 7 till 9; also open certain Saturdays noon till 4; hours vary in winter--call ahead).

The SCHS's website is located at: SCHSNJ.ORG.



# **PHOTOS FROM SHBN'S FEBRUARY MEETING**

The February meeting of the Somerset Hills Business Network was hosted by Olde Mill Inn in Basking Ridge and sponsored by Amerihealth from Cranbury.



(above, l-r) Maria Semple discusses her Power point presentation about Power of Email Marketing with Vicki Lynne Morgan of Russmor Marketing Group, President of the Somerset Hills Business Network.



(above, l-r) Kirt Giresi Regus Office Solutions; Warren Resident Lynn Sjurset; Nathan Rudy, Executive Director of Connor's House in Landing; and Linda Taylor, General Manager of Forest Lodge catering in Warren.



(above, l-r) Joe Renna, Publisher of Warren Monthly, receives the award for Best Elevator Speech from last month's winner and judge Robert Springer, a.k.a. Dr. Bob, The Computer Doctor. Dr. Bob provides Virtual IT for companies with 10 workstations or less, and was by no means influenced by Renna's ability to promote his business in the newspaper. Skeptics can call Dr. Bob at 908-625-8149 and ask him.



(above, l-r) Andrew Joyce of Elite Life Coaching, Michael Rubell of Teamworks International, and Employee Benefits Consultant Jean Angelo.



# ERICA KOTTLER OF WARREN CHOSEN AS FINALIST IN NJ IDOL

The Watchung Arts Center announces the Finalists of the 2013 Vocal Competition - NJ IDOL for New Jersey residents ages 15 - 29 years of age.

The Watchung Arts Center has concluded the judging of the NJ IDOL Semi-Finalists. The task of choosing the finalists was the job of four incredibly talented judges including recording artist Lisa Coppola, Entertainment Attorney Lou Takacs, Esq., and Songwriter/Producer/Manager Mark D. Conklin.

Both the Watchung Arts Center and the judges would like to congratulate ALL the gifted vocalists who participated in the 2013 NJ IDOL. The competition was extraordinary but only ten singers will move forward.

The top ten finalists will perform on Saturday, March 3 at 8:00 p.m. Come on out and support your favorite performer and participate in the audience judging. Tickets can be purchased at http://2013njidolsfinals.eventbrite.com/.

The Contest began with auditions and was narrowed to 20 vocalists who moved on to the Semi-Finals on Friday, February 22 and Saturday, February 23. Contestants traveled from all parts of New Jersey. The Final ten were chosen following the completion of the Semi-Finals and include the following young talents: FINALISTS

Danielle Bellomo, East Hanover Frederick "Freddie" Bourne, Union Beach Joseph Gatti, Princeton Caroline Hoynowski, Clark Erica Kottler, Warren Carl Martin, North Brunswick Allison McKenzie, Freehold Elaine Kandace Moore, West Orange Kristin Morosoff, Tinton Falls Alice Tuberty-Vaughan, Gillette Prizes will include:

1st Prize: \$500 cash prize provided by the Watchung Arts Center.

2nd Prize: A vocal and piano recording mixed and mastered by producer, Seth Alexander of S.R.A. Studios. Musical accompaniment: John Korba (Associate Conductor of RENT on Broadway, Pianist & Musical Director for Phoebe Snow, Keyboardist: Hall and Oats, etc.)

3rd Prize: Formal publicity portrait with photography done by Nancy Ori in Berkeley Heights.

This event is not associated or affiliated with American Idol, its sponsors, producers or participants.

The Watchung Arts Center, a multidisciplinary arts facility serving Watchung and the surrounding communities and the Tri-State Area. For more information visit our website at

www.watchungarts.org

or to place a reservation call 908-753-0190 or email at wacenter@optonline.net.

The Watchung Arts Center is located at

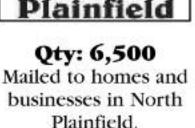
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\$450			
\$600			
\$750			
\$900			
\$1,000			

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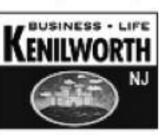
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# WARREN TOWNSHIP LIBRARY

42 Mountain Boulevard • Warren, New Jersey 07059 • 908-754-5554 Hours: Mon - Thurs: 9:30-9, Fri: 9:30-5, Sat: 9:30-4 www.sclsnj.org/warren.htm and visit program calendar to sign up.

### **ADULT PROGRAMS**

"Julia Child"

Saturday, March 2 - 2 PM Actress Linda Kenyon will portray Julia Child, the famous cook, author and television personality who introduced French cuisine and its cooking techniques to America. Learn about her adventures during World War II, her passion for cooking, how she discovered her talent for teaching and writing about the soul of cooking, and much more about her life. This program is made possible thanks to the generosity of the AAUW.

### Learn more about it: Tax planning:

### Monday, March 4 - 7 PM

Kevin Lynch, Retirement & Estate Planning Specialist and President of the Somerset County Chapter of the Society for Financial Awareness will address current tax law changes, tax planning vs. tax preparation and more timely topics related to taxes.

### Mah Jongg Players'

Tuesday, March 5 and Tuesday, March 19. Afternoons: 1 – 4 PM,

Join us for an afternoon playing Mah Jongg! New players are always welcome, but knowledge of Mah Jongg is preferable. No registration is required.

### **Building a Legend:** Emily Roebling & the Brooklyn Bridge

Thursday, March 7 - 7 PM After her husband became bedridden, Emily Roebling became his liaison to the project of building the Brooklyn Bridge -- eventually learning so much engineering that it was even rumored that she had become the Chief Engineer herself! Later she helped design the family mansion in Trenton and helped plan the New Jersey building for the Columbian Exposition, studied law, attended the coronation of the Tsar of Russia and even took tea with Queen Victoria! Learn about her fascinating life with historian Carol Simon Levin.

### Superstorm "Sandy": A View from the Inside 2 PM, Saturday, March 9

Columnist Mark Di Ionno and Pulitzer Prize winner Amy Ellis Nutt covered Superstorm Sandy for The Star-Ledger from the very beginning and are following its aftermath and reconstruction efforts. Learn about their experiences covering this devastating event in NJ history.

### Bridge in the Afternoon

Mondays, March 11 and March 25 - 1 to 4 PM. Join us for a game of bridge in the afternoon amongst friends and neighbors. Knowledge of bridge is preferable. No registration is required.

### **Ornamental Grasses**

Tuesday, March 12 - 7 PM, Discover how ornamental grasses can add sound, movement, texture, color and drama to home landscapes. This presentation by Pamela Becker of the Master Gardeners of Somerset & Hunterdon will cover the basics about grasses and will include tips for designing with them. Get a head start on your landscape design.

### **Thrills & Chills: New Paranormal Fiction**

Wednesday, March 13 - 7 PM Today, vampires and werewolves have become romantic heroes and mysteries and thrillers feature ghosts and psychic detectives. How do you feel about this trend? Do

you prefer down-to-earth plots or do you enjoy fiction that's out of this world? Meet mystery author E.F. Watkins, whose new book 'Dark Music' (a haunted-house

mystery) was just released, when she discusses this successful new literary genre.

### **Afternoon Book Club**

Thursday, March 14 - 1:30 PM This month's selection is "Julie and Julia" by Julie Powell. For more information, please call the Reference Desk at 908-754-5554 ext 32. New members are always welcome. No registration required.

### Cookbooks!

Thursday, March 14 - 7 PM Believe it or not, people do still cook for themselves, for their families, and for their friends. Are you one of these people?? If so, you probably use cookbooks. Even if you don't like to cook chances are you like to eat, like to read about food, or even collect cookbooks. So come learn about cookbooks with Librarian Morris Balacco, as he guides you through the world of cookbooks past and present. He'll be talking about new trends, popular new

titles, must-have classics, and much more! **Determined Spirit: The Story of Amelia Earhart** 

### Saturday, March 16 - 2 PM

You are invited to embark on a unique sentimental journey as Actress and Historian Monica Hoffman performs as Amelia Earhart in a one woman show that reveals the life and legacy of the world's most celebrated female aviator. During the course of the 40 minute performance. Amelia will recall the events of her life from her earliest years until her infamous final flight. Audiences will meet the aviator America called "Lady Lindy" and discover a woman of integrity, humor, and inspiring courage. This program is made possible thanks to the generosity of the AAUW.

### WARREN MONTHLY • Page 7 • February 2013

### **Registration is required for ALL events** (unless otherwise noted).

### The Cultivation of Excellence: An Argument for Latin Monday, March 18 - 7 PM

In the twenty-first century, is Latin still a subject worthy of study? In this talk, a number of historical arguments in favor of Latin will be surveyed, ranging from Cicero's and Aelfric's opinions to more modern ones, with the conclusion that the ability to reach a deep understanding of the Romans—and of ourselves—through reading ancient literature puts us more in touch with the human condition and makes Latin not only relevant but also vital in today's world. Guest speaker: Prof. Noah Stanzione, Latin and Classics teacher at WHRHS. This program is part of: 'Outside the Classroom - WHREA Community Lecture Series', co-sponsored by the WHREA and the Long Hill, Warren Twp and Watchung Public Libraries.

### **Highlights of the Newark Museum**

Wednesday, March 20 - 7 PM Get a taste of all the Museum has to offer. Discover the sacred and everyday objects of African art, Asian treasures, including a consecrated Tibetan altar, and ancient classical artifacts. Let art transport you through more than 200 years of history in Picturing America. Step into urban living in the Victorian era Ballantine House and trace the rich history of decorative arts in the Museum's extensive collections. See science made exciting through interactive displays and vivid exhibits in

the Dynamic Earth gallery and the state of the art Dreyfuss Planetarium.Guest speaker: Vera Lasser, presenter from the Newark Museum Speakers Bureau.

### **Afternoon Book Club Movie**

Thursday, March 21 - 1:30 PM You read the book, now watch the movie: "Julie and Julia" with Meryl Streep. New members welcome.

### Musical Saturday: Saint Patrick's Day Music

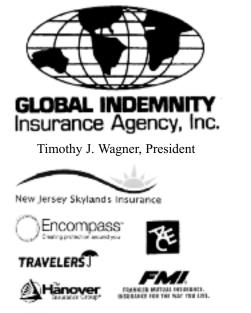
Saturday, March 23 - 2 PM, Celtic Music Journey brings the audience to Heather Mulvey's ancestral homeland through song. Features familiar songs such as Wild Mountain Thyme, Danny Boy, and The Fields of Athenry. A brief history of each

song is given and interaction and participation is encouraged. Heather Mulvey is a New Jersey based musician who plays finger-picking acoustic guitar and sings traditional Americana, Celtic and contemporary folk songs, entertaining audiences of all ages.

### **Evening Book Club**

Wednesday, March 27 - 7:15 PM This month's selection is "Lone Wolf" by Jodi Picoult. For more information, please call the Reference Desk at 908-754-5554 ext 32. New members are always welcome and no registration is required.





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