CRANFORD MONTHLYNJ

Published by Renna Media

Issue 1 • January 2014

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CRANFORD'S TROOP 80 ADVANCES 10 EAGLE SCOUTS IN 2013 - THE MOST IN ITS 82-YEAR HISTORY -

The First Presbyterian Church's Boy Scout Troop 80 is very proud to announce the advancement of 10 Eagle Scouts for the calendar year 2013. This is an unprecedented achievement for Troop 80. On average, 2 to 3 young men from the troop achieve this rank each year. Individually each scout has personally grown as a citizen and a contributing member of our community; each has also contributed to our community by presenting it with an enhancing service project. The results of which will be enjoyed by local citizens for many years to come. Combined, these ten scouts oversaw more than 2,000 hours of community service while completing their projects.

It is been estimated that only 5 percent of those who enter Boy Scouts ever reach the rank of Eagle Scout. These exceptional individuals must complete a minimum of 21 merit badges, 12 of which are required; hold a position of leadership within the troop; and complete an Eagle Scout Service Project. It must be planned and managed by the Eagle Candidate and benefit a local non-profit organization, church or the community at large. In many cases this task will include several hundred man hours.

Listed below are the names of each Scout and a description of their community service and management project.

Matthew Parlapiano created a kiosk that stands on Springfield Avenue adjacent to the 911 Memorial Park at the starting point to the Cranford Heritage Walk. After months of historical research of the downtown area adjacent to the Rahway River, Matt laid out a tour of significant points of interest of our historically rich township. With the help of local historian, Lawrence Fuhro, Matt produced a hand held map of the tour for participants to guide themselves through the 10 points of interest.

Benjamin Chung, an avid musician, chose his church's music department at a Raritan Valley



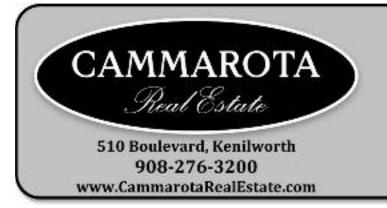
(above) Cranford's Troop 80's newest entries into the worldwide Eagle Scout fraternity. Pictured here at The Patriots Path Council's Boy Scouts of America 2014 Eagle Scout Recognition & Reunion Dinner held January 3rd at Park Avenue Club in Florham Park. 338 Eagle Scouts in total were advanced in 2013. In total Patriot Path Eagle Scout projects contributed 65,000 man hours to their respective communities. Pictured L -R Top Row: Rot Walton Scout Master, Matthew Parlapiano, Ricky Barry, Colin Henderson, Lucas Jayne, Bruce Linger Assistant Scoutmaster. Bottom Row: Dan Hannen, Ben Curtis, Patrick Lynch, Juslin Sitler, not pictured Benjamin Chung and Kyle Mallon.

Baptist Church in Edison, as the recipient of his service project. Ben totally renovated the basement of the church into a state of the art music room with sound proof walls and acoustically engineered décor. It will be enjoyed by children and adults alike for years to come.

Benjamin Curtis developed a plan to rid Hampton Park in Cranford of Japanese knot weed, an invasive species that has overtaken the river beds and flood basins throughout our town. With a new technique of injected herbicides Ben and his team of volunteers attacked and decimated the invasive species. He also planted native plant species, and built bat boxes and duck boxes to encourage the return of progressively vanishing wildlife.

Kyle Mallon took on a beautification project at the softball fields at Adams Avenue. Watching his sister in the Cranford Softball leagues from the unkempt viewing area beyond the right fields fence inspired this project that turned an overgrown poison ivy infested area into a beautiful park-like setting. Shrubs were planted and woodchips were spread in this landscape recovery project. The grounds will be enjoyed by many for

(continued on page 2)



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CRANFORD MONTHLYNJ

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IMPORTANT PHONE NUMBERS

RennaMedia.com

The website features a calendar of events, archives of Cranford Monthly, photo albums, and advertisments.

EAGLE SCOUTS (continued from page 1)

years to come.

Lucas Jayne chose his church, Cranford Alliance Church on Cherry Street, as the recipient of his service project. He turned an overgrown area into a beautiful meditation garden. An overgrown pond area was dredged and beautified. Two stone benches and assorted shrubbery were also added.

Ricky Barry chose Hanson Park for his contribution to his community in his management project. In the two recent hurricanes Hanson Park had been totally under water at times, creating severe setbacks to the beautiful landscaped trails and grounds from the recent park dedication. Repairs were made to the detached garage that had sustained damage and a rain barrel was installed to create a sustainable supply of water to the garden. Ricky replaced ferns, shrubs and trees lost or damaged by the storms as well as building and installing two new bird feeding posts to encourage the migrating bird population to visit Cranford's Rahway River.

Justin Sitler's close attachment to his youth group at Zion Lutheran Church of Clark guided his attention to an unattended memorial area. He removed an assortment of overgrown shrubs in a 14 foot square area at the church entrance. The team of scout volunteers under Justin's direction dug down and created a 150 square foot paver stone patio with two park benches. It will make a perfect place for visitation and meditation for this very close church community.

Patrick Lynch honed his carpentry skills on his renovation of the Gazebo at Mayor's Park on the corner of N. Union and Springfield Avenues. The gazebo was power washed and refinished. Then Pat's team of energetic scouts created 8 beautiful wooden planters that will surround the iconic structure that hosts Santa on his yearly arrival to Cranford on Thanksgiving Friday. Finally, Pat removed a dangerous tree stump and planted new grass to make the area safe.

Colin Henderson's love for animals spurred the idea for his management project. The Cranford Police keep a holding pen for short term occupation by stray dogs that are picked up in town. It sits in the shade of The Crane Philips House on N. Union Avenue. Colin felt that even for a short time, man's best friend should have a warm night's stay while in Cranford. He not only cleaned and landscaped the fenced area, but he also built a new dog house for our overnight guests before their owners are found or they are transferred to an appropriate regional shelter.

Daniel Hannen looked at the newly named Roosevelt Park, formerly the site Cranford's Roosevelt School then Solomon Schechter School, as the idea for his service project. The school was razed in 2011 and has sat undeveloped since then. Dan created a shelter and seating area with the help of his robust team of volunteer firefighters and scouts. Dan planned and constructed an impressive structure that is visible from passersby on Orange Avenue. It stands over 12 feet high and is hurricane safe. He also built and installed a picnic table and installed a new shade tree. Dan hopes his project will spark the use of the new park for family and sporting activities.

The rise in Eagle Scout advancements in Cranford is a good sign of the things to come in our town. The development of character as well as a sense of community spirit are just a couple of goals that Boy Scouting brings to a young man's life along with the presumptive trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean and reverent. Troop 80 is proud of all its rising scouts and looks forward to the great things that will come in the future as these fine young men become active citizens in our community.

For more information about Troop 80 visit our website at www.troop80-bsa.com



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(above) With a team of Boy Scout volunteers Eagle Scout Ben Curtis prepares one of his bat boxes that he hopes will help populate Hampton Park with essential insect eating bats.



(above) Eagle Scout Dan Hannen and Eagle Scout Patrick Lynch install a duck nesting box on a tree at Hampton Park under the direction of Eagle Scout Ben Curtis.



(above) Preparing to lay the last stones of his project, Justin Sitler, on right, is assisted by his volunteer crew Eagle Scout Ben Chung, Eagle Scout Jim Sweeney and Todd Sweeney.



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HOSPITAL ELDER LIFE PROGRAM (HELP) AT TRINITAS

The new Hospital Elder Life Program (HELP) at Trinitas Regional Medical Center now reduces cases of hospital-acquired delirium among the senior population. A multi-disciplinary team of healthcare professionals has successfully reached more than 550 patients since March 2013. The Hospital Acquired Delirium Project at Trinitas was made possible by a \$100,000 grant from the Healthcare Foundation of NJ.

The Trinitas team developed its program based on evidence of successful programs across the country and around the world. Tim Clyne, Nurse Manager, notes, "HELP has a proven track record as a cost-effective approach to preventing an under-recognized condition during hospitalization." He further notes that since older patients have a higher risk of rapidly developing a sudden change in mental status, the onset can have severe consequences in the recovery of older patients.

The program addresses daily, repetitive actions that are familiar to seniors. Well-trained

TRINITAS Regional Medical Center



(above) HELP Intervention Assistant Diana Noboa and HELP volunteers Adriana Dominguez and Rosa Alexandra spend time with patient Armande Samanamud.

volunteers bring a world of cultural sensitivity to the program since they speak Spanish, French-Creole, Portuguese, and Vietnamese that reflects the cultural diversity of the hospital's patient population. To ensure senior patients in HELP remain engaged and involved, Elisabeth Marrapodi, Director of Library Services, recommends appropriate CDs and DVDs. She explains: "Music therapy has benefitted patients in hospitals and other healthcare facilities for many years. At Trinitas, we've seen comparable results with HELP patients. Our world music collection lets patients enjoy music in English to Spanish, Polish to Greek, and many other languages. Inspirational DVDs provides positive and uplifting viewing for our patients, too."

Patient and family response to HELP is reflected in increased patient satisfaction rates. "We've seen a complete culture shift in the approach to the care we give to our most fragile and vulnerable population, the elderly," adds Mary McTigue, Vice President of Patient Care Services and Chief Nursing Officer.

Patients and their families are extremely surprised when they learn that the services are free of charge and designed to help in a speedy recovery."





Kick your Knee Pain Good-Bye!

Don't let knee pain put you on the sidelines. At the Trinitas Regional Medical Center Total Joint Replacement Program you'll find orthopedic surgeons known throughout the region for their skill and expertise. Our staff of highly skilled and compassionate nurses and physical and occupational therapists will put you back on the road to recovery. You'll be making quick strides to pain-free function. To learn more about our staff of orthopedic surgeons and the services offered by the Total Joint Replacement Program, call (908) 994-5406.

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John W. David E. King, DO Rojer, MD Trintes Regional Medical Center is a Catholic leaching institution sponsored by the Sisters of Charty of Sant Elizabeth in partnership with Elizabethiown Healthcare Foundation

THE CRANFORD CHAMBER OF COMMERCE IS MARKING IT'S 70TH ANNIVERSARY IN 2014.

Come celebrate with us at our kickoff party January 22 from 6-8 at the Cranford Hotel

Join us for a great night of networking and a chance to meet our new Executive Board: Kurt Petschow Jr. President, Dottie Baniewicz Vice President, Vince Spada Treasurer and Jamie Miller Secretary. We are all very excited to carry on the great work of our predecessors. Details can be found at www.Cranford.com/Chamber.

The Chamber also needs your help selecting a

"Business of the Month". If you have had a pleasurable experience with a Cranford business, please share it with us by nominating them.

Stay tuned for future Chamber networking meetings.

Health and Happiness to all in 2014! Cranford Chamber of Commerce



(above, 1-r) Chamber of Commerce executive board Vince Spada, Dottie Baniewicz, Kurt Petschow Jr., and Jamie Miller.

(above) The Cranford Chamber of Commerce hosted Santa Claus as he rode around town in a trolley. By the end of the day over 300 children and adults participated and were very happy as they sang songs and waved out the windows of the trolley to the many shoppers in the Downtown area. The event was cosponsored by Two River Bank, Cranford.

(right, l-r) In November the Cranford Chamber of *Commerce* was pleased to host New Jersey's Lieutenant Governor Kim Guadagno, pictured here with Chamber past president Eugene Matics, at a Networking Luncheon at Atria Senior Living on Commerce drive.

Cranford

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Diana Huang, M.D., FACOG



Priya R. Patel, M.D., MPH

Start The New Year With A "Top Doctor" Practice

Dr. Huang and Dr. Patel have joined the elite staff of The Rubino OB/GYN Group in Clark.

Dr. Huang joins the group from a private practice at Beth Israel Medical Center as Chief Resident. She attended SUNY-Buffalo School of Medicine & Biomedical Education, completed research at Columbia University and has published multiple abstracts. Dr. Huang specializes in minimally invasive laparoscopic procedures and speaks English and Mandarin Chinese.

Dr. Patel joins the group from a private practice in Philadelphia. She attended Stony Brook University and trained at the prestigious Hospital of the University of Pennsylvania. She received her Master of Public Health at Columbia University, continued her training in Pennsylvania as a fellow in minimally invasive gynecological procedures and published multiple research articles. Dr. Patel specializes in minimally invasive alternatives to surgery and speaks Gujarati and medical/conversational Spanish.

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TRAINING & TECHNICAL ASSISTANCE DIVISION

Starting a Business in NJ: The Steps You Need to Take

January 30, 2014 • 6:00 - 8:00 p.m.

at UCEDC, 75 Chestnut Street in Cranford, NJ.

REGISTER NOW

The decision to start a business is an exciting time for any entrepreneur. However, there are many steps you will need to take to protect yourself from potential liability, legal and tax issues.

This FREE workshop is designed to guide you through the mechanics of starting your business and make sure you get off on the right foot.

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- In this workshop, we will cover:
- The pros and cons of different legal business structures
- How to name and register your business
- What taxes apply to your business and how to make sure you are set up to file them
- What is required of your business if you have employees
- The insurance you are required to have to operate a business in New Jersey

Give your business the best chance to succeed by getting started the right way.

Join us at our next workshop: Introduction to Franchise Ownership February 13, 2014 - Register Now



CRANFORD FIRE FIGHTERS IN COOK-OFF

Submitted by Lt Andy Stratton, NJ FMBA Local 237

again competing this year in the Firefighter Cook-Off Challenge sponsored by ShopRite to be held during the 4th Annual Garden State Cooked and Uncorked Food and Wine Festival on January 27, 2014. Tickets are available online at www.cookedanduncorked.com

THANKS TO OUR SPONSORS:

I would like to personally thank the many Cranford restaurants who have generously donated their fine foods and servers to the over 1,000 attendees each year. They are:

The Garlic Rose (4 years) Ill Gabbiano (3 years) The Cake Artist Cafe (3 years) The Cranford Hotel (2 years) The Cranford Office (1st year) Old City Cafe & Grill (1st year) Lidia's Cuban Cafe (1st year) Limani Seafood (4 years/Westfield) The Blackthorn (2 years/Kenilworth) Darby Road (1 year/Scotch Plains)

The Cranford FMBA Local 37 chefs are once departments that compete with \$5,000 in gift cards to supply the food for the competition. Any unused \$\$ are donated after the event to a family in need with a family member in the St. Barnabas burn unit. As an example, two years ago, F/F Jason Fazio from the Asbury Park FD was critically burned fighting a fire and all Each year ShopRite supplies the fire remaining monies were donated to his family.

PREVIOUS SPONSORS:

Breadsmith (1 year) Cervantes of Spain (1 year) Dinners in a Pinch (2 years) Cheese Please (2 years)

GIFT CARDS/DONATIONS:

Personally Yours Gift Baskets (3 years) Pairings (1st year) Killkenny House (2 years) It is with heartfelt thanks to all of them who

have without question supported this great charity event. This event is a mere snapshot of what makes Cranford such a great town to live in and I urge all residents to support these generous business owners.



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(above, l-r) Cranford cooks from the first event held in 2010, Capt. Bill Singer (retired) firefighter John Dillon and firefighter Matt Lubin. Dillont will be joined this year by Lt. Dean Russamano and firefighter Matt Steitz.

4th Annual Garden State Cooked and Uncorked Food and Wine festival Monday, January 27, 2014 • 5 - 9 pm

The Pines Manor • Rt. 27 Edison, NJ www.cookedanduncorked.com

The NJ FMBA Foundation and the St. Barnabas Burn Foundation are once again joining together to raise funds for the St. Barnabas Burn Center and The Arthur C. Luf Childrens Burn Camp (a summer camp for burn survivors between the ages of 8 and 18).

Last year the event held annually at the Pines Manor hosted 45 high end NJ restaurants, and wine and high quality liquor and beer samplings sponsored by Allied Beverage. In addition a cook-off challenge sponsored by ShopRite between 14 NJ fire departments.

Please come out and support these great charities after the long holiday season is behind us. Many Cranford restaurants have once again supported this great event, and once again, the Cranford Fire department is competing in the cook-off challenge.

Tickets are available online at www.cookedanduncorked.com Tickets are \$55 in advance or \$65 at door.



Closed Monday, January 20, Martin Luther King, Jr. Day and Monday February 17, Presidents' Day.

Books & Bagels

Saturday, February 1, and March 1, from 10:15 a.m. to 11:15 a.m. in the Raddin Room. Bring a few of your more recent favorite reads. Refreshments will be served.

Program on Wills, Estates, and Managing Assets

Tony Romero and Nicholas Giuditta will present a program entitled "What Everyone Should Know About Wills, Estates, and Managing Assets for Loved Ones" Thursday, January 16, at 7:00 p.m.

in the Cranford Community Center.

Mr. Romero, a Cranford resident, is a Portfolio Manager. Mr. Giuditta, also a Cranford resident, is an attorney with a law practice that specializes in estate planning, estate administration, wills, durable powers of attorney, and advance directives. Admission to the program is free and all are welcome.

The Readers' Forum book discussion group

The Age of Miracles (2012) by Karen Walker. January 27

All dates are Mondays. Sessions are at 7:00 p.m. Subsequent titles and dates include: The Round House by Louise Erdrich (2012), February 24;

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Thursday and Friday, 10 a.m. to 5 p.m.- Saturday, 10 a.m. to 4 p.m. Phone: 908-709-7272 • Email: library@cranfordnj.org • Web: cranford.com/library

Programs on the Civil War

"The Civil War Letters of William Lloyd" Wednesday, February 12

Mr. John Zinn's talk is based on more than 40 letters that William Lloyd of the 33rd Regiment, New Jersey Infantry wrote to his wife, Mary, during the Civil War.

"The Life of an Ordinary Civil War Soldier" Monday, March 3

7:30 p.m. in the Cranford Community Center. Mr. John Malcolm's program is based on his book, The Civil War Journal of Private Hayward Emmell. Admission is free and all are welcome.

The Forgotten History of African American Baseball

A lecture by Dr. Lawrence Hogan entitled "The Forgotten History of African American Baseball: Slavery Times, Jim Crow, and the Negro Leagues" Thursday, February 13, at 7:30 p.m.

in the Cranford Community Center.

Dr. Hogan is the author of A Black National News Service: The Associated Negro Press and Claude Barnett,

the author and coordinating editor of Shades of Glory: Admission to the program is free and all are welcome.

FROM THE TEEN ZONE

Free SAT Practice Testing

Saturday, January 4, from 9:00 a.m. to 1:30 p.m. Registration is required! Call, email, or stop by the

Reference Desk to register. Cocoa Club

Saturday, January 4 and February 1

2:30 p.m. to 3:45 p.m. Bring a favorite book to tell us about. Hear about some other great books, and enjoy a warm cup of cocoa with some snacks! Feel free to bring your favorite mug!

Movie Lock-In

Friday, January 17, 7:00 p.m. to 11:00 p.m. watch for further details. Registration required!

Study Nights

High school students, make the most of studying for mid-term exams. Designated study space in the Cranford Community Center, extended hours, refreshments.

Monday, January 27, Tuesday, Jan 28, and Wednesday, January 29, 6:30 p.m. to 9:45 p.m.

Free PSAT Practice Testing

Saturday, February 1, 9:00 a.m. to 1:00 p.m. Registration is required! Call, email, or stop by the Reference Desk to register.

FROM THE CHILDREN'S ROOM The Healthiest Show on Earth

Saturday, January 11, at 3:30 p.m. in the Cranford Community Center. This Fit4Kids program features knowledge, laughter, fun, and exercise. Free tickets are available in the Children's Room. All are welcome.

Sign Up for a Library Card

and Receive a Free Pen & Pencil Kit!

Kids, register for a library card and receive a free pen and pencil kit.

Looking for a Good Listener?

Tuesday, January 14 and February 11 from 6:30 p.m. to 7:30 p.m. in the Raddin Room. Children who would like to read to a welcoming, noncritical listener are invited to read to a certified therapy dog (and trainer). Please register in the Children's Room.

FROM THE FRIENDS OF THE CRANFORD PUBLIC LIBRARY

Friends Film Series at the Cranford Community Center The Friends' classic film series continues with Adam's Rib (1949), January 14; All Quiet on the Western Front (1931), January 21; The Lost Weekend (1945), January 28; Annie Hall (1977), February 4; Young Mr. Lincoln (1939), February 11; The Maltese Falcon (1941), February 18; and Made for Each Other (1939), February 25. All dates are Tuesdays. Show times are at 7:00 p.m. The Friends' international film series will feature Barbara (Germany, 2012) on Monday, January 13, and Teddy Bear (Denmark, 2011) on February 10. Show times are 2:00 p.m. and 7:00 p.m. The Friends' documentary series continues with Brooklyn Castle (2012) on February 3, at 2:00 p.m. and 7:00 p.m. Admission is free and all are welcome.

The Music of Tin Pan Alley

Wednesday, January 22, at 7:30 p.m. in the Cranford Community Center. The Gordon James Quartet will present a musical tour of Tin Pan Alley. The evening will include facts, humorous stories, and the music of the Great American Songbook. The program is sponsored by the Friends. Admission is free and all are welcome.

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CRANFORDRADIO.COM DEBUTS ON-LINE

Cranford Radio brings the sounds of the town's people and businesses to your computer, smartphone and tablet.

Listeners could hear interviews with Cranford newsmakers, features about events around town, profiles of Cranford businesses, and from Cranford's news community organizations.

In addition to providing and information, news

Cranford Radio will also be available as a resource for those who have an interest in learning about radio.

Cranford Radio is the creation of Bernie Wagenblast who's had a long career in broadcasting starting in the 1970s. Bernie's first taste of local broadcasting came at WJDM in Elizabeth where he covered city council and



(above) Bernie Wagenblast

JFK airports and tells millions daily when their train will arrive on the NYC subways.

around

Cranford Radio is designed to be a community resource and anyone who would like be involved can contact Bernie at

board of education meetings

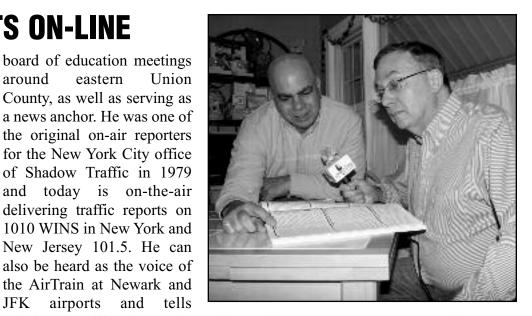
eastern

of Shadow Traffic in 1979

delivering traffic reports on

Union

You can listen to the latest stories on Cranford Radio by visiting CranfordRadio.com.



(above, l-r) Joe Renna is interviewed by Bernie Wagenblast about The Peterstown Book, which he published in November 2013. The interview

was the second show posted on CranfordRadio.com which was launched in January 2014 with a report from Cranford's reorganization meeting and an interview with Cranford Mayor Andis Kalnins.

RM I



to bernie@bwcommunications.net.



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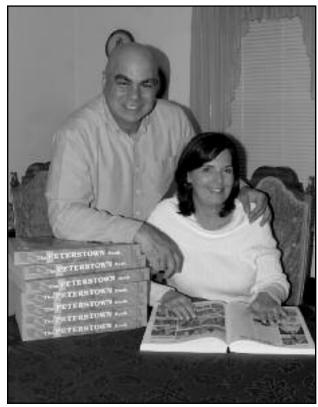
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THE PETERSTOWN BOOK RECORDS 100 YEARS OF ORAL HISTORY OF AN ITALIAN-AMERICAN NEIGHBORHOD

The Peterstown Book, Published by Joe & Tina Renna

The Peterstown Book is the 100-year history of an Italian-American neighborhood told through stories about the people and families who lived there. The book records the oral history in danger of being lost and illustrates the traditions and customs of the community through thousands of photos, hundreds of



(above) The Peterstown Book publishers Joe and Tina Renna

recipes, and anecdotes shared by residents past and present.

The book has mass appeal to anyone interested in American history and how the rich Italian culture was weaved into it by those who arrived since the turn of the 20th century and their descendants. Every aspect of life is represented in its chapters, especially the dynamics of the family, social clubs and of the church. The book shows the contributions that were made to society in the arts and entertainment fields, sports, science, humanities and of course "the food." Over 200 recipes accompanied by background stories fill a hundred-page chapter.

People of all ethnicities can relate to universal themes addressed in the book highlighting the struggles and triumphs of families in search of the American dream, which was achieved through hard work, a strong family value system and dedication to the church.

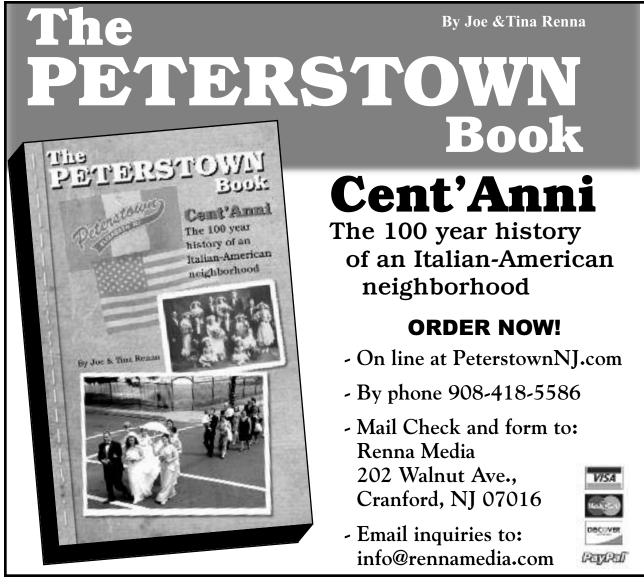
This book is not only about the greatest generation but also of those who gave rise to them and the generations that followed. It is a nostalgic look at The Great Depression, WWII and Baby Boomers. It also serves as a guide to future generations who, sadly, will not experience the sense of community that was prevalent in these old-time neighborhoods. The Peterstown Book intends to preserve the great Italian-American culture of the past century.





HANSON HOUSE 38 Springfield Ave • Cranford, NJ (908) 276-0082 Home of the Cranford Historical Society

GUEST SPEAKER JOE RENNA Author of The Peterstown Book www.PeterstownNewJersey.com



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The Peterstown Book is the 100 year history of an Italian-American neighborhood told through stories about the people and families who lived there. The book records the oral history in danger of being lost and illustrates the traditions and customs of the community through thousands of photos, hundreds of recipes, and antidotes shared by residents past and present.

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CRANFORD MONTHLY JOINS RENNA MEDIA'S FAMILY OF NEWSPAPERS

Welcome to the premier issue of Cranford things that are happening in town. Monthly, Renna Media's newest addition to our family of newspapers.

Cranford Monthly will be mailed to every postal patron in Cranford monthly and will deliver important information from the departments within town hall, along with news from the schools and library. Community service organizations are encouraged to promote their events and celebrate their accomplishments free of charge. The newspaper's goal is to be a positive influence on the economic development and overall well-being of Cranford. There will be no investigative reporting or political content; Cranford Monthly exists to share all of the good

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

The concept of being hyper-local is to give local businesses a venue to promote events and services. Reaching local customers gives you the highest return for your advertising dollars. The newspapers are designed (black ink on newsprint) to keep the cost of an advertisement to as low as \$60. A discount is also applied for those businesses involved in their local Chamber of Commerce. Regional businesses can take advantage of one low rate for advertising in multi publications.

Joe and Tina Renna, owners of Renna Media, LLC, have been publishing community newspapers since 1998 with the launch of Around About Peterstown, a regional newspaper about the Italian-American neighborhood located in Elizabeth, NJ. For more information about Renna Media publications, please visit www.rennamedia.com. Contact information: info@rennamedia.com; 908-418-5586.

RENNA MEDIA FAMILY OF NEWSPAPERS 58,000 MAILED MONTHLY

Reserve space in the next issue. Call Tina today at 908-418-5586 or email info@rennamedia.com

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