

Welcome to the ECHO LEADER

How to reach us: The Echo Leader is published every Thursday by Worrall Community News...

To subscribe: The Echo Leader is mailed to the homes of subscribers... To purchase back issues of the Echo Leader...

News releases: News releases of general interest must be in our office by Friday at noon to be considered for publication...

Letters to the Editor: The Echo Leader provides an open forum for opinions and welcome letters to the editor...

e-mail: The Echo Leader accepts accepts news releases and opinion pieces by e-mail...

To place a display ad: Display advertising for placement in the general news section of the Echo Leader must be in our office by Monday at 5 p.m.

To place a classified ad: The Echo Leader has a large, well read classified advertising section...

To place a public notice: Public Notices are notices which are required by state law to be printed in local weekly or daily newspapers...

Facsimile transmission: The Echo Leader is equipped to accept your ads, releases, etc. by fax...

Website: Visit our Web Site on the Internet at http://www.localsource.com...

COMMUNITY CALENDAR

The Community Calendar is prepared by the Echo Leader to inform residents of various community activities and government meetings...

Today: Springfield resident Betty Eisenberg has been chosen as Woman of the Year by the Springfield chapter of Hadassah...

Friday: A fund-raiser basketball game kicks off between the Mountaineide Police Department and the Mountaineide Fire Department...

Saturday: "Earth Day, Every Day" will be conducted at Trailside Nature & Science Center, 452 New Providence Road in Mountaineide from 10-11 a.m.

Monday: The Springfield Board of Education will meet in the instructional media center of Jonathan Dayton High School, 139 Mountain Ave., at 7:30 p.m.

Tuesday: The Mountaineide Board of Education will meet in the media center at Beechwood School, 1487 Woodcrest Drive, at 8 p.m.

Wednesday: Children ages 4-5, when accompanied by an adult, can become a paleontologist and search for dinosaur bones to assemble a large dinosaur puzzle...

Thursday: St. James the Apostle Parish will be sponsoring its annual Parish Festival at 45 S. Springfield Ave. in Springfield.

Friday: The festival will include rides and game booths for all ages, a tin can auction, a hospitality table, food court, and daily raffle drawings...

Saturday: The Mountaineide Public Library will present David Smith's One Man Sideshow in the library on Constitution Plaza at 4 p.m.

Sunday: The festival will include rides and game booths for all ages, a tin can auction, a hospitality table, food court, and daily raffle drawings...

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Man arrested for theft by deception

Springfield On April 12 at 3:52 p.m., Alfonso Fonseca, 24, of Livingston, was arrested on Linden Avenue for theft by deception of more than \$500, forgery and possession of drug paraphernalia.

POLICE BLOTTER

• Justin Mojica, 29, of Scotch Plains, was arrested April 13 at 12:41 p.m. for two outstanding warrants...

• A car parked at a Route 22 west business was reported burglarized Friday at 8:24 a.m. Missing items included a pair of prescription sunglasses and motor oil.

Firefighters extinguish brush fire

Mountaineide On April 13 at 3:30 p.m., firefighters responded to a reported brush fire in the backyard of a residence located on Coles Avenue.

FIRE BLOTTER

• On April 12 at 10:56 a.m., firefighters responded to a two-vehicle motor accident on Route 22 east...

• On April 12 at 9:46 a.m., firefighters responded to a Wabeno Avenue apartment complex for a medical service call.

Seniors sought for Springfield club

If any senior citizen is looking for something to do in their spare time, the Springfield Senior Citizens Club is looking for some new members.

There are four senior groups, who meet twice a month at the center, located near the Morris and Mountain Avenue intersection in Springfield.

Passover services begin

By Joan M. Devlin Staff Writer Passover — "Pesach" in Hebrew — will be celebrated by Jewish people all over the world come sundown Saturday night.

The story is recorded in the Book of Exodus in the Bible, where God chose a simple shepherd, Moses, to lead the Jews out of bondage in Egypt.

To protect the Jews on that terrible night, God told Moses to have them put the blood of a lamb on their doorposts, so the Angel of Death would "pass over" them that night.

There was no time to bake bread for the journey; thus the unleavened bread called "matzah" was used, and is still eaten for the eight days of Passover in every Jewish home today.

On Sunday, the second night of Passover, there will be an 8 p.m. Mincha and Ma'ariv service, followed by The Temple Beth Ahm Community Seder.

On Monday, second day of Pesach, services will be at 7:30 and 9 a.m., and 7:35 and 8:37 p.m.

On Tuesday, Wednesday, Thursday and Friday, there will be morning services at 6 and 7 a.m., and evening services at 7:35 p.m.

On Saturday, services will be at 7:30 and 8:44 p.m. On May 1, the eighth day of Passover, services will be at 7:30 and 9 a.m., with Yizkor at 10:30 a.m. and evening services at 7:40 and 8:44 p.m.

On Sunday, the night of the Second Seder, services will be conducted at 7:30 and 9:30 a.m. and at 7:35 p.m., with candle lighting about 8:36 p.m.



Rabbi Mark Malach of Temple Beth Ahm in Springfield shows preschoolers Rachel Beckman and Joshua Powell the Afikomen ceremony. With Passover beginning Saturday, many local houses of worship will be offering special services.

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Renna named new marketing director

By David Jablonski Associate Editor Joe Renna became the new marketing director for Worrall Community News...

After graduating from New Jersey City University in 1982 with a degree in commercial art, Renna started his own business in 1984 called Renna Design Studio.

In addition to these projects, Renna has been politically active in his community, serving on the Rahway Chamber of Commerce for eight years, including four as president.

He was also employed by the county of Union as the public relations coordinator from 2001 to 2003.

In December 2004, Renna earned a master's degree in public administration from Kean University, achieving a perfect 4.0 grade point average in the process.

Now he has set his sights on finishing his career at Worrall Community News, which he regards as "the best coverage of local news."

"I want to build the newspapers and increase their involvement in the communities we serve," said Renna. "I love the newspaper. I think the media is one of the most important parts of our democracy."

Eisenberg honored by Hadassah

Springfield resident Betty Eisenberg has been chosen as Woman of the Year by the Springfield chapter of Hadassah and will be honored at a luncheon scheduled for today at 11:45 a.m. at L'Affaire, 1099 Route 22 east in Mountaineide.

A life member of Hadassah, Eisenberg is currently the chapter's vice president for education. The widow of Samuel Eisenberg, she is the mother of Hana Perl of Short Hills, also a life member of Hadassah and former Springfield resident and Lewis Eisenberg of Brookline, Mass.

Eisenberg was employed for many years as a legal secretary. Her last position of 20 years duration was with Union attorney Daniel G. Covine. The luncheon program will also include a musical presentation featuring JULIAN, a man of a thousand voices.

Ready to Parent? Consider International Adoption. Free International Adoption Information Meeting Saturday, April 23, 2005 • 10:30 a.m. - 1:30 p.m. Spence-Chapin works directly with residents of New Jersey and can provide international homestudy groups in our Summit, NJ office.

Check the bank that makes heads turn. Earn an excellent rate of return with a low minimum deposit and FDIC insured safety. It's a sure way to save for any reason. Choose the bank that can help you make special things happen. Kearny Federal Savings

Robotic Laparoscopic Prostate Surgery: Prostate surgery so precise, it's not humanly possible. I never thought I'd be back to normal so soon after prostate surgery. Spence-Chapin works directly with residents of New Jersey and can provide international homestudy groups in our Summit, NJ office.

The family law attorneys of Riker Danzig are pleased to invite you to a free seminar on family law. Topics will include: Divorce, Custody and Relocation, Alimony and Child Support, Distribution of Assets, Domestic Partnerships, Mediation and Agreements. May 3, 2005 Short Hills Hilton 41 John F. Kennedy Parkway Short Hills, New Jersey

COMMUNITY FORUM

EDITORIALS

Provide equality

President George W. Bush's 2006 fiscal budget proposal to eliminate the Community Development Block Grant program within the Department of Housing and Urban Development and create a much smaller program within the Department of Commerce appears to be an unsound plan at first glance. But looking deeper, his proposal is a first step toward providing increased funding to the communities that need it most.

The CDBG program provides annual grants on a formula basis to entitled cities, counties and states. While Springfield has benefited from the program by receiving approximately \$100,000 annually, Mountaintown receives very little, nearly \$1.91 per person through the annual grants, the third lowest amount in the county, behind Berkeley Heights and Westfield. Plainfield and Rahway receive more than \$20 per citizen, while Winfield, due to its low population, receives more than \$40 per person.

This year, Mountaintown has applied for three grants and expects to receive no more than \$15,000 from the state, based on results from last year, when the borough applied for the same grants. What it comes down to is an inequality in the distribution of these grants among towns. Wealthier towns, such as Springfield and Mountaintown, do get CDBG grants for everything from community programs to road improvements, but these needs are more prevalent in poorer, more urban communities. To fund these projects in the future, Springfield, in particular, will have to scale back, dig deeper into its pockets to fund these projects or look toward other sources of grants.

The second part of this proposal is that the president is establishing new eligibility criteria that could virtually eliminate 80 percent of the existing urban counties now qualified to receive the money, including Union County. If this happens, Union County may lose the annual entitlement grant of approximately \$6 million, which is divided among the towns.

Rather than distributing the funds on a county basis, perhaps the administration can direct funding from this new, smaller program to the individual communities that actually need it, some of which are in Union County. Everyone knows there is a huge wealth gap between the western Union County towns and Elizabeth. It's time for a more sensible grant program that more accurately addresses this imbalance.

Happy Passover

Pesach, known as Passover in English, the most commonly observed Jewish holiday, begins Saturday night. Pesach begins on the 15th day of the Jewish month of Nisan and comes from the Hebrew root *peh-samech-chet*, meaning to pass through, to pass over, to exempt or spare. It refers to the fact that God "passed over" the houses of the Jews when he was slaying the firstborn of Egypt.

Passover lasts seven days, eight days outside of Israel. The first and last days of the holiday, or first two and last two outside of Israel, are days on which no work is permitted. Work is permitted on the intermediate days. The Fast of the Firstborn, commemorating the fact that the firstborn Jewish males in Egypt were not killed during the final plague, is normally observed the day before Passover. When Passover begins on a Saturday night, the Fast of the Firstborn is observed on Thursday instead.

But Passover is more than just the commemoration of the flight of Jews from Egypt; it is a celebration of freedom. Freedom might seem only a word, especially with the constraints of bills or a mortgage or work, but we need only look at a child to be reminded what freedom means. Look at your child, immersed in play, assured his or her mother or father will feed, protect and answer any concerns. This is why Passover, the festival of freedom, is so much the festival of the child. For it is the child who evokes in us the realization that we, too, are children of God, and are thus inherently and eternally free.

Celebrate Earth Day

Although Earth Day is celebrating its 35th anniversary this year, it can actually trace its roots back to 1962, when Sen. Gaylord Nelson first began to consider a way to make the state of our environment an issue in the politics of the country. In November 1962, the idea of a national conservation tour first occurred to him and by September 1963, President John F. Kennedy began the first such tour. Although the tour did not succeed, the seeds of Earth Day were planted, and in spring 1970, a grassroots protest on behalf of the environment proved very successful, evolving into what Earth Day has become today.

On Earth Day, we need to remember that, as the dominant species on this planet, we must take steps to preserve our home for ourselves and for future generations. It's our responsibility.



Photo by Ronan Ross-Murray

HARD AT WORK — PJ Martin, right, of the Springfield Recreation Department and Jason Mullman of the Department of Public Works unload clay for the softball field on the land beside Jonathan Dayton High School. The township is currently awaiting a trade of Union County-owned land that will enable the township to acquire ownership of seven acres of land near the high school.

LETTERS TO THE EDITOR

New fence poses problems for deer

The new fence going up along Mountview Road will certainly add nothing to the scenery and could end up being a major problem for drivers, especially at night.

My assumption is that the fence is a security item for the upcoming PGA tournament at Baltusrol, but I wonder if anyone there considered what happens to deer that get stuck in what will essentially be a mile-long "paddock"? A paddock with a road going down its middle and two small shoulders certainly is not enough room for a mixture of deer and wild turkeys and cars.

While I'm not a fan of the deer overpopulation in the area where it is almost impossible to maintain gardens and flowers that are not devoured in short shrift, removing them by "autocide" on a dark night would not be a favorite task.

Perhaps a sign at deer eye-level stating "No deer allowed" at each end of the road would help out?

Martin Gornstein
Springfield

It's hard to get reliable info in township

It seems it is getting harder and harder to get reliable information in Springfield. When I moved here five years ago, the township mailed a yearly schedule of recycling times to each township home. Often, unfortunately, this schedule came out a week or two after the new year began, but at least it was available. Now the only schedule is published on the Internet. What if you don't have a computer?

Also, those of us who telephone to buy the *Echo Leader* every week rely on a round-the-clock phone line to get us informed about complete backgrounds of candidates. Once again, with the school board election on Tuesday, the April 14 edition of *Echo Leader* contained a short story about the candidates' night but no real summary of the backgrounds of those running for the school board and their stands on the issues. Also, the headline spoke about the issue of laptops in the schools, but there was no mention of laptops in the story. Is there anyone out there who will keep poor Springfielders informed about our community?

Bob Faszczewski
Springfield

Play is necessary for learning

Editor's note: This is in response to the comments of Lloyd Grossman in the last *Echo Leader*, who states "Classrooms and teachers are a top priority, not playgrounds."

Not playgrounds, Mr. Grossman? Are you painfully unaware of the mountains of research that show that children, especially those in the early grades like those at Walton School, learn by playing? Do you think that a playground is a luxury? Do you realize that you can walk into any day care center or early-grade school, even those in poor districts, and there will always be a playground and equipment for kids? Do you think that the children of Walton School should be left to play on a blacktop instead?

And do you realize that Walton School and its playground needs should not be left as an afterthought? That people actually move to Springfield to go to Walton School?

Talk to the realtors in town and they will tell you, if you don't have personal knowledge of it yourself, what is the single largest draw for families in this town. Yet you choose to shorthedge Walton kids and the prosperity and progress of our town and those who come into it, or don't, by disregarding the wealth of research that shows what all of us know already: playgrounds and play are necessary for learning in the early grades.

By the time this letter is printed we will know who was elected to the Board of Education, but I for one, am very glad that you won't get my vote.

Lisa Ebert
Springfield

Town Hall plans sound problematic

I am rarely surprised by the actions of the Springfield Township Committee, but I was truly shocked to hear at their April 12 meeting about the new grandiose partially-developed plans which they are now considering for the expansion of the Springfield Town Hall.

Many Springfield residents went to the grand opening of the new Springfield Firehouse on Feb. 29, 2004 at a cost of \$3,500,000. It was then announced that the large interior space vacated by the fire engines at the rear end of the Town Hall would be converted into individual offices for the Police Department.

Apparently, the above idea was scrapped by the Springfield Township Committee — exactly when I do not know — and new plans were assigned to an architect for preliminary sketches. The new plans call for the total destruction of the Town Hall Annex — formerly the American Legion Hall Building — and the destruction of the two-story white Girl Scout House nearby which faces Caldwell Place. Trivet Avenue on the north side of the present Town Hall would be wiped out and a two-story wing would be added to one side of the Town Hall

where the street formerly was located. This large addition would house the Police Department offices and other offices. It was not stated what the vacated fire engine spaces would be used for or for which departments the new area would be needed. The entire Town Hall would be renovated extensively except for the Council Chamber Room.

The population of Springfield is approximately 14,200. There is only one piece of vacant private land, of which I know, where more than five homes could be built, and that is the Statile Farm on Mountain Avenue. Minimal population growth is anticipated. Aside from the Police Department, why is more office space needed? The Fire Department personnel moved out of the Annex, the Emergency Management Department moved from the Sarah Bailey Civic Center to the new fire house and the former Hershey Ice Cream Building was recently purchased for use of the Public Works Department, complete with offices and a very large storage space.

Some PTA members question how the children on the east side of Springfield would walk to Caldwell School if the street was closed and how the First Aid Squad and other cars would quickly go to the west side of Springfield without the delay of going on Morris Avenue.

It was also said that the construction work would be funded with new bonds for taxpayers to pay off. When I asked to see the sketches of the new job, there was a comment that "some people" had seen them about two weeks ago at a "Tuesday night workshop meeting" but not at the regular public Township Committee meetings on the second and fourth Tuesday of each month. A possible viewing might be accommodated on the third Tuesday.

Unfortunately, none of the Township Committee meetings are televised. Therefore, the general public will have to go to the Township Committee meetings every Tuesday to learn of township business and any big spender projects.

Hazel Hardgrove
Springfield

Property tax relief may be on the way

After three straight years of dramatic property tax increases, New Jersey citizens have been waiting for real property tax relief. As a member of the Assembly Republican Caucus, I'm happy to announce that relief may be on the way.

Recently, the members of the Assembly Republican caucus and I unveiled our Blueprint for Property Tax Reform. This reform plan will permanently cut property taxes for New Jersey homeowners by 30 percent, phased in over a three-year period.

Unlike other programs the state has tried, homeowners will not have to wait for a rebate check. They will automatically receive a reduction in their property tax bill. This will eliminate the paperwork and bureaucracy inherent in rebate programs.

This plan would constitutionally mandate the 30 percent reduction so it can't be taken away by future administrations or lawmakers. In order to ensure this property tax cut is not financed by raising taxes, this proposal includes a constitutional amendment to control state spending and requires a super-majority vote of the Legislature in order to raise taxes.

The blueprint also contains a 26-Bill package designed to control state spending, cut government waste, and help local governments reduce costs. This is a realistic, comprehensive and well thought-out plan. All we need to enact it is the support of the Democratic leadership for the Legislature.

If you want to learn more about the plan or register your support for this plan, please feel free to call my office at 908-232-3673. New Jersey homeowners are demanding property tax relief, and that is what this plan will provide.

Assemblyman Jon Bramnick
Westfield

Our policy on letters and columns

The *Echo Leader* welcomes submissions from its readers. Letters to the editor or opinion pieces on any subject will be considered for publication on the opinion pages.

This opportunity also is open to all residents, officials and employees of both Springfield and Mountaintown and the county of Union.

The *Echo Leader* reserves the right to edit all submissions for length, content and style. Writers must include their name, address and daytime telephone number for verification.

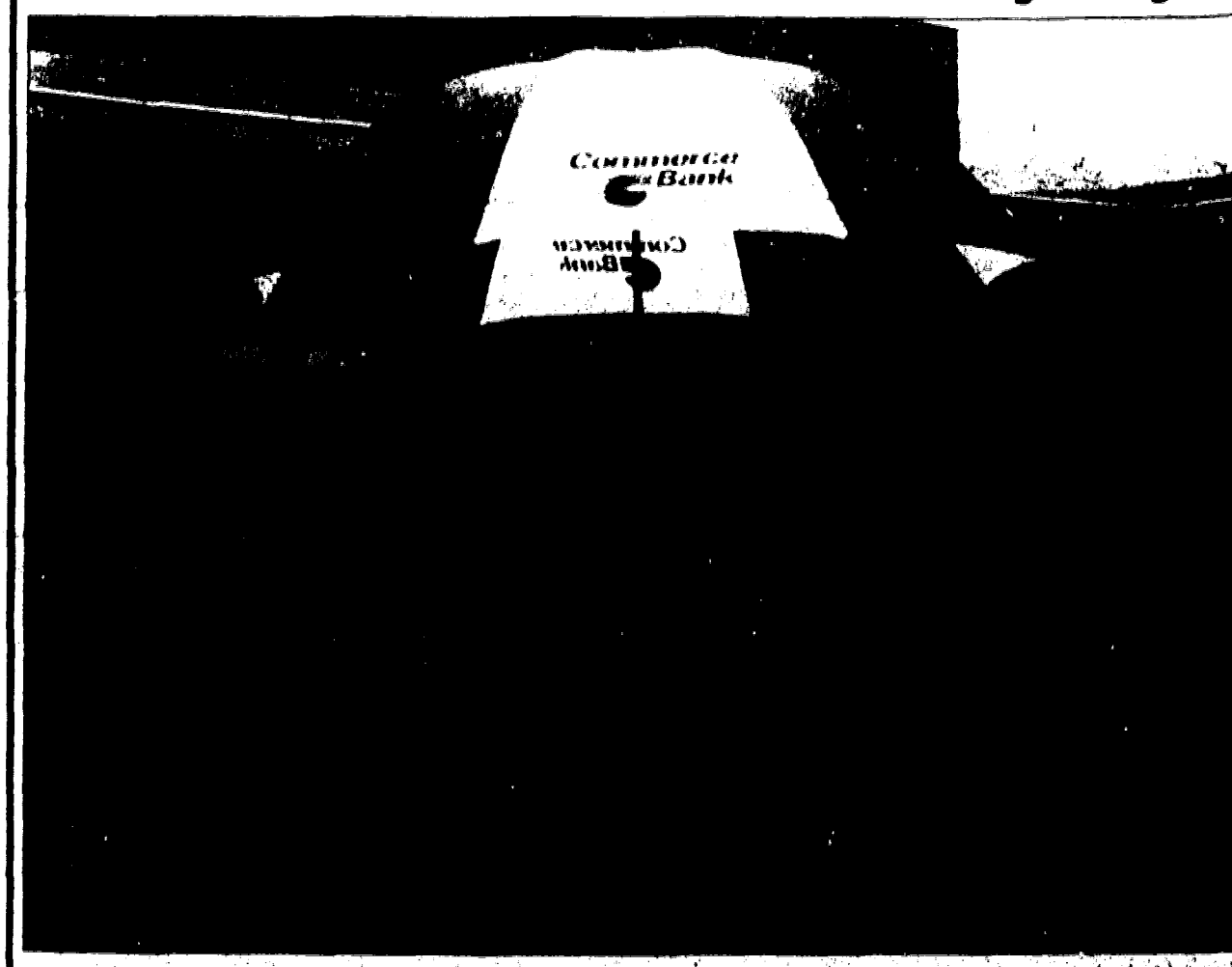
Letters must be no more than 500 words long; longer pieces must be arranged in advance with the editor. The *Echo Leader* accepts letters to the editor and guest columns via e-mail.

The address is editorial@thelocalsource.com. Letters and essays also may be sent via U.S. mail to 1291 Sycamore Ave., Union, NJ 07083.

For publication, all letters and guest columns must be received by 9 a.m. Mondays to be considered for publication in Thursday's edition.

Letters received via e-mail must be on topics of interest, preferably in response to content that appeared in the newspaper. Advertising will not be accepted by e-mail.

Donation offers shelter on rainy days



Commerce Bank recently donated 30 umbrellas to the Edward V. Walton School in Springfield. With the construction under way, faculty and staff had to implement new arrival and dismissal procedures. Since students are now dismissed outside, the large umbrellas come in handy when it rains. Showing one of the new umbrellas is kindergarten teacher Elaine Cladek, with Commerce Bank Assistant Vice President Rosalinda Perez.

Group collects bikes for needy

Pedals for Progress, in its continuing effort to recycle bicycles property, is having a used bike collection sponsored by Mountaintown Rotary Club. Anyone with an adult or child's bicycle in repairable condition is urged to donate his or her bike to this cause.

They do not accept "bikes for parts" or disassembled bikes. Bikes can be dropped off from noon to 3 p.m. on April 30, rain or shine at the Deerfield Elementary School parking lot, Central Avenue and School Drive in Mountaintown.

Pedals for Progress collects more than 11,000 bicycles annually and transfers this material wealth to those more needy. To date, more than 24,000 have been shipped to developing countries in Latin America, the Caribbean, the Pacific Islands, in some countries.

It costs \$26 to collect, process, ship, rebuild and distribute each bicycle. A donation toward shipping costs for donated items is necessary, suggested minimum \$10 per bike.

All cash and material donations are fully tax-deductible and a receipt will be available at the collection site.

Pedals for Progress is a 501 (c) (3) corporation and a registered charity. Brochures explaining this innovative program will be available at the collection site.

PFPP seeks donations of tools, especially wrenches. For information on their bicycle collection, visit their Web site at www.pfp.org.

For information, call Paul at 908-233-1680 or paul@printmecca.com.

Trailside celebrates Earth Day

"Earth Day, Every Day" will be conducted on Saturday at Trailside Nature & Science Center, 452 New Providence Road in Mountaintown, from 10 to 11 a.m.

Visitors of all ages are invited to learn about recycling, reducing and reusing in their homes. How you can make a difference for the environment.

Enjoy the day and enhance the park by participating in a trash pick up to beautify the environment. Refreshments, gloves will be provided.

Trailside is a facility of the Union County Department of Parks & Recreation. Call 908-789-3670 for information.

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GL students earn honor roll

Governor Livingston High School in Berkeley Heights presents their honor roll for the second marking period.

Grade Nine
Thomas Abitama, Malissa Addonizio, Courtney Anches, Charlotte Azarian, Matthew Basso, Adam Bobella, Jessica Boswick, Sara Boyle, Nancy Brown, Nacina Bucoli, Brian Chase, Andrew Chan, Nancy Costa, Olivia Dawson, Christian DeCosta, Peter DeLuzio, Lucia DeLour, Katrina Delgado, Megan Deyto, Alexander Dundon, Molly Dwyer, Meghan Eichner, Carolyn Fanning, Alana Feldman, Allison Fleming, Kaitlin Floyd, Cynthia Fredrick, Tomoyo Fukumori, Matthew Followan, George Gao, Paige Griger, Derek Glynn, Bridget Greeley, Kevin Havas, Nicole Heerema, Nicole Hills, Joshua Hu, Laura Kapiolow, Catherine Kim, Joseph Kizmann, Michele Klebar, Cassandra Kontur, Alexandra Kyriacou, Megan Lam, Elish Le, Melissa Learn, Ryan Lee, Olga Linowski, Elena Lopez, Omar Lopez, Allison Lynch, Gregory Magliano, Claire Mammen, Britany Mangold, Erin McGee, Fiona McKie, Sara Miller, Allen Mo, Steven Monteleone, Michael Okrend, Erik Olmo, Ashley Osieja, Robert Paone, Gwendolyn Perrin, Eric Peterson, Andrew Quek, Candance Reilly, Michelle Reino, Joseph Rodgers, Kristina Romeo, Elena Rubino, Gina Scanan, Carl Smith, Nicholas Stekas, Michael Stumpf, Alexis Sylvester, Ashley Tisdale, Andrew Tsai, Rolanda Tsao, Allison Walker, Katherine Wilson, Carly Witzburg, Yimin Xu, Justin Yeh, Joseph Yun, Jessica Zaccardi and Alina Zorain.

Grade 10
Nadeem Ahmed, Hali Alpert, Darren Barone, Leigh-Anne Bartach, Eric Bernston, Jennifer Bernston, Julianne Boyce, Erin Bradley, Linnea Bistermose, Eugene Byuen, Dana Cain, Joseph Cananolo, Christopher Chan, Lauren Crewell, Brian Cunningham, Caitlin Davis, Joan Davis, Alexandra Davison, Abbie Dearman, Michael Delator, Divya Desai, Michael Distanio, Kristen Ditchko, Brenda Dos Santos, Michael Fang, Katelyn Finley, Meghan Floyd, Karole Lee Fristensky, Jason Froehlich, Sylvannan Garnham, Andrew Gennaro, Jake George, Brittany Hafner, Kerry Havas, Bryan Hooremsa, Danielle Hoogland, Erin Hooley, Rochelle Hrozny, Christine Illan, Yuching (Casey) Jin, Shorne Johnson, Diane King, Ryan Kote, Alexander Kontur, Rebecca Kumar, Justin Labrutto, Vincent Laskowski, Marissa Lee, Ana Lopez, Marie Lopez, Jason Massa, Jennifer Masters, Andrew Mathis, Robert Mathis, Andrew McConvey, Katelyn Minihell, Okane Nagaiuka, Michelle Oker, Laura Park, Luciano, Tess Ferris, Jillian Parry, Cristina Politano, Bella Ram, Emily Ragan, Jillian Richard, Amy Rivard, Abby Ruffalo, Kaitlyn Ryan, Goldstein, Danush Hall, Kelsey

Rossi, Stephen Rubino, Allison Rupp, Leslie Sanchez, Jonathan Scales, Kaitlyn Schmidt, Deirdre Shannon, Pavel Shapiro, Christine Sidic, Barbara Stekas, Brianna Sullivan, Meredith Tabor, Michael Tate, Jocelin Theria, Samantha Thinksam, Andrew Trivello, Dana Vecchione, Catherine Wilson, Rosalie Yan, Robert Yanzotta, Katherin Zach and Molly Zhang.

Grade 11
Anthony Abitama, Jovanzy Aldaz, Nicole Arpino, Brian Arrigoni, Gregory Batejan, Britany Bente, Kristine Boles, Jillian Bottita, Nicholas Chin, Elizabeth Subbagh, Philip Dabagh, Eric Davis, Stephanie Davis, Robert Della, Elyse Deo, Catherine Dowling, Lauren DeStefano, Lawrence Dorsey, Margaret Edinger, Federica Felloni, Anthony Fiore, Jesse Fiorito, Ashley Force, Adam Foti, Courtney Fox, John Frank, Kirstin Frederick, Louise Fristensky, Simone Gabara, Jessica Gelstano, Sheyna Germanak, Allison Goss, Heather Goldstein, Samuel Goodspeed, Craig Gorin, Emily Grogan, Kate Hansen, Andrew Harb, Yuhui Hassan, Laura Herman, Chi-Chao Hong, Mindy Hsu, Ann Humphrey, Yessica Hunsley, Zachary Smith, Shang Jen, Evan Kaplan, Nicholas Keller, Jenna Kelle, Gregory Kopf, Alexander Kovtun, Peter Lake, Erin Larson, Christopher Loone, Michelle Loria, Laura Lynch, Marley Lynch, Freddie Mack, Michael Mangano, Ashley Maras, Vanessa Martin, Allison Mathias, Diana Mazzocco, Andrew McAdam, Christine McCurdy, Amanda McGrath, Kevin McHale, Caitlin Miller, Matthew Miller, James Muehler.

Pyo Henry Namkung, Gregory Needham, Pedro Neto, Colleen Nord, Jeannine Otero, Kelli O'Reilly, Stacey O'Sullivan, Joseph Pjanowski, Samantha Pingor, James Lee Potter, Stephanie Riella, Karli Rogers, Amanda Rosenberg, Jennifer Rothman, Danielle Rude, Jessica Ruedisuel.

Dominique Scacciaferri, Jason Schickel, Douglas Schlichting, Molly Schmidt, Jeffrey Schulz, Anand Shah, Allison Sheppard, Bethany Sheppard, Pedro Silva, Samantha Simons, Benjamin Stornow, Vera Souvorov, Daniel Stern, Matthew Teeschler, Andrew E. Tharayo, Carly Trues, Lynsey Thomas, Jesse Tiao, Yessica Venkateshram, Erika Viala, Ian Vo and Lisa Wozniak.

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BEARS

The Route 21 Family 4-Pack

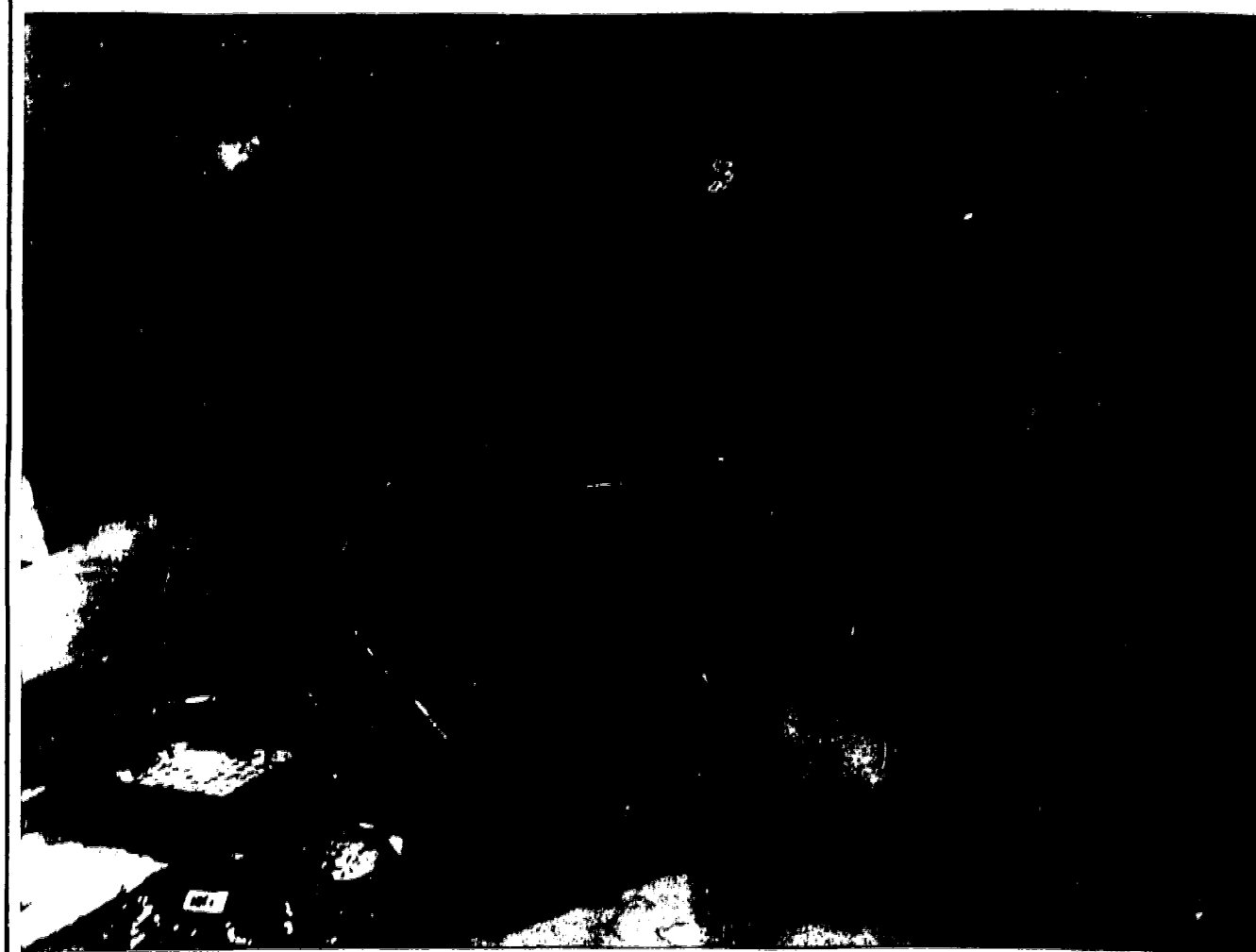
- 4 Game Tickets
- 4 Hot Dogs
- 4 Soft Drinks
- 4 Bears T-Shirts

\$84 (\$120 Value)

Wed. May 4th @ 12:05 pm Drug Awareness Day
Fri. May 6th @ 7:05 pm Softball Giveaway Night presented by Jeter Promotions/Softball Night
Sun. May 8th @ 1:35 pm Mother's Day Diamond Dig presented by Carbo International Jewelers
Sat. May 14th @ 8:05 pm Star Wars Night/Oradell Town Night
Sun. May 15th @ 1:35 pm Bears Carous Day
Wed. May 24th @ 7:05 pm East Windsor Night
Wed. May 25th @ 12:05 pm Drug Awareness Day
Thurs. May 26th @ 7:05 pm Newark Democrats District Business Networking Night with a special giveaway
Fri. May 27th @ 7:05 pm Annual Forum Night
Sat. May 28th @ 8:05 pm Post Death Fireworks

CALL 973-342-3000
www.newark-democrats.com

Creating crafts at the Y



Healthy Kids Day at the Springfield YMCA on April 2 gave children the chance to participate in their own craft project, incorporating what they learned about the benefits of healthy eating and exercise.

EDUCATION

Speaker explores legal issues of special needs

Children's Specialized Hospital in Mountainside will be hosting a lecture by Joseph Romano, a nationally recognized attorney who represents children and adults throughout the United States.

Committee seeks funds for Project Graduation

The Springfield Project Graduation Committee is in the process of planning the celebration for the Jonathan Dayton High School class of 2005. Committee members are in desperate need of funds in addition to those that have already been raised.

Preschoolers sought for special ed services

Disabled preschoolers ages 3 to 5 who are in need of special education and related services are being sought by the Springfield school district.

WORSHIP CALENDAR

BAPTIST SERVING CHRIST IN THE 21ST CENTURY: 242 Shunpike Rd. Springfield, Res. Frederick Mackey, St. Pastor, Sundays 9:30 AM Bible School for all ages. Nursery through Seniors. Special Sunday School 9:30 am and 10:30 am. (10:30 AM Worship Service and Nursery care.) 5:30-7:00 PM AWANA Club Program for Children ages 4-11. 8:00 PM Evening Service & Nursery care. Wednesdays, 7:30 PM Prayer Praise and Bible Study. Junior Senior High Ministry. Active Youth Ministry. Wide Range Music Programs. Family Parking. Child Care provided with assistance. All are invited and welcomed to participate in worship with us. For further information contact church office (973) 379-4351. Mondays, 7:00 pm - ENGLISH AN A SECOND LANGUAGE.

METHODIST SPRINGFIELD UNITED METHODIST CHURCH (SEUMC) - is a Bible community ignited by God's love for all people. Join us for Sunday worship which begins with the entire congregation at 10:30 AM before children exit for Sunday School. Express God's compassion through outreach activities. Beginning and experienced vocalists and musicians are invited to participate in the music ministry led by professional musicians Greg Johnson and Dan Craci. Bible study, prayer, youth group and fellowship events are available in your home. SEUMC is located at the far east end of Church Hill, near the intersection of Morris and Mountain Avenues, Springfield. Call 973-376-1695 for more information.

AT THE LIBRARY

Performer offers 'One-Man Sideshow'
The Mountainside Public Library will present David Smith's "One-Man Sideshow" in the library on Constitution Plaza on Wednesday at 4 p.m. The show features juggling, spinning, unicycling and laughs and is a celebration for the Rally to Read fundraiser. The program is open to everyone but Rally to Read participants are invited to come to the library at 3:30 p.m. to choose a book donation for the children's collection. For information, call 908-233-0115.

Donations accepted for upcoming lobby sale
The Friends of the Springfield Free Public Library, 66 Mountain Ave., are accepting donations for their lobby sale to benefit the library. Donations of jewelry, glassware and china, small appliances and kitchen items, linens, artificial flowers, tools and toys are welcome. No books or clothing will be accepted. Items should be clean and in generally good condition. Donations may be dropped off at the library, Mondays, Wednesdays and Thursdays from 10 a.m. to 8:45 p.m., and Tuesdays, Fridays and Saturdays from 10 a.m. to 4:45 p.m. and Sundays from 1 p.m. to 3:45 p.m.

Group meets for Chekhov romance
Once a month, the Great Books Discussion Group meets to examine the great books of civilization. The spring selections range from essays to fiction. The group meets the third Thursday of each month at the Springfield Free Public Library at 10 a.m. Chekhov's "Uncle Vanya" will be discussed today. A retired professor has returned to his estate to live with his beautiful young wife, Yelena.

Group meets for memoir writing tips

Writer and teacher Zella R.P. Gellman continues to bring her counseling and training services to the Springfield Free Public Library, 66 Mountain Ave. in the ongoing course, "Write Your Life Stories — Memoir Writing Made Easy."

Film festival explores perceptions of Jews

The first permanent Jewish settlement in North America was established in 1654. Beginning this past September, Jews across America began a yearlong celebration of the 350th anniversary of Jewish settlement in North America. As part of this celebration, the film festival will look at two films that depict perceptions of Jews in America through the eyes of Jewish people and those of their neighbors. Participants in the film festival will compare and contrast these perceptions as depicted in two films that debuted 45 years apart from one another.

Library upgrades online materials catalog

The Mountainside Public Library has recently upgraded its online catalog, giving it the look and feel of today's popular online bookstores.

The addition of an "Enriched Content" module has enhanced the library's materials catalog with tables of contents; book cover art; book reviews; fiction and biography profiles; excerpts and complete first chapters. Library users will first notice the cover images taken directly from book jackets. In addition to the attractive graphics, the Mountainside Public Library catalog now offers lots more. Book reviews from standard sources such as Publishers Weekly, Booklist and Library Journal are available with a click of the mouse. Children's reviews are also included through articles from School Library Journal.

Group discusses Chekhov romance

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Spring reading programs begin

The Mountainside Free Public Library will offer their spring reading programs at Constitution Plaza in Mountainside.

Spring courses offered at NJCVA

With the New Jersey Center for Visual Arts expansion and renovation project nearing completion, now is the time to register for a unique visual arts experience.

Classes and workshops for children, teens and adults, are offered in a variety of media and at all experience levels in nine state-of-the-art, new and renovated studios. The spring/summer consists of two six-week semesters and weekend workshop intensives. Spring semester has begun and summer semester begins June 6.

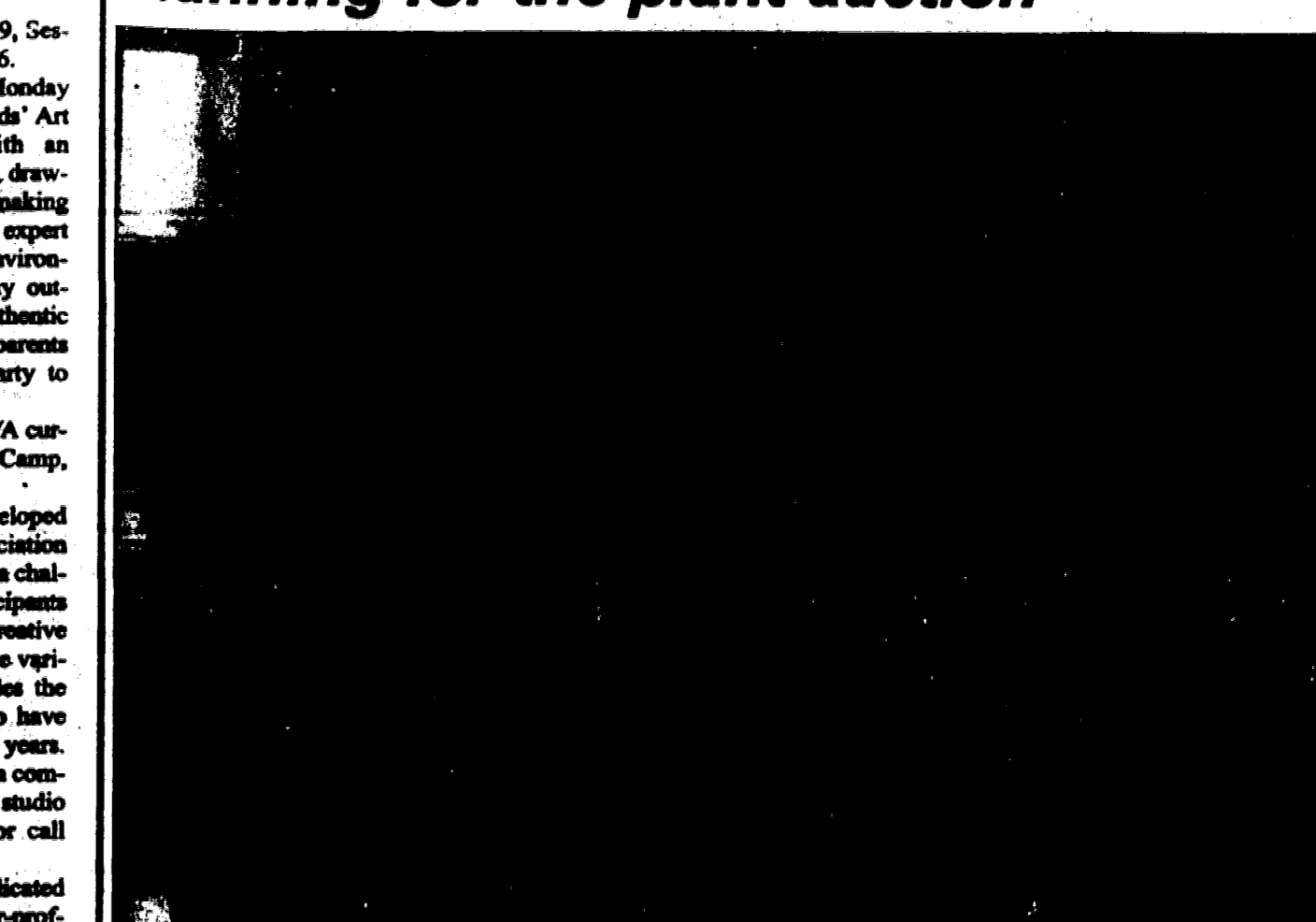
Open studios are available to any artist seeking to work independently in a professional environment without an instructor. Open studios are scheduled throughout the week for pottery, jewelry and photography. Beginning with the spring/summer 2005 semester, Open studio will now be available for sculpture, printmaking and life. Each Open Studio session is 2 1/2 hours and is \$10 for members and \$15 for non-members. A discounted ticket book is available to members of the NJCVA in the Registrar's office.

Kids and Teen Art Camp
NJCVA will be offering six one-week sessions of Kids' Art Camp this summer. Teen Art Camp, new for 2005 for teens ages 13 to 15, will be offered July 18 through July 22 and July 25 through July 29.

Literary Luncheon planned

The Junior League of Elizabeth-Plainfield has announced the sixth annual Literary Luncheon. The event will take place on Friday at The Grand Summit Hotel, 570 Springfield Ave. in Summit, from 10:30 a.m. to 2 p.m. To purchase tickets, call the Junior League of Elizabeth-Plainfield at 908-709-1177.

Planning for the plant auction



Recently, members of the planning committee for this year's Flowers, Ferns & Foliage Plant Sale and Auction on May 6 at Reeves-Reed Arboretum in Summit got together. Getting ready for the big day are, from left, Melissa Pfeiffer, Leslie Rodgers, Ellen Hochberger, Maria Zazzera, Joan Ryder and Mary Keselica.

HEALTH

Free YMCA lectures explore nutrition topics

The Summit Area YMCA will run a series of lectures throughout the month of April covering several nutrition topics and concerns. These lectures are free and open to the community.

SAGE offers Living Well lectures at new site

SAGE Eldercare, a major community resource for the elderly, will offer its fourth annual "Living Well" lecture series spring programs.

Children's Hospital thanks volunteers

Through Saturday, Children's Specialized Hospital in Mountainside will be celebrating National Volunteer Recognition to thank one of America's most valuable assets — the hospital's volunteers.

TEMPLE ISRAEL

786 E. Broad St., Westfield 908-232-6770
We are an active Reform Synagogue emphasizing Jewish tradition, education, youth, & social justice. Join us for Passover services. Service for First Day Pesach Sunday, April 24 at 10 a.m. Service for Last Day Pesach Saturday, April 30 at 10 a.m. Yizkor will be observed.

TEMPLE EMANU-EL

786 E. Broad St., Westfield 908-232-6770
We are an active Reform Synagogue emphasizing Jewish tradition, education, youth, & social justice. Join us for Passover services. Service for First Day Pesach Sunday, April 24 at 10 a.m. Service for Last Day Pesach Saturday, April 30 at 10 a.m. Yizkor will be observed.

ROMAN CATHOLIC

THE PARISH COMMUNITY OF ST. JAMES, 45 East Springfield Ave., Springfield, New Jersey 08817-376-3044. SUNDAY BUCHAREST: Sat. 5:30 p.m. Sun. 7:30, 9:00, 10:30 a.m., 12 Noon. Reservations: Sat. 1-900-200-3300. Holydays: Mon. 7:00 & 8:00 a.m.

UNITARIAN UNIVERSALIST

UNITARIAN UNIVERSALIST CHURCH, 4 Walden Avenue, Summit, NJ 07901. 908-273-3245. www.uu.org. Rev. William Rank Southern, Minister; Billie Ann Moore and Chair. Director: Sunday Services and religious education classes at 9:30 and 11:00 AM. Adult Education and other programs.

PRESBYTERIAN

FIRST PRESBYTERIAN CHURCH, 1291 Thompson Ave., Summit, NJ 07901. 908-273-3245. www.pcnusa.org. Rev. William Rank Southern, Minister; Billie Ann Moore and Chair. Director: Sunday Services and religious education classes at 9:30 and 11:00 AM. Adult Education and other programs.

JEWISH-ORTHODOX CONGREGATION ISRAEL OF SPRINGFIELD

339 Mountain Avenue, Springfield, NJ 07081. 973-379-4351. www.israelofspringfield.org. Rabbi: Alan J. Viner, Rabbi Emeritus: Solomon Greenfield, President. Congregation Israel is a Modern Orthodox congregation. There are two daily worship services beginning at 8:15 a.m. and 7:00 a.m. on weekdays. There are also services on Shabbat. Call the office for times. There are two Shabbat morning services at 7:30 a.m. and 9:00 a.m. as well as Anshar Congregation at 9:30 a.m. on Shabbat. The congregation is open to all Jews and converts to Judaism.

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Susan Stevens Tanne, M.D., the doctor who will personally take care of you and help you: Eliminate Cellulite, Spot Weight Reduction, Rejuvenate your face and body, Lose weight, and more!

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Hepatitis C: What Your Past Can Mean to Your Future
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University of Medicine & Dentistry of New Jersey
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NOTE: All copy changes must be made in writing and received by Summit Community Newspapers no later than 12:00 noon, Fridays prior to the following week's publication.

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OBITUARIES

Callista V. Conley
Wanda Acikbaht
Robert Zieser
Martha Reininger
Nancy Smith
Richard Casillas
Estelle Berman
Marie Formichella
Obituary policy

SENIOR NEWS

Spring Meadows offers free hearing seminar
PREP group gathers
SAGE ElderCare, a major community resource for elders, offers a monthly support group for caregivers

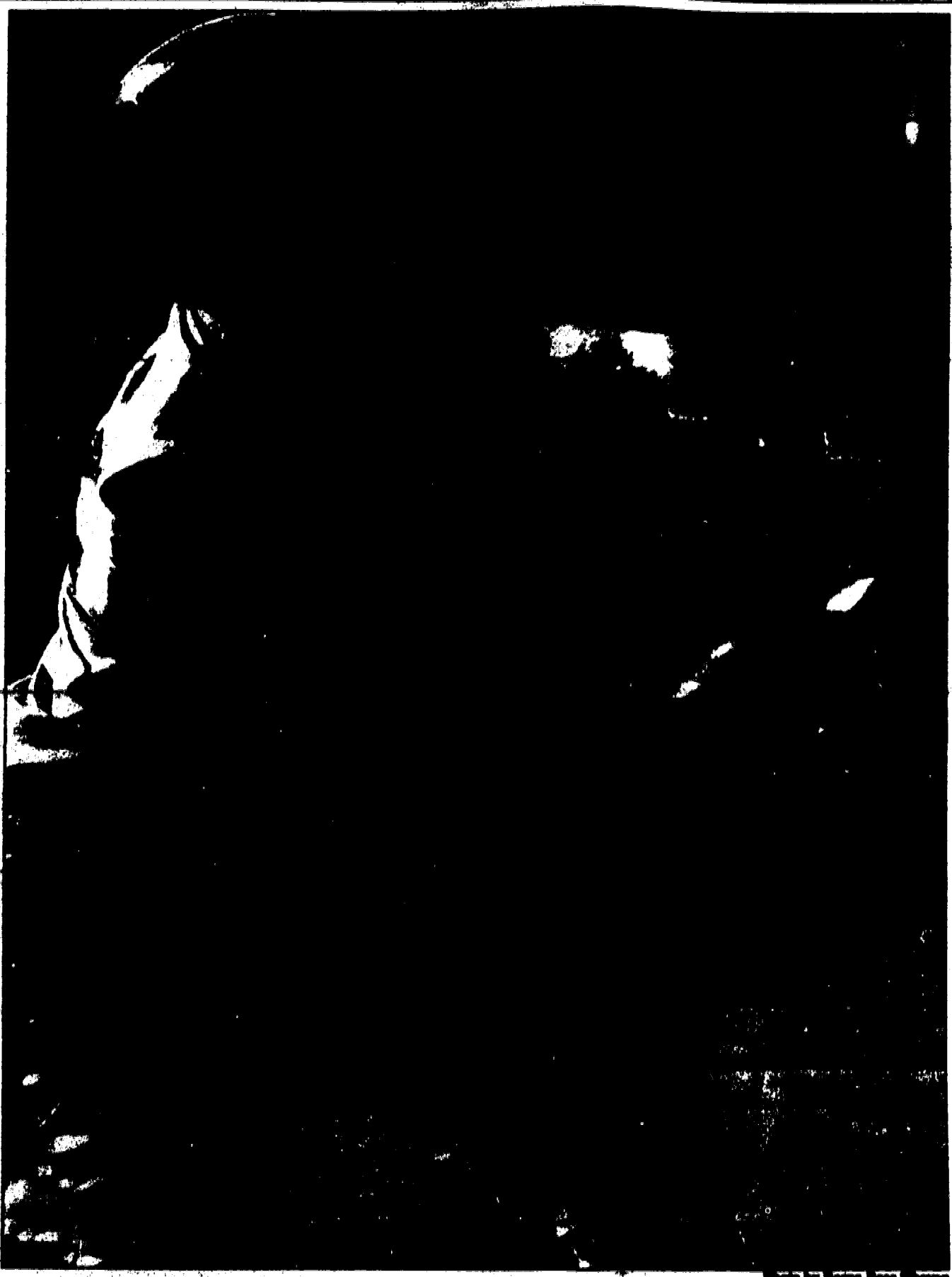
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SPORTS

Editor: JR Parachini
Can be reached in
Maplewood at 973-763-0700

GL tops unbeaten Johnson
Catalano fans 16 to pass 100

By Timothy Deaman
Staff Writer
BERKELEY HEIGHTS - Capri Catalano has two favorite letters. They are K and W.



The Dayton High School baseball team, sparked by the play of Dave Terullo (No. 12), edged Dayton's scheduled game at Newark Central with a 6-1 record. The Bulldogs...

Bulldogs score 18 back-to-back
Softball bats are very busy

By JR Parachini
Sports Editor
The Dayton High School softball team pulled off a feat not many teams are able to accomplish. The Bulldogs had their hitting shoes on when they scored 18 runs in each of two straight five-inning victories last week.

Alumni hockey game is May 13
Proceeds go to 2 foundations

The South Mountain Ice Arena in West Orange will host the second annual Jonathan Dayton High School Alumni Hockey Game May 13 at 7 p.m. to benefit The Healing Heart Foundation and the Jordan Lee Fish Foundation, two charitable organizations which raise money for scholarships and to assist pediatric cancer patients and their families.

Dayton perfect start stopped by MVC rival Gov. Livingston
Bulldogs edged 3-1 after opening at 6-0

By Mike Tuberosi
Correspondent
SPRINGFIELD - When you're talking about the final two teams in Union County that have yet to lose, you're usually not mentioning Dayton as one of them.

ADDITIONS, AIR CONDITIONING, CARPENTRY, CAREGIVER NEEDED, CLEANING SERVICE, CLEAN-UP/RUBBISH REMOVAL, DRIVEWAYS, ZAVOCKI PAVING CO., INC., ELECTRICIAN, FLOORS, HANDYMAN, KREDER ELECTRIC, INC., LANDSCAPING, MOVING, PAINTING, ROOFING, RUBBISH REMOVAL, TILE GROUT, TREE SERVICES, WANTED TO BUY, ANTQUES, WANTED TO BUY, CLEANING SERVICE, GUTTERS & LEADERS, MASONRY, PAVING PLUS, WANT TO MAKE MONEY? ADVERTISE HERE!!

GL lacrosse teams triumph
Both Governor Livingston High School varsity lacrosse teams were triumphant last week.
The boys' defeated Millburn 9-7 on the road April 12 and then knocked off Wayne Valley 10-2 at home Saturday to improve to 3-0.

RECREATION

Get in the swim

Summer will soon be here, and pool memberships are still available for the award-winning Mountainside Community Pool.

The pool is scheduled to open on June 11, and registration for the first season of swim lessons will begin on the June 11. Daily operations begin on June 24.

Residents have three membership categories to choose from: family, single, ages 16 to 61, or senior citizens, ages 62-plus.

Chess table donated by Borough Rotarians

The Mountainside Rotary Club has donated a handsome chess table with stools to the Recreation Department.

The table is 32 inches tall with a 16 inch by 16 inch chessboard and will be installed between the fitness trail and the ball field adjacent to Borough Hall.

Little League/Softball Parade set for Saturday

The Mountainside Youth Baseball League and the Mountainside Youth Softball League begin the season on Saturday.

Following the parade, opening day ceremonies will be conducted at Deerfield School. A full slate of baseball games will then be played at the Deerfield and Our Lady of Lourdes ball fields.

Soccer sign-ups in May

A variety of instructional, recreational and competitive soccer programs will be offered by the Recreation Department this fall.

Listed below is a brief description of each age group. Children should be registered for the grade in which they will be enrolled in September.

Kindergarten: Six-week instructional clinic meets for one hour a week on Saturday mornings from Sept. 17 to Oct. 29.

Grade one: Six-week instructional clinic meets for 1 1/2 hours each week on Saturday mornings from Sept. 17 to Oct. 29.

Grade two: Six-week instructional clinic meets for 1 1/2 hours each week on Saturday mornings from Sept. 17 to Oct. 29.

Grade three and four: The popular in-town instructional recreation league will again be offered in the fall beginning Sept. 10.

Grades five through eight: Teams for these grades will compete in the Intercity League.

Enrollment in all programs is on a first-come, first-served basis beginning May 2.

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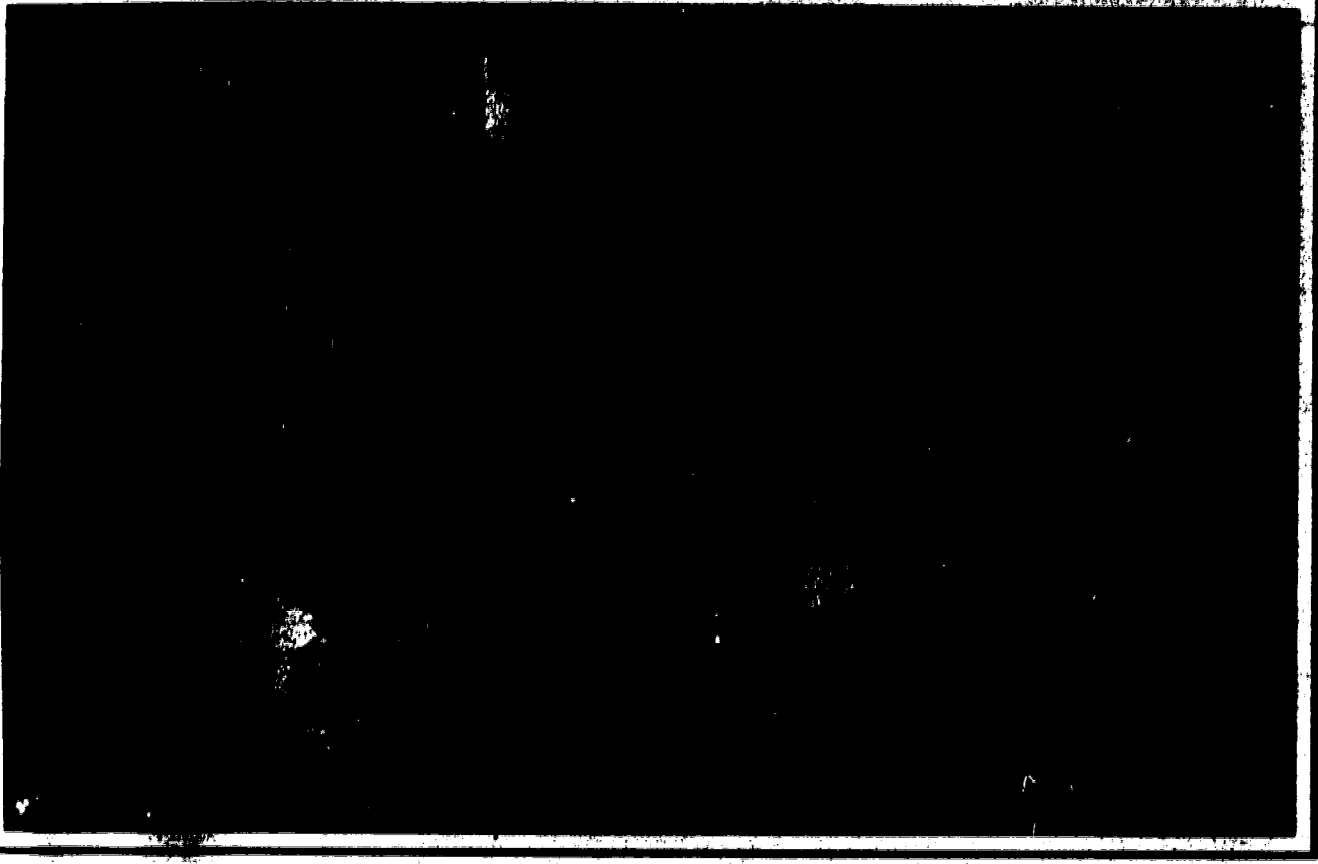
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LET'S GET THIS PARTY STARTED — Students and faculty at the Edward V. Walton School in Springfield join Mr. B. 'The Builder' in the gym on April 8 to get a construction party started...



WILDLIFE SUNDAY — Two-year-old Rachel Mendelsohn plays with a pink parakeet she received during Wildlife Sunday at Trailside Nature and Science Center in Appletonside.



Wildlife Sunday at Trailside Nature and Science Center in Appletonside.

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Union County

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Can't fight the ratio

Chris Duryee of Elizabethtown looks young enough to get proofed at local bars if he even goes to one. Still, the county tax administrator has a pretty good long-term perspective on that most vexing of problems — local property taxes.

County budget to be introduced

The Board of Chosen Freeholders is expected to introduce the 2005 county budget during its meeting next week.

Left Out

This year Union County had a low ball of 500 tax appeals filed. The factors that go into your assessment include recent sales of comparable property and appraisals.

Go fetch

Seneca says, "Barring the unexpected 2005 will be another good year for housing." It points to the statistic, "In 2004, more than 34,000 new houses were constructed, while there were 40,000 new households, there is a deficit of 4,000 houses in terms of demand."

Drug suspects to appear in court

Early morning raids throughout county net 18 arrests. The 18 people apprehended last night in early morning raids were held to make their first appearance in court.

Board renews media contract

The Board of Chosen Freeholders has renewed its contract with the local media outlet. The contract will begin on May 1, 2005.

Colleen Schmidt loses a ball with her dog

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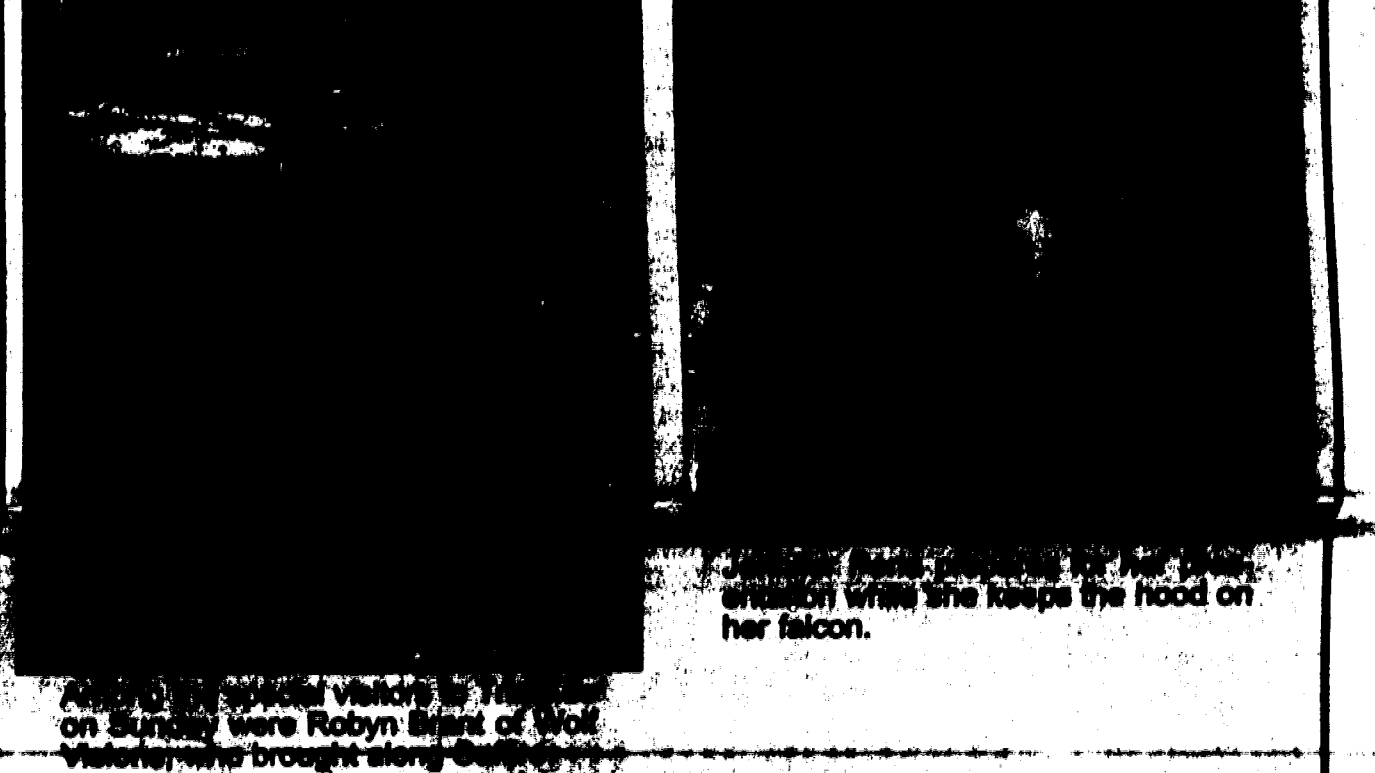
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COUNTY NEWS

NAMI hosts speaker
Award-winning newspaper columnist Tom Davis will be the guest speaker Tuesday at a free public presentation offered by National Alliance for the Mentally Ill-Union County at 7:30 p.m. in Osceola Presbyterian Church, 1689 Raritan Road, Clark. Refreshments will be served.

Davis, staff reporter for The Record of Bergen County, writes a weekly column on mental illness and addiction called "Coping." He will talk about mental health issues and offer insight and views regarding the media's handling of stories involving mental illness. Questions and answers will follow his talk.

Davis is the recipient of NAMI-NJ's "Freedom from Stigma" Media Recognition Award. In addition, in 2003 Davis won a first-place award from the New Jersey Press Association.

He has played an important role in raising public awareness about the various issues that plague the mental health system, and is highly qualified to share his knowledge and experience.

Last year Davis received the nationally prestigious 2004-05 Rosalynn Carter Fellowship for Mental Health Journalism award. In this program, each fellow creates a work project that explores the world of mental health. The journalist receives a stipend and is assigned mentors to provide guidance and resources to complete the work within a year. These successful projects have helped reduce stigma and promote the cause of mental health advocacy.

Davis graduated from Rutgers University and recently returned there when he was awarded the Journalist-in-Residence fellowship under the North Jersey Media Group's Journalist-in-Residence program. There he teaches a course and participates in campus journalism activities.

For more information, call 908-233-1628.

Free dogwood trees
The Union County Board of Chosen Freeholders has a gift for schools this spring: free flowering trees. While supplies last, each school in Union County may receive a 5- to 6-foot-tall dogwood tree. Schools can use this white flowering tree to beautify their grounds, add shade to their property, and to celebrate Arbor Day, April 29.

In addition to a free tree, the freeholders also are offering free training through the Union County Shade Tree Advisory Board, students and accompanying adults will be trained in how to plant and care for a newly planted tree.

Training sessions will be held three different days from 12:30 to 2 p.m. at Williams Nursery in Westfield. On Tuesday, a session will be for fourth and fifth-grade students, on April 20 for sixth through eighth-grade students, and on April 21 for high school students and adults. The dogwoods will be given out after each training session along with a protective cage for each tree.

See your school principal if you are interested in representing your school at a training session. You also may contact Rutgers Cooperative Extension 4-H Agent and chairman of the Union County Shade Tree Advisory Board, James Nichanadovicz at 908-654-9854, or E-mail Nichanadovicz@aesop.rutgers.edu.

Special waste recycling at Nomahegan Park
The County of Union will sponsor a recycling event Saturday, so Union County residents can get rid of household special waste and old automobile tires in an environmentally safe manner. The collection will take place from 8 a.m. to 2 p.m. on the Union County College campus in Cranford, 1033 Springfield Ave., opposite Nomahegan Park.

All residents of Union County are eligible to participate at no cost. Pre-registration is not required for this special Saturday collection. All that residents need to do is drive to the site with their household special waste and automobile tires. Workers at the site will unload the vehicles.

There is a limit of eight automobile tires — without rims — per household. This is a household recycling event. No businesses.

Household special waste includes oil-based paint and varnish, antifreeze, aerosol cans, pool chemicals, corrosives, pesticides, herbicides, solvents, thinners, fire extinguishers, motor oil and oil filters, gasoline, batteries, thermostats, unbroken fluorescent bulbs and mercury switches.

Only materials in original or labeled containers will be accepted. Latex, water-based, paint and empty cans will not be accepted. They should be disposed of in the regular garbage. Leftover latex paint can be air-dried, or to hasten the drying process, kitty litter and newspaper can be added to hasten the drying.

A complete list of the materials that

will be accepted on April 16 is available at the Union County Bureau of Environmental Services Web site, www.ucnj.org/om.

The household special waste collection will be held rain or shine, for Union County residents only and not for businesses. Proof of Union County residency is required.

For more information, call the Bureau of Environmental Services Hotline at 908-654-9889.

Mothers & More
Mothers & More is a national, non-profit organization serving mothers who are by choice or circumstance altering their participation in the paid workplace over the course of their active parenting years. The group isn't just for full-time stay-at-home moms, but champions the value and necessity of all mothers' work to our society, paid and unpaid, within and outside of the home.

The chapter's activities include meetings on topics of interest to mothers, mom's nights out, mom and tot outings, playgroups, a book club and a craft club. There are day and evening activities to fit every mother's schedule. Members also have the opportunity to participate in national e-mail support networks and to volunteer in a variety of areas including chapter coordination, membership, online services, publications, media relations, marketing, and advocacy.

The Union County Chapter of Mothers & More holds regular meetings on the first and third Wednesday of each month at the Westfield YMCA, 220 Clark St., Westfield. For more information, call Stacy at 908-928-9841 or Kim at 908-889-2286 or log on to the Union County chapter's Web site www.geocities.com/mothersandmore10.

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In respect to privacy, all tapes, pictures, and cards will be given to the

parents or guardians of the children, and no records retained by the lodge. Many families return each year with their tapes to update their children's records.

In case a child is ever lost or abducted, these tapes, when brought to police and media, would be valuable in helping to find the missing child. Some parents have used the ID cards for air travel.

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For more information, call 908-233-7349.

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Electronic equipment that will be accepted on April 30 includes computer monitors, hard drives, modems, keyboards, CPUs, mice, printers, scanners, speakers, televisions, VCRs, fax machines, telephones, and circuit boards.

All that residents need to do is drive to the site with their unwanted electronic equipment and as many as eight automobile tires, without rims. Workers at the site will unload the vehicles.

Pre-registration is not required for this special Saturday collection. Refrigerators, washers and dryers, microwaves, and air conditioners will not be accepted.

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The electronics collection and tire recycling will be held rain or shine, for Union County residents only and not

for businesses. Proof of Union County residency is required.

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Blitz 2005, call Dennis Miranda, Committee Chair/President of the Rahway River Association at 973-209-6321.

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ARTS & ENTERTAINMENT

Play in Cranford revisits challenges of generation gap

By Jeff Cummins
Associate Editor
Throughout New Jersey, there are numerous theater companies that produce all kinds of plays, from dramas to musicals to comedies — virtually anything you can imagine.

The truth is that in any given month, there's a theater company somewhere in the Garden State presenting a show that you'll probably be very familiar with, and one of these shows is almost certain to put a smile on your face, largely because the recipe works; the story's always been a hit.

Then, of course, there's the unknown. Theater that takes risks. Admittedly, this type of theater isn't for everyone. For this daring sort of venture, the conventional wisdom is that you'll probably need to catch a Broadway or Off-Broadway show. Good chance the night could run up to \$400, for two people. Hmm.

But if you're willing to drive to Union County College in Cranford — say, that's not so far — you'll find an

Equity theater group that specializes in theater you won't find everywhere. This month, The Theater Project, Union County College's Professional Theater Company, presents "Three Tall Women," a Pulitzer Prize-winning play by Edward Albee, who wrote, "Who's Afraid of Virginia Woolf?"

"Three Tall Women" stars Angela Della Ventura, North Parley and Barbara Guidi as three women at different stages of life. One is young, one is middle aged, and one is older. Each learns one thing they have in common: They each attempt to relate to each other, but the differences in their ages and places in life make it difficult for them to find common ground.

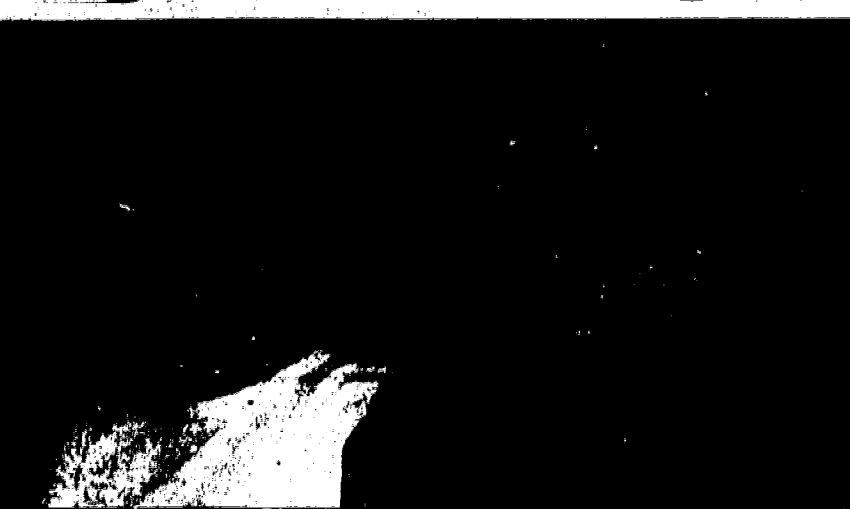
Della Ventura, who has performed with Alliance Repertory Company, Dreamcatcher, 12 Miles West and New Jersey Repertory Company, and starred in thought-provoking productions, including "Spinning Into Butter," plays the role of one in the middle, so to speak. She related the challenges her character faces in the play.

"When we're younger, we have a perspective that's narrow in experience," said Della Ventura. "When we're older, we're less tolerant of some of the views we had when we were younger."

Certainly, the premise for this play isn't a complicated one. Still, as baby boomers begin to age, some advancing into retirement years, others grappling with middle age, dealing with adolescent children and aging parents, this concept seems particularly relevant. "We're kind of the sandwich generation," acknowledged Della Ventura. "We have kids and our parents to take care of at the same time. Baby boomers are looking at their elderly parents, at their children in their early 20s, trying to find a place between these two. These three characters say a lot of interesting things about their points in life."

It's definitely theater designed to make audience members think, and that's part of the idea behind The Theater Project.

"That's our goal, to do theater that entertains, but pushes the envelope," said Mark Spina, artistic director for



From left, Noreen Farley, Angela Della Ventura and Barbara Guidi, who star in 'Three Tall Women,' presented by The Theater Project, starting tonight at Union County College.

The Theater Project. "I look for things that express new ideas, for things that are theatrical in different ways, that say things that television would never think of."

Spina also acknowledged that while the concept for this play is timeless, it's also particularly reflective of the current times. "I think this is the way it's

always been, it's hard for the younger generation to understand the compromises we make to survive into middle age, and it's hard for those in middle to be sympathetic for the next generation's need to discover the world for themselves," he said.

"Three Tall Women" opens tonight and runs through May 8 at Union County College, 1033 Springfield Ave., Cranford. Tickets are \$18 Friday, Saturday and Sunday, and \$10 on Thursday, and can be purchased by calling 908-659-5189. Performances Thursday through Saturday begin at 8 p.m., 5 p.m. on Sunday.

Southside lacks the old NJ Shore punch

By Gerard A. Frank
Staff Writer

What a difference 30 years can make! Southside Johnny and the Asbury Jukes played Saturday night at the Union County Arts Center to a middle-aged audience. When he performed in the mid '70s after his album "Live at the Bottom Line" he played to bikers and young brats women at the Stone Pony in Asbury Park.

The crowds stretched out to the streets. But it was a different story in Rahway on Saturday night.

Southside Johnny, born John Lyon on Dec. 4, 1948, in Neptune, hasn't lost the rhythm and blues sound he began 30 years ago, however it just doesn't have the same intensity.

Some members of the public will have an opportunity to work alongside the scientists during parts of the 24-hour, paid, advance registration is also required for this event. For more information about Bio-

voice of one who is alone looking for love. Yet, at other times he sounded like Bruce Springsteen and on one song did an imitation of Joe Cocker with his jerky hand movements. It seemed as if Southside Johnny was putting on a clown's act as he casually tossed his harmonica over his shoulder as he told the audience he wanted to "put the focus back on me."

The Union County Performing Arts Center is the old Rahway Theater built in 1928 and built in a round dome-like configuration, which aided in the acoustic sounds that emanated from the 23 speakers spread throughout the stage.

Southside Johnny sang with the Blackberry Boogie Band in the late '60s before teaming up with the Asbury Jukes with school friends Billy Shain, Kevin Stoverman, Kenny Pasquillo and Alan "Doc" Brennan. Later he worked with Cafe Nova, Eddie Manton, Tony Palligoro, Ricky Gaida, and ex-Diana Ross trombonist Richie "La Bamba" Rosenberg, as well as an additional guitarist in Joel Gramolini and replacement drummer Steve Becker.

The band now consists of Eddie Manton, Joey Stann, both saxophone players, Chris Anderson and Mark Pezz on trumpet, Bobby Borden on guitar, Jeff Kaynos on keyboard, Steve Shewchuk, known as Muddy Shews, on bass and Joe Bellia on drums.

of the time, and that it did in the opener, "Flipped Kitty in the City," composed and arranged by Moore. The number was highlighted by the sax at a tempo and also drew a second solo. A muted and unmutated trumpet came in, and then Moore took a solo on her tinkly piano with a rolling布鲁克 sound, followed by attention-getting angular pounding.

Bed-member Ron Middleton arranged the next tune, "It's About That Time," a Davis/Carter number, with bass trombonist Eddie Clark doing a

Just can't beat that big band sound

By Joel Levin
Correspondent

This reviewer has never liked big bands. Now that I have revealed a prejudice that may affect journalistic objectivity, I must admit that I, along with the full house at Transits in Montclair, had real fun listening to Diane Moore's Composer's Big Band last Wednesday.

The other prejudice that I brought into the room last Monday evening was that I love Judy Body, the great vocalist. She was in top form, although severely hampered by the club's sound system.

Whenever a duob and a half musicians share a stage, there is a risk of producing a sound either too homogeneous or too confusing. Neither problem plagued the band, and the leader was generous in awarding solos, which temporarily changed the scale of the performance, making a large ensemble much more palatable and humanizing the whole process.

A big band is supposed to be a big band of the time, and that it did in the opener, "Flipped Kitty in the City," composed and arranged by Moore. The number was highlighted by the sax at a tempo and also drew a second solo. A muted and unmutated trumpet came in, and then Moore took a solo on her tinkly piano with a rolling布鲁克 sound, followed by attention-getting angular pounding.

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Italian dance expands knowledge of class

By Jeff Cummins
Associate Editor

The term education conjures images of classrooms, chemistry labs, lecture halls and libraries, all filled with students who are pushing themselves to find the answers to important questions.

But education also involves the arts, something Columbia High School Italian teacher Dominic Tancredi knows well.

Cass Indiana of South Orange provided a grant which allowed Tancredi's students the chance to learn about important aspects of Italian culture. That's where Marylou Romano and her group, Coro d'Italia, come in.

Romano and her Essex County-based non-profit group are dedicated to preserving and sharing Italian-American culture.

To that end, she provides Italian dance, teaching the love of Italian culture to her students. "We are the only group in the Tri-state area any more that sings and dances the Italian folk tradition. Most groups have ended because many people retired and moved away," said Romano, who joined the same group when it was based in New York City.

Slowly, the number of participants in the program was reduced over time. "Some of the members wanted to throw in the towel," quipped Romano. "Knowing the amount of Italian-Americans here, I couldn't

help but not to brood, letting the audience enjoy the double entendre at their own pace. With a quick segue into the classic hit "I'm a Woman," Woods had the audience singing along with her as she spilled up this piece that most recently was known mainly as the theme song for the starring role in both the Broadway stage and road show production of the hit show "Chicago," banded to the front of the room resplendent in a vibrant sequined coat that twinkled as brightly as the gleam in her eye. With a deep hearty laugh she immediately launched into "When You're Good to Mama," a showstopper sort of a number you'd expect to be the curtain down, but fortunately for us, this was just the beginning. Woods' interpretation of the song was stellar as she played it

intently with his arrangements of her songs. The songs ranged from swinging hot numbers like her opening number to more bluesy selections like "Maddy-Water Blues" where she promised to "work for you like a Georgia mule."

With a background in gospel choir singing, Woods has the ability to belt out her songs with an indescribable passion and vibrancy heard so infrequently. Even on well-known songs like "Hey There," her personal style infuses a new richness into an old favorite. Her love for the music she's singing is infectious and we couldn't help but respond.

Accompanying this rich voice was pianist John Di Martino, a well-respected jazz pianist who Woods introduced as playing with all his heart and soul. And he did. It was evident that this Philadelphia native was intimately involved with every nuance of the music as he matched Woods' vocal

Francine Cohen contributes frequently to Worrall Community Newspapers.

Visit Liberty Hall Museum for these exciting events...
Sunday, May 8: Mother's Day Tea and Victorian Fashion Show
Saturday, May 14: Garden Photography Workshop
Weekend, June 4 & 5: The British are Coming!
A commemoration of Battle of Connecticut Farms
Saturday, June 25: Firehouse Museum, GRAND OPENING
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* FRESH BAKED POTATO
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COUNTY NEWS

NAMI hosts speaker

Award-winning newspaper columnist Tom Davis will be the guest speaker Tuesday at a free public presentation offered by National Alliance for the Mentally Ill-Union County at 7:30 p.m. in Osceola Presbyterian Church, 1689 Raritan Road, Clark. Refreshments will be served.

Davis, staff reporter for The Record of Bergen County, writes a weekly column on mental illness and addiction called "Coping." He will talk about mental health issues and offer insight and views regarding the media's handling of stories involving mental illness. Questions and answers will follow his talk.

Davis is the recipient of NAMI-NJ's "Freedom from Stigma" Media Recognition Award. In addition, in 2003 Davis won a first-place award from the New Jersey Press Association. He has played an important role in raising public awareness about the various issues that plague the mental health system, and is highly qualified to share his knowledge and experience.

Last year Davis received the nationally prestigious 2004-05 Rosalynn Carter Fellowship for Mental Health Journalism award. In this program, each fellow creates a work project that explores the world of mental health. The journalist receives a stipend and is assigned mentors to provide guidance and resources to complete the work within a year. These successful projects have helped reduce stigma and promote the cause of mental health advocacy.

Davis graduated from Rutgers University and recently returned there when he was awarded the Journalist-in-Residence fellowship under the North Jersey Media Group's Journalist-in-Residence program. There he teaches a course and participates in campus journalism activities.

For more information, call 908-233-1628.

Free dogwood trees

The Union County Board of Chosen Freeholders has a gift for schools this spring: free flowering trees. While supplies last, each school in Union County may receive a 5- to 6-foot-tall dogwood tree. Schools can use this white flowering tree to beautify their grounds, add shade to their property, and to celebrate Arbor Day, April 29. In addition to a free tree, the freeholders also are offering free training through the Union County Shade Tree Advisory Board, students and

accompanying adults will be trained in how to plant and care for a newly planted tree. Training sessions will be held three different days from 12:30 to 2 p.m. at Williams Nursery in Westfield. On Tuesday, a session will be for fourth and fifth-grade students; on April 20 for sixth- through eighth-grade students; and on April 21 for high school students and adults. The dogwoods will be given out after each training session along with a protective cage for each tree.

See your school principal if you are interested in representing your school at a training session. You also may contact Rutgers Cooperative Extension 4-H Agent and chairman of the Union County Shade Tree Advisory Board, James Nichnadowicz at 908-654-9854, or E-mail Nichnadowicz@aesop.rutgers.edu.

Special waste recycling at Nomahegan Park

The County of Union will sponsor a recycling event Saturday, so Union County residents can get rid of household special waste and old automobile tires in an environmentally safe manner. The collection will take place from 8 a.m. to 2 p.m. on the Union County College campus in Cranford, 1033 Springfield Ave., opposite Nomahegan Park.

All residents of Union County are eligible to participate at no cost. Pre-registration is not required for this special Saturday collection.

All that residents need to do is drive to the site with their household special waste and automobile tires. Workers at the site will unload the vehicles.

There is a limit of eight automobile tires — without rims — per household. This is a household recycling event. No businesses.

Household special waste includes oil-based paint and varnish, antifreeze, aerosol cans, pool chemicals, corrosives, pesticides, herbicides, solvents, thinners, fire extinguishers, motor oil and oil filters, gasoline, batteries, thermostats, unbroken fluorescent bulbs and mercury switches.

Only materials in original or labeled containers will be accepted. Latex, water-based, paint and empty cans will not be accepted. They should be disposed of in with the regular garbage. Leofover latex paint can be air-dried, or to hasten the drying process, kitty litter and/or newspaper can be added to hasten the drying.

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Bio-blitz at Lenape Park

Scientists and skilled environmentalists, assisted by community volunteers, will fan out across Lenape Park in Cranford over a 24-hour period May 20-21 to conduct New Jersey's first "urban bio-blitz."

A bio-blitz is an intensive effort to identify every living plant or animal found in a given area — in this case, the 450-acre Union County park that borders on Cranford, Kenilworth, Springfield, Union Township and Westfield.

The event is being sponsored by the Union County Board of Chosen Freeholders, the Union County Department of Parks and Recreation and the Rahway River Association in partnership with the Arthur Kill Coalition, the New Jersey Department of Environmental Protection Watershed Ambassador Program, the Friends of Lenape Park, and National Biodiversity Parks Inc.

"The goal of this effort is to raise awareness of the incredible diversity of life in this suburban park and the wonderful resources Lenape Park offers for recreation and as an outdoor classroom and science lab," said Freeholder Bette Jane Kowalski, liaison to the Union County Parks and Recreation Advisory Board.

Scientists and lay people interested in volunteering for the event must call Holly Jantz at the Union County Department of Parks and Recreation, 502-277-4032, or Betty Ann Kelly at 908-527-4231 to register.

Some members of the public will have an opportunity to work alongside the scientists during parts of the 24-hour period. Advance registration is also required for this.

For more information about Bio-Blitz 2005, call Dennis Miranda, Committee Chair/President of the Rahway River Association at 973-209-6321.

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ARTS & ENTERTAINMENT

Play in Cranford revisits challenges of generation gap

By Jeff Cummins Associate Editor

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But if you're willing to drive to Union County College in Cranford — say, that's not so far — you'll find an

Equity theater group that specializes in theater you won't find everywhere. This month, The Theater Project, Union County College's Professional Theater Company, presents "Three Tall Women," a Pulitzer Prize-winning play by Edward Albee, who wrote, "Who's Afraid of Virginia Woolf?"

"Three Tall Women" stars Angela Della Ventura, Norah Farley and Barbara Guidi as three women at different stages of life. One is young, one is middle aged, and one is older. Each learns one thing they have in common: They each attempt to relate to each other, but the differences in their ages and places in life make it difficult for them to find common ground.

Della Ventura, who has performed with Alliance Repertory Company, Dreamcatcher, 12 Miles West and New Jersey Repertory Company, and starred in thought-provoking productions, including "Spinning Into Butter," plays the role of the woman in the middle, so to speak. She related the challenges her character faces in the play.

"When we're younger, we have a perspective that's narrow in experience," said Della Ventura. "When we're older, we're less tolerant of some of the views we had when we were younger."

Certainly, the premise for this play isn't a complicated one. Still, as baby boomers begin to age, some advancing into retirement years, others grappling with middle age, dealing with adolescent children and aging parents, this concept seems particularly relevant.

"We're kind of the sandwich generation," acknowledged Della Ventura. "We have kids and our parents to take care of at the same time. Baby boomers are looking at their elderly parents, at their children in their early 20s, trying to find a place between these two. These three characters say a lot of interesting things about their points in life."

It's definitely theater designed to make audience members think, and that's part of the idea behind The Theater Project.

"That's our goal, to do theater that entertains, but pushes the envelope," said Mark Spina, artistic director for



From left, Norah Farley, Angela Della Ventura and Barbara Guidi, who star in 'Three Tall Women,' presented by The Theater Project, starting tonight at Union County College.

The Theater Project. "I look for things that express new ideas, for things that are theatrical in different ways, that say things that television would never think of."

Spina also acknowledged that while the concept for this play is timeless, it's also particularly reflective of the current times. "I think this is the way it's

always been, it's hard for the younger generation to understand the compromises we make to survive into middle age, and it's hard for those in middle to be sympathetic for the next generation's need to discover the world for themselves," he said.

"Three Tall Women" opens tonight and runs through May 8 at Union County College, 1033 Springfield Ave., Cranford. Tickets are \$18 Friday, Saturday and Sunday, and \$10 on Thursday, and can be purchased by calling 908-659-5189. Performances Thursday through Saturday begin at 8 p.m., 3 p.m. on Sunday.

Southside lacks the old NJ Shore punch

By Gerard A. Frank Staff Writer

What a difference 30 years can make! Southside Johnny and the Asbury Jukes played Saturday night at the Union County Arts Center to a middle-aged audience. When he performed in the mid '70s after his album "Live at the Bottom Line" he played to bikers and young braves women at the Stone Pony in Asbury Park. The crowds stretched out to the streets. But it was a different sort of crowd.

Southside Johnny, born John Lyon on Dec. 4, 1948, in Neptune, hasn't lost the rhythm and blues sound he began 30 years ago, however it just doesn't have the same intensity. The band, known by many as the "Greatest Bar Band," played songs from the late '60s and early '70s, mixing the Motown sound of Romeo Santos with the R&B sound of the Allman Brothers.

It was like watching technically expert musicians with plenty of rehearsal time play with no heart or emotion. However, the crowd seemed to be into the sound as they yelled out "Johnny," clapping their hands and stomping their feet.

There were moments while playing the harmonica when Southside Johnny sounded as he did 30 years ago. When he played "Let It Be Me," the harmonica sounded like the pained

Just can't beat that big band sound

By Joel Levin Correspondent

This reviewer has never liked big bands. Now that I have revealed a prejudice that may affect journalistic opinion-mindedness, I must admit that I, along with the full house at Trumpets in Moonclair, had real fun listening to Diane Moser's Composey Big Band last Wednesday.

The other prejudice that I brought into the room last Monday evening was that I love Judy Bady, the great vocalist. She was in top form, although severely hampered by the club's sound system.

Whenever a dozen and a half musicians share a stage, there is a risk of producing a sound either too homogenized or too confusing. Neither problem plagued the band, and the leader — as generous in awarding solos, which temporarily changed the scale of the performance, making a large ensemble much more palatable and humanizing the whole process.

A big band is supposed to be the sound of the time, and that it did in the opener, "Flipped Key in the City," composed and arranged by Moser. The number was highlighted by the sax, as a tenor and alto duet were joined by a second alto. A muted and unmuted trumpet came in, and then Moser took a solo on her tinkly piano with a rolling Brubeck sound, followed by attention-getting angular pounding.

Bed-member Ron Middleton arranged the next tune, "It's About That Time," a David Carter number, with bass trombonist Eddie Clark doing a

Italian dance expands knowledge of class

By Jeff Cummins Associate Editor

The term education conjures images of classrooms, chemistry labs, lecture halls and libraries, all filled with students who are pushing themselves to find the answers to important questions.

But education also involves the arts, something Columbia High School Italian teacher Dominic Tancredi knows well.

Casa Italiana of South Orange provided a grant which allowed Tancredi's students the chance to learn about important aspects of Italian culture. That's where Mariolu Romano and her group, Coro d'Italia, come in.

Romano and her Essex County-based non-profit group are dedicated to preserving and sharing Italian-American culture.

"We are the only group in the Tri-state area any more that sings and dances the Italian folk tradition. Most groups have ended because many people retired and moved away," said Romano, who joined the same group when it was based in New York City.

"Some of the members wanted to throw in the tambourine," quipped Romano. "Knowing the amount of Italian-Americans here, I couldn't

Woods adds punk, spirit to a spring night at Le Dome

By Francine Cohen Correspondent

Peanut butter and jelly. Lucy and Ethel. Anthony and Cleopatra. Kermit and Miss Piggy, but oh so much more divine as the night just like The Manor and the elegant Cabaret Soiree on select Thursday evenings from February to November. To be certain, dinner at The Manor is a stately, special affair to be enjoyed as often as the pocketbook allows, but a meal at The Manor followed by an outstanding performance upstairs at Le Dome will make your month.

Who can resist an evening of fine dining in The Manor's exquisite Terrace Lounge? Better yet, who would want to with an ever-changing seasonal menu and top-notch talent singing their hearts out just for you? For our

delightful piano music which accompanies dinner. Requests are encouraged, and Bob Richards, The Manor's resident pianist, plays everything from Broadway to Billie Holiday, Stevie Nicks and Barry Manilow. With seating at 6, 6:15, and 6:30 p.m., dinner proceeds at a comfortably leisurely pace, leaving plenty of time to savor dinner.

The performance began promptly at 9 p.m. after we were settled into the intimate room known as Le Dome. Just upstairs from the main dining rooms of The Manor, Le Dome seems worlds away, or at least you're sure you've been transported to a different state of mind as waitresses come around for your drink order and the pianist tickles the keys a little to warm up.

While all of us in the audience might have thought we were well warmed up, too, we were hardly prepared for the performance about to unfold. Carol Woods, introduced as Mappa Morton, the keeper of the keys, misleads of members now, countless of the club, in homage to her starring role in both the Broadway stage and road show production of the hit show "Chicago," bounded to the front of the room resplendent in a vibrant sequined coat that twinkled as brightly as the gleam in her eye. With a deep hearty laugh she immediately launched into a "showstopper" sort of a number you'd expect to bring the curtain down, but fortunately for us, this was just the beginning. Woods' interpretation of the song was stellar as she played it

hot but not too broad, letting the audience enjoy the subtle nuances at their own pace. With a quick segue into the classic hit "I'm a Woman," Woods had the audience singing along with her as she spilled up this piece that most recently was known mainly as the theme song for dime store perfume. It was clear she was enjoying herself as much as the audience did, if not more! Her third number, "The People You Love," was quieter, showcasing her rich timbre.

Accompanying this rich voice was pianist John Di Martino, a well-respected jazz pianist who Woods introduced as playing with all his heart and soul. And he did. It was evident that this Philadelphia native was intimately involved with every nuance of the music as he matched Woods' vocal

Francine Cohen contributes frequently to Worrall Community Newspapers.

Visit Liberty Hall Museum for these exciting events... Sunday, May 8: Mother's Day Tea and Victorian Fashion Show Saturday, May 14: Garden Photography Workshop Weekend, June 4 & 5: The British are Coming! A commemoration of Battle of Connecticut Farms Saturday, June 25: Firehouse Museum, GRAND OPENING Tea Every Wednesday Afternoon 10% Discount with advertisement excluding Tea 1003 Morris Avenue, Union 908-527-0400 Directly across from Kean University

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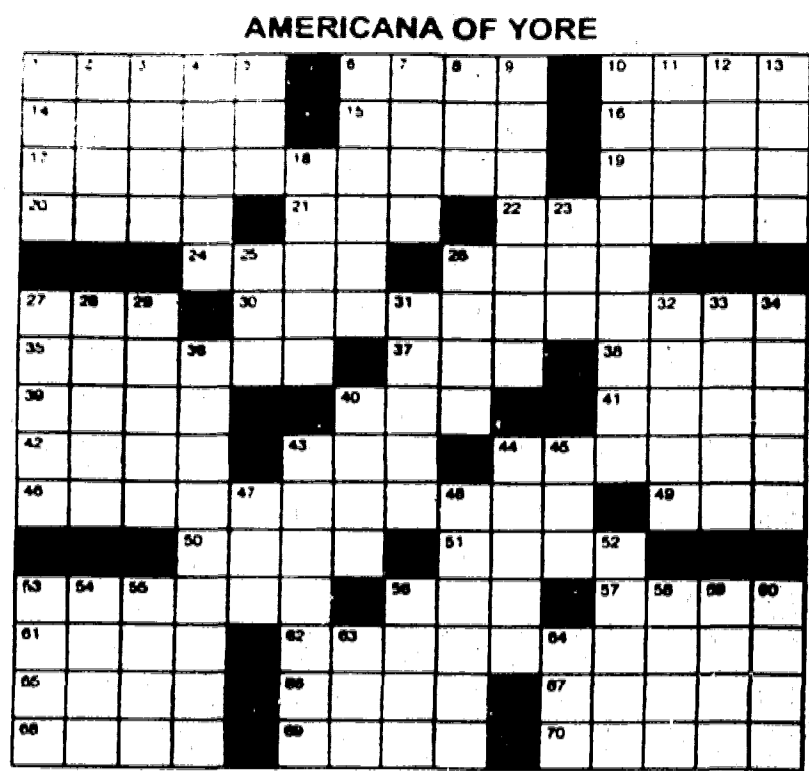
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ANSWERS APPEAR ON PAGE B13

REUNIONS

The following schools will conduct reunions in the coming months... Westfield High School Class of 1985... North Plain High School Class of 1985... South Plain High School Class of 1975... Union High School Class of 1982... Union High School Class of 1995... Union Hill High School Class of 1975... Union High School Class of 1976... Union High School Class of 1981... Union High School Class of 1986... Westfield High School Class of 1980... For information of any of the above reunions with its theme, contact the following... Hillside High School Class of 1965 is holding its 40th reunion on...

Arts camp coming to Watchung

So what are the kids doing over the summer? How about WAC art camp? Think your little one has the potential to be the next Van Gogh or Picasso? These are modern times after all. The summer is filled with all sorts of camps for all sorts of sports and activities, so why shouldn't art or theater be on the list? It's never too early to start making summer plans for the kids. That's why we're suggesting now about the upcoming annual Summer Art Camp for kids ages 6 to 12. Led by the talented Monica Otero, classes will run in cycles of six days, Wednesdays, Thursdays and Fridays, over two weeks and run from 10 a.m. to 3 p.m. Kids will have the chance to work in various media, with workshops on drawing, watercolors, pastels, multi-media, sculpture, painting, masks and ceramics. All supplies are included, except for the brown-bag lunch. Indoor and outdoor activities are slated for fun in the sun and in the air conditioning. Camps will be held June 22 to July 1, July 6 to 15 and July 20 to 29. Registration is available right now. Each two-week cycle is \$265, \$235 for WAC members. Forms are available at the Watchung Arts Center. For more information, call 908-753-0190. For those leaning toward the theatrical arts, the Parsippany-based All Children's Theatre will offer its annual summer camp in August. With an desire to give children ages 4 to 17 an opportunity to explore theater from both sides of the lights, ACT offers classes in acting, singing, and set design, with two-week classes ending with a performance in front of a live audience. ACT has been doing this for more than 20 years and has built a strong reputation for giving children an excellent introduction to the performing arts. For those more familiar with life in the theater, the program expands on their existing abilities and gives them an opportunity to spread their theatrical wings even further. For more information on ACT, call 973-335-5328.

Come to Our Open House (Final one for fall 2005 enrollment - 5th, 6th & 7th graders invited, too) Sunday, May 1, at 2:00 pm. Benedictine Academy is an all-female, 9-12 school designed to give students individualized attention and encouragement. College preparatory program, 100% college acceptance for past 9 years, Limited financial aid still available for 2004-2005, A sport for every season, Middle States Association accredited, National Service-Learning Leader School, Private education in the Benedictine tradition since 1915. 2005 Edward J. Bloustein Distinguished Scholars. Benedictine Academy 840 North Broad Street, Elizabeth, NJ 07208. 908.352.0670 x104 Fax 908.352.9424



- FLEA MARKET: SUNDAY April 24th, 2005. EVENT: Flea Market and Collectible Show. PLACE: New Jersey Transit Lot, New York Avenue... GARAGE/YARD SALES: FRIDAY & SATURDAY April 22nd & 23rd, 2005. EVENT: GARAGE and RUMMAGE SALE. PLACE: Community United Methodist Church... OTHER: SATURDAY April 23rd, 2005. EVENT: Festival of Harmony 2005. PLACE: Highway, U.S. 1012...

What's Going On is a paid directory of events for non profit organizations. It is prepaid and costs just \$20.00 (for 2 weeks) for Essex County or Union County and just \$30.00 for both Counties. Your notice must be in our Maplewood Office (463 Valley Street) by 4:00 P.M. on Monday for publication the following Thursday. Advertisement may also be placed at our other offices. 266 Liberty St., Bloomfield or 1291 Stayveast Ave., Union. For more information call 800-564-8911

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HOROSCOPES

April 25 to May 1: ARIES, March 21 to April 19. Deviser a budget or plan that allows you to meet your financial needs. Avoid frivolous or careless spending on luxury or unnecessary items. TAURUS, April 20 to May 20. Take time to look within and you will discover an effective way to express yourself. Pay attention to your heart and be true to your feelings. GEMINI, May 21 to June 21. Behind-the-scenes activities will contribute to your outward success. Lie low, gather your energy and come out with a bang when the time is right. CANCER, June 22 to July 22. Friends are very impressed with some of your creative ideas or suggestions. Take an unpopular or outdated philosophical concept and make it work. LEO, July 23 to Aug. 22. Attend a business meeting for the purpose of exchanging timely and sensitive information with your professional peers. Communicate openly. VIRGO, Aug. 23 to Sept. 22. Use the experience or insights of an expert to help avoid costly mistakes. Meet with a teacher or mentor to discuss your career options. LIBRA, Sept. 23 to Oct. 23: A hands-on approach works best when it comes to personal investments. Do your homework and be prepared to make some wise fiscal decisions. AQUARIUS, Jan. 20 to Feb. 18: It is time to get a domestic conflict or problem out in the open to make amends. Eliminate what is weighing heavily on your heart and get back to loving. PISCES, Feb. 19 to March 20: In a state of distraction, important information could be overlooked. Make an extra effort to be more attentive or to become a better listener. If your birthday is this week, keep an open mind and position yourself to expand and grow during the coming year. Artistic or creative ventures are favored, and although challenging at first, they should return some amazing results. Your friends or associates are a true reflection of who you are. Be sure to surround yourself with individuals who share your values and who can support your moral standards. Also born this week: Hank Azaria, Jet Li, Jay Leno, Uma Thurman, Willie Nelson and Judy Collins.

Kean student releases new CD

Kean University affiliate artist in piano, Allison Brewster Franzetti, last month released a new double CD, titled "Reflexiones," on the Ampola label. CD No.1 was produced in Prague, the Czech Republic, earlier this year. Brewster Franzetti is performing Piano Concerto No. 1 composed by husband Carlos Franzetti with the City of Prague Philharmonic, conducted by Adam Klemens. CD No. 2 was recorded in Buenos Aires, Argentina, in 2003, and Brewster Franzetti is playing Concerto del Plata for Piano and Chamber Orchestra and the suite from the French/Spanish film "Dans le Rouge du Couchant" by Carlos Franzetti, and recorded with the Orquesta del Buen Ayre conducted by Franzetti.

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DANCE LESSONS FROM ITALIAN CULTURE — Above left, Marylou Romano, with students in her Italian dance lessons at Columbia High School in Maplewood. Casa italiana of South Orange provided a grant that enabled Italian teacher Dominic Tancredi's stu-



dents to learn about this aspect of Italian culture. Above right, students who will perform in the annual Italian Musical Night on May 20 at 7 p.m. at Columbia High School in Maplewood. The public is invited to attend.

Acoustic music awaits at Watchung Arts Center

The Watchung Art Center Acoustic-Folk Series has begun at Watchung Arts Center, 18 Sterling Road, Watchung. Doors open at 7:30 p.m., and the shows start at 8 p.m. Admission is \$15. For information and reservations, call 908-753-0190 or you may send an e-mail to WACenter@aol.com. Visit their Web site, http://www.watchungarts.org/Afolk.htm. The following artists will perform as part of the Watchung Art Center Acoustic-Folk Series: May 7, John Flynn. June 4, Dave's True Story. The Coffee With Conscience Concert Series of Springfield will take place at Springfield Emanuel United Methodist Church, 40 Church Mall, Springfield. Doors open at 7:30 p.m., shows start at 8 p.m. Admission is \$14. For information and reservations, call 908-522-1501 or send an e-mail to concerts4causes@aol.com. Also, visit the Web site, http://www.coffeewithconscience.com.

HELPING HANDS — The All Powerful Hand of God, by Norberto Cedeno, part of Voices y Visiones, which is on display through May 13 at the Springfield Library's Walsh Gallery. For information, call 973-276-2835.

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Stepping Out is a weekly calendar designed to guide our readers to the many arts and entertainment events in the Union County area.

Stepping Out

ART SHOWS

THE ELIZABETH COALITION TO HOUSE THE HOMELESS will host an art show and auction benefit at Holy Spirit Hall, located at Suburban Road and Morris Avenue in Union, on May 13.

THE ASSEMBLED IMAGE, an exhibit of recent digital collage work by Leslie Nobler-Farber, Elizabeth Jacobs, Kristen Faughnan, Joohyun Pyun and Jay Seldin, will be on view at the Arts Guild of Rahway through May 13.

EIGHT GRADUATE STUDENTS showcase their art at a Kean University exhibit. The exhibit is in the James Howe Gallery in the Vaughn-Eames Hall lobby on the main campus at 1000 Morris Ave., Union. The exhibit will run through May 10, admission is free.

AUDITIONS

MYSTIC VISION PLAYERS will hold auditions for their summer show, "Olive" Children 13 and younger will audition on Wednesday from 7:30 to 9:30 p.m. Teens and young adults will audition from 7:30 to 9:30 p.m. on April 28 and 29.

THE CRANFORD REPERTORY THEATRE will be holding auditions for "The Boyfriend" on May 1, from 4:30 to 6 p.m. and 7 to 9 p.m. at the Cindy Smith Dance Studio, 38 North Ave., Cranford. Ages eighth grade and up. Bring sheet music and shoes for dancing. Production dates are July 21 through 23.

BOOKS

THE AFRICAN-AMERICAN BOOK GROUP will meet at Barnes and Noble, 1180 Rantian Road, Clark. For information, call 732-574-1818.

BOOKS BY WOMEN, ABOUT WOMEN meets the first Wednesday of the month at 7:30 p.m. at Barnes and Noble, 240 Route 22 West, Springfield. For information, call 973-376-8544.

THE "LORD OF THE RINGS" READING GROUP meets the first Wednesday of the month at Barnes and Noble, 1180 Rantian Road, Clark. For information, call 732-574-1818.

KEAN UNIVERSITY OFFICE OF UNIVERSITY RELATIONS and The Star-Ledger have partnered to publish a new book titled "World of Wonder: Exploring the Realms of History, Science, Nature and Technology." The book brings together 90 of the most fascinating subjects surveyed by the World of Wonder series. The book is now available for purchase in the Kean University book store and on the Web site of The Star-Ledger at <http://www.nj.com/worldofwonder>.

THE RED HAT SOCIETY'S LAUGH LINES: "Stories in Inspiration and Hat-Lines" by Sue Ellen Cooper will be launched at a special tea party at the Springfield Barnes & Noble on Sunday at 2 p.m. Two signed copies of the book and other prizes will be awarded. This event is presented in collaboration with the Westfield Red Hat Society. Women aged 50 and over should dress in red hats and purple clothing for this event. For more details or to register, call 973-376-8581.

DISCOVER GREAT NEW WRITERS BOOK GROUP is meeting Wednesday at 7:30 p.m. This month's book is "Breck Lane," by Monica Ali. For more information, call 973-376-8581.

CLASS

THE DUCRET SCHOOL OF ART is located at 1030 Central Ave. and is situated on a seven-acre campus in a historic residential area of Plainfield. The school offers full-time and part-time day and evening classes in fine art, graphic design/computer graphics and illustration.

For information about the spring

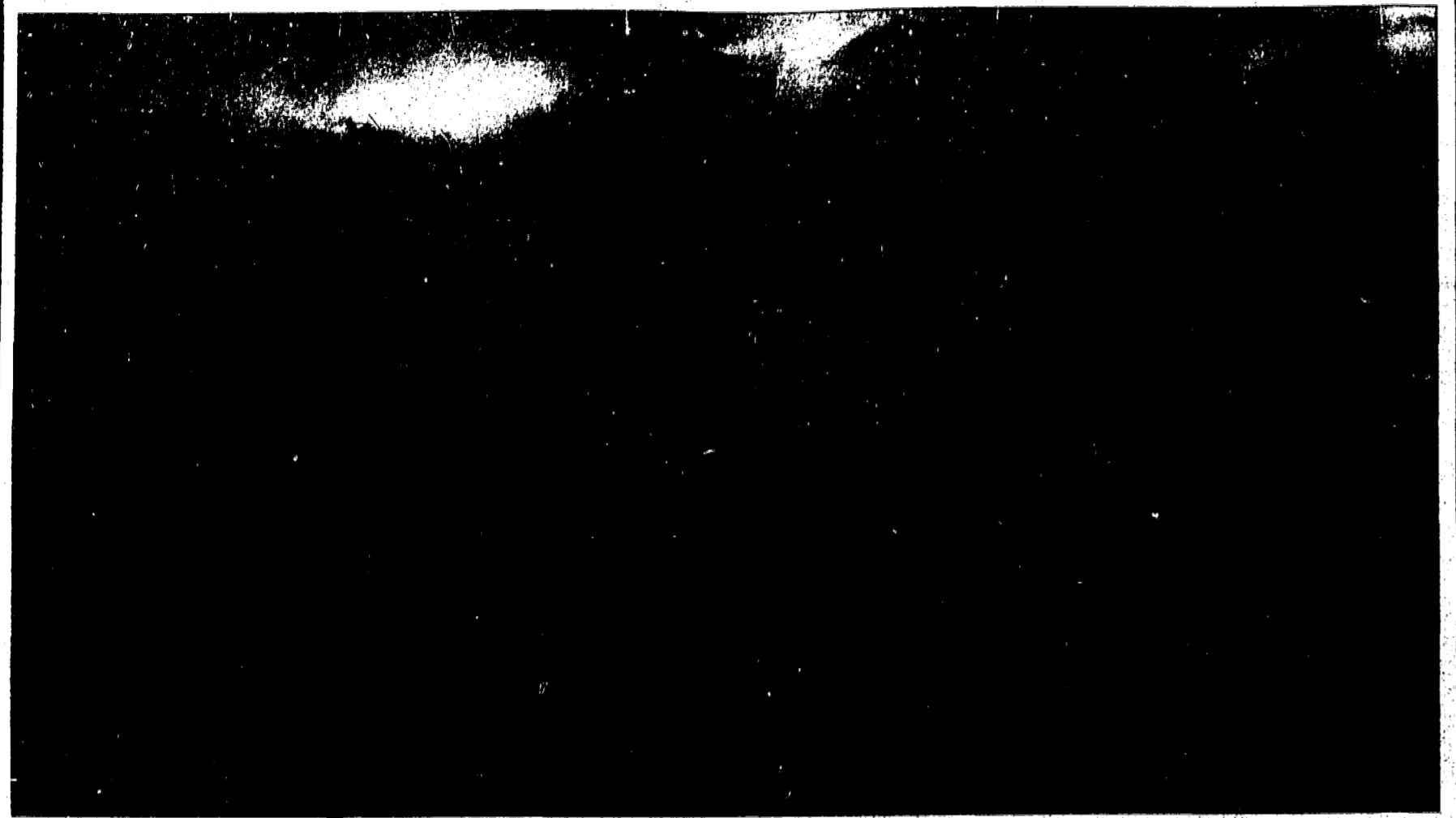
term call 908-757-7171, fax: 908-757-2626, or visit the Web site at www.ducret.edu for details.

CONCERTS

SANCTUARY CONCERTS in Berkeley Heights will present musical acts in the coming weeks. Concerts are presented at Union Village Methodist Church, 1130 Moun-

blend their talents in "Leading Ladies & Friends," a tribute to musical theater's greatest women in song. Kean students Jennifer Vaughn and Kristen Bussiere appear in three performances, Friday and Saturday at 7:30 p.m., and Sunday at 3 p.m. at Wilkins Theatre at Kean University, 1000 Morris Ave., Union. Tickets are \$20 for the general public, \$17 for seniors and \$14 for children. For more information, call the box office at 908-737-7489, or visit the Web site, www.wilkinstheatre.com.

Photo exhibit in Union County



Ben Venezio's photographs are on display at the Pearl Street Gallery through May 19, from 8:30 a.m. to 4:30 p.m., Monday through Friday. Union County artists whose works can be hung on a wall interested in exhibiting in the gallery may apply. For information on the Pearl Street Gallery, contact the Union County Division of Cultural and Heritage Affairs, 633 Pearl Street, Elizabeth, NJ 07202. Call 908-558-2550 for information.

tain Ave., Berkeley Heights. For more information, call 973-376-4946, or visit the Web site, www.sanctuaryconcerts.org.

MEET THE ORCHESTRA concert series continues at the Suburban Community Music Center, 570 Central Ave., Murray Hill. For the 18th year, the Suburban Community Music Center, in cooperation with the New Jersey Symphony Orchestra, will host the Meet the Orchestra series for children ages 3 to 8.

For more information, call 908-790-0700.

Y-SQUARES, a local square dance club, meets Tuesdays at 7:30 p.m. at Frank K. Hehly School, Rantian Road, Clark. The fee for each lesson is \$4. For information, call 908-298-1851, 732-381-2535 or 908-241-9492.

THE SUMMIT INTERNATIONAL FOLK DANCERS has begun a new season with sessions on Fridays at 8 p.m. at the Connection, Morris Ave. at Maple St., in Summit.

Beginners are welcome, no partners are needed. All sessions begin at 8 p.m., newcomers may arrive at 7:30 for extra help. Admission is \$2 for the evening. Call 973-467-8278 for information and a flyer listing the season schedule.

THE ALBORADA SPANISH DANCE THEATER COMPANY and special guests bring the hot passion of Iberian dance to life in "Fuegito" on April 30 at 7:30 p.m. at Wilkins Theatre at Kean University, 1000 Morris Ave., Union. For more information, call the box office at 908-737-7489, or visit the Web site, www.wilkinstheatre.com.

THE UNION COUNTY BOARD OF FREEHOLDERS invites local nonprofit organizations, individual artists and scholars to apply for funding from the 2004 Union County HEART — History, Education, Arts Reaching Thousands — Grant program. To request HEART Grant information, contact the Union County Division of Cultural and Heritage Affairs, 633 Pearl St., Elizabeth, 07202, call 908-558-2550, Relay users dial 711; or send inquiries via e-mail to culturalinfo@ucnj.org.

THE COFFEE WITH CONSCIENCE CONCERT SERIES OF SPRINGFIELD will take place at Springfield Emmanuel United Methodist Church, 40 Church Mall, Springfield. Doors open at 7:30 p.m., shows start at 8 p.m. Admission is \$14. For information and reservations, call 908-522-1501 or send an e-mail to concerts4causes@aol.com. Also, visit the Web site, <http://www.coffeewithconscience.com>.

The next show is May 14, featuring Basya Schechter & Friends.

THE COFFEE WITH CONSCIENCE CONCERT SERIES OF WESTFIELD will take place at First United Methodist Church of Westfield, 1 E. Broad St., Westfield. Doors open at 7:30 p.m., shows start at 8 p.m. Admission is \$14. For information and reservations, call 908-522-1501 or send an e-mail to concerts4causes@aol.com. Also, visit the Web site, <http://www.coffeewithconscience.com>.

Upcoming shows are: May 21, the Kennedys. June 18, the Dreamscapes. **CROSSROADS IN GARFIELD** will feature the following: Every Monday, Open Mic Night. Every Tuesday, Jazz Jam. Every Wednesday, karaoke night.

HOBBIES

THE MODEL RAILROAD CLUB INC. meets at 295 Jefferson Ave., Union, behind Home Depot on Route 22 East. The club is open to the public Saturdays from 1 to 4 p.m. For information, call 908-964-9724 or 908-964-8808, send inquiries via e-mail to tmrcinfo@aol.com or visit the Web site at www.tmrci.com.

THE HARVEST QUILTERS OF CENTRAL NEW JERSEY will meet the first Monday of each month at Cory Corner Creations quilt shop, Park Avenue, Scotch Plains. For information, call 908-889-5265 or 908-889-4751.

SOCIAL SINGLES DANCING for 45-year-olds and older, meets every Tuesday at 7 p.m. at the Yankee Buffet Grand Ballroom, 2680 Morris Ave., Union. Admission is \$7. For information, call 908-888-8816.

THEATER

THE WILKINS THEATRE will present "Big River," a musical based on Mark Twain's story of Huck Finn in the deep south of pre-Civil War America. Performances are on Friday and Saturday and April 29 and 30, and May 1, from 10 a.m. to 9 p.m. For more information, call 732-238-7018.

KNITTING GROUP meets every Monday from 10 a.m. to noon. Knitters are encouraged to bring a favorite project to the Springfield Barnes & Noble Café. For more information, call 973-376-6581.

"NUNSENSE," directed by Joe

Schreck, choreographed by Patrick Starega, and vocally directed by Howard Whitmore, will be presented on Friday and Saturday at St. George Byzantine Church, 417 McCandless St., Linden. Tickets are \$15.

For more information, call 908-925-8889.

THE SHAKESPEARE THEATRE OF NEW JERSEY will release the much-anticipated cast recording of "Ilyria," an exuberant new musical by Peter Mills and Cara Reichel adapted from Shakespeare's comedy "Twelfth Night" on Friday. The cost is \$19.99 and the CD can be purchased at The Shakespearian Theatre, 36 Madison Ave., at Lancaster Road in Madison. Tickets are \$10, educators with a valid identification are offered two complimentary tickets. Call 908-408-9600 or visit www.shakespearian.org.

CAROLYN DORTMAN DANCE COMPANY/VOICES will be presented on April 29 at 8 p.m. and April 30 at 7:30 p.m. Returning for their seventh annual residency at The Shakespearian Theatre, the acclaimed Carolyn Dortman Dance Company presents a diverse repertory concert, featuring a reprise of Dortman's "Living Room Music," the New Jersey premier of "Odyssey," and new voices, including "Engratulation" by guest choreographer Aidan Trahey, and company member Noel Mac Duffie's "Soul Descending." Regular tickets are \$25, students and seniors with valid identification pay \$15. Call 973-408-9600 for tickets. For additional information on the Carolyn Dortman Dance Company, visit www.cdcinfo.com.

"THREE TALL WOMEN," the Pulitzer Prize-winning play by Edward Albee, will be performed from today through May 8 on Thursdays, Fridays and Saturdays at 8 p.m. and Sundays at 2 p.m. Audiences are invited to meet the actors after each performance. Tickets are \$18, and \$10 on Thursdays. Students pay \$10 for all performances. For "Senior Sunday" on Sunday, senior tickets are \$10.

"A DELICATE BALANCE" by Edward Albee, will be performed from May 8 through 21 at the Summit Playhouse, 10 New England Ave., one block from the Grand Summit Hotel, just off Springfield Avenue. Tickets are \$15 for adults, \$10 for students. For reservations, call 908-273-2192, or order tickets online at www.summitplayhouse.org.

"THE SPITFIRE GRILL," a musical by James Valco and Fred Alley, will be presented on May 6 at the Westfield Community Players Theatre, 1000 North Ave. West in Westfield. Refreshments will be served at 7 p.m., show time is 8 p.m. Tickets are \$30 per person and are available at the GSWRC Service Center, 201 Grove St. East in Westfield, or by calling Vickie at 908-232-3236, ext. 1221.

INTERNET

THE INTERNET LOUNGE, 256 South Ave., Fanwood, hosts an Open Mic Karaoke Night on Sundays at 7 p.m. Join the group for a clip of gourmet coffee and a wide variety of organic foods and participate in an original poetry reading, a stand-up comedy routine or a musical number. There's no cover charge, and patrons can come in, make new friends, surf the Web, or play a game of Diablo2, Neverwinter Nights, WarCraft or Counter-Strike. To ask about a schedule of events, call 908-490-1234 or visit the Web site: www.theinternetlounge.com.

LANA'S RESTAURANT will offer dinner and live jazz with Warren Veach every Thursday, beginning at 7 p.m. For information, call 732-969-9024.

JAZZ

LANA'S RESTAURANT will offer dinner and live jazz with Warren Veach every Thursday, beginning at 7 p.m. For information, call 732-969-9024.

KIDS

TALES FOR TOTS PRESCHOOL sessions will be offered at Barnes and Noble, Route 22 West, Springfield, Monday and Tuesdays at 11:30 a.m., and the Old Writing Workshop, Saturdays at 10 a.m. For information, call 973-376-8544. **EVERY MONDAY AND THURSDAY** in April at 11:30 a.m., storytime theme includes National Poetry Month, Country, and Hans Christian Andersen's Birthday celebration. For details available at Customer Service or Children's Department or by calling 973-376-8581.

RADIO

TRI-COUNTY RADIO ASSOCIATION will meet at 8 p.m. the first and third Mondays of the month at the Willow Grove Presbyterian Church on Old Rantian Road in Scotch Plains. For information, call 908-241-8756.

SINGLES

DINNER/DANCE and Entrepreneurs Group invites business and professional singles to dinner at a local restaurant and mingling is at 8 p.m., dinner is at 9 p.m. Two age groups are available. For information on date and locations, call 732-522-8796 or visit www.dinner-dance.com.

INTERFAITH SINGLES, for single adults older than 45 years old, will meet every Sunday from 9 to 10:30 a.m. for discussion and continental breakfast at First United Methodist Church, 170 Elm St., Westfield. Donation is \$2. For information, call 908-889-5265 or 908-889-4751.

SOCIAL SINGLES DANCING for 45-year-olds and older, meets every Tuesday at 7 p.m. at the Yankee Buffet Grand Ballroom, 2680 Morris Ave., Union. Admission is \$7. For information, call 908-888-8816.

VARIETY

THE BACK PORCH in Rahway will present Open Mic Night every Thursday night, a disc jockey every Friday night and solo artists and bands on Saturdays. Happy Hour is 4 to 7 p.m. Mondays to Fridays, with \$1 drafts and \$3 Long Island iced teas. Mondays are Mexican Mondays with \$2 shot specials, \$2 Coronas, \$2 margaritas and \$1 tacos. Wednesdays are Ladies Nights and Karaoke.

The Back Porch is located at 1505 Main St., Rahway. For information, call 732-381-6544.

CROSSROADS, 78 North Ave., Garwood, presents a series of jazz, blues and comedy concerts, as well as football-themed nights. Every Sunday: Live comedy, funk and poetry; Live at Instant Coffee, 8 p.m.

Every Monday: Open Mic Night, Happy Hour all night. Every Tuesday: Jazz Jam; all pints, \$2. Every Wednesday: Karaoke Night; Miller Lite and MGD, \$2 all night. Every Thursday: Fiesta Night; Corona, Cuevo and margaritas, \$2 all night. For information, call 908-232-5666 or visit www.crossroads.com.

MOLLY MAGUIRE'S IRISH PUB in Clark will present entertainment in the coming weeks. Molly Maguire's is located at 1085 Central Ave., Clark. For information, call 732-388-6511.

SECOND SATURDAYS COFFEE-HOUSE will take place the second Saturday of each month at 8 p.m. in the Fellowship Hall of the Summit Unitarian Church, 4 Waldron Ave., Summit. Featured will be an "open mic" forum of music, poetry, comedy and performance art. Refreshments are served. Admission is \$4. Talent is sought for future dates. For information, call 908-928-0127 or send an e-mail to info@secondsatursdays.org.

VAN GOGH'S EAR, 1017 Stuyvesant Ave., Union, will present a series of musical events. Tuesdays are "Acoustic Tuesdays," some of which feature open mic from 8 to 9 p.m. for folk singers, poets and comedians, followed by a featured folk performer. Open mic participants sign up at 7:30 p.m. and get 10 minutes at the microphone. Jazz and blues are featured Sundays at 8 p.m. The cover charge is \$3 for all Sunday concerts, unless otherwise noted. For information, call 908-810-1844.

THE CONCORD SINGERS, unique, non-auditioning women's community chorus, seeks new members as its spring 2005 season begins. Rehearsals are Mondays from 7:30 to 10 p.m. at Calvary Episcopal Church in Summit. The Spring Concert will be presented in May at Calvary Church. For more information, call Debra Boyman at 908-771-0978 or visit the Web site, www.concordingers.org.

THE HETFIELD HOUSE presents "Home and the Holidays," a Spring, Garden and Gift Boutique on Friday, Saturday and Sunday and April 29 and 30, and May 1 from 10 a.m. to 6 p.m. The annual gemstone sale, held on April 30 from 9 a.m. to 3 p.m., will benefit the Historic Preservation Committee. The Hetfield House is located at Constitution Plaza, off of New Providence Road, next to the library in Mountain-side. Admission is free. For further information, call 732-239-7018.

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PREPARING FOR A NIGHT OF DANCE - Teachers Dominic Tancredi, far left, and Marylou Romano of Coro d'Italia, far right, with students from Columbia High School who take part in Italian dance lessons. Students in Tancredi's class at Columbia High



School Maplewood participate in an Italian dance and will perform in the annual Italian Musical Night which is scheduled for May 20 at 7 p.m. at the high school on Valley Street. For information, call 973-744-7653.

Organ/Tissue Donor Card

More than 87,000 people are waiting for the gift of life. Each day, about 70 people receive an organ transplant. However, 17 people die each day waiting for transplants that can't take place because of the shortage of donated organs.

Make Your Wish to be an Organ Donor Known

- Declare your wish on your driver's license • Join the donor registry • Include donation in your advance directives, will, and living will. • Tell your family. They can be your advocate should you become a donor candidate • Tell your physician, faith leader, and friends
- Complete a donor card and carry it in your wallet.

Who can become a donor? All individuals can indicate their intent to donate (persons under 18 years of age must have parent's or guardian's consent). Medical suitability for donation is determined at the time of death.

Are there age limits for donors? There are no age limitations on who can donate. The deciding factor on whether a person can donate is the donor's physical condition, not the person's age. Newborns as well as senior citizens have been organ donors. Persons younger than 18 years of age must have a parent's or guardian's consent.

How do I express my wishes to become an organ and tissue donor? 1. Indicate your intent to be an organ and tissue donor on your driver's license. 2. Carry an organ donor card. 3. Most important, discuss your decision with family members and loved ones.

What can be donated? • Organs: Heart, kidneys, pancreas, lungs, liver, and intestines. • Tissue: Cornea, skin, bone marrow, heart valves, and connective tissue.

If I sign a donor card, will it affect the quality of medical care I receive at the hospital? No! Every effort is made to save your life before donation is considered.

Will donation disfigure my body? Can there be an open casket funeral? Donation does not disfigure the body and does not interfere with having a funeral, including open casket services.

Are there any costs to my family for donation? The donor's family does not pay for the cost of the organ donation. All costs related to donation of organs and tissues are paid by the recipient, usually through insurance, Medicare or Medicaid.

Can't I sell my organs? No! The National Organ Transplant Act (Public law 98-507) makes it ILLEGAL to sell human organs and tissues. Violators are subject to fines and imprisonment. Among the reasons for this rule is the concern of Congress that buying and selling of organs might lead to inequitable access to donor organs with the wealthy having an unfair advantage.

How are organs distributed? Patients are matched to organs based on a number of factors including blood and tissue typing, medical urgency, time on the waiting list, and geographical location.

Every 30 seconds someone in this country needs blood. Four million Americans need blood transfusions each year. NOW it's time to help. One blood donation from YOU can save up to three lives! Please, take a little time and become a blood donor. It's fast, simple, safe, and most importantly saves lives.

APPEAL FOR BLOOD DONATIONS

This message is sponsored by these community minded businesses & organizations

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DELAIRE NURSING & CONVALESCENT CENTER 400 West Silmon Avenue, Linden 908-862-3399	IRVINGTON GENERAL HOSPITAL 832 Chancellor Ave., Irvington 973-399-9000	OVER THE RAINBOW NURSERY SHCOOL, INC. 25 South Avenue West, Cranford Half-Full Day Sessions - 7:30 - 5:30 908-272-2468	WEICHERT REALTORS For All Your Real Estate Needs Call Kathy Gwalski - 18 Yrs. Experience 908-400-8409
FEATHERBED LANE SCHOOL An Educational & Creative Environment 801 Featherbed Lane, Clark 732-388-7083	KidsPeace FOSTER CARE & FAMILY SERVICE. Foster Families Needed! Receive guidance, training & financial support. Every child deserves a family! (800) 837-8102	RE/MAX PROPERTIES UNLIMITED FIRST IN SERVICE 108 No. Union Avenue, Cranford 908-276-7440	WM. G. PALERMO REAL ESTATE 411 N. Wood Avenue, Linden Catherine Kingman, GRI 908-466-2629
FOOTBED OF ROSELLE 550 Rantian Road, Roselle 908-245-6470	LEE MYLES TRANSMISSIONS 1415 Stuyvesant Ave., Union Serving Union For Over 40 years 908-687-0300	THE PAPER PEDLAR 681 Morris Turnpike, Springfield 973-376-3385	WORRALL COMMUNITY NEWSPAPERS 1291 Stuyvesant Avenue, Union 908-686-7700 The Best Source For Community Information

Community page is published monthly celebrating holidays, special events and awareness. If you would like to participate or for more information, Call 973-763-9411 and ask for a classified representative

Community Classified

Call 1(800) 564-8911

SALES HOURS

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Phone: 800-564-8911 Fax: 973-763-2557
Offices where ads can be placed in person:

UNION COUNTY
1291 Stuyvesant Ave., Union

ESSEX COUNTY
463 Liberty Street, Maplewood
266 Valley Street, Bloomfield

NEWSPAPERS

UNION COUNTY
Union Leader • Echo Leader
The Eagle (Cranford/Clark) • The Leader
Spotlight Leader • Gazette Leader
Railway Progress • Summit Observer

ESSEX COUNTY
News-Record of Maplewood & South Orange
West Orange Chronicle • East Orange Record
Orange Transcript • The Glen Ridge Paper
Nutley Journal • Belleville Post
Irvington Herald • Valisburg Leader
The Independent Press of Bloomfield

RATES

CLASSIFIED RATES
20 words or less.....\$20.00 per insertion
Additional 10 words.....\$6.00 per insertion
Display Rates.....\$25.50 per column inch
Contract Rates Available
Blind Box Number.....\$20.00 per insertion

BEST BUY

CLASSIFIED COMBINATION RATES
Ad appears in all 18 newspapers
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Additional 10 words.....\$10.00 per insertion
Display Rates.....\$47.50 per column inch
Contract Rates Available

DEADLINES

In-column 3 PM Tuesday
Display - Space reservation 5 PM Friday
Ad Copy 12 noon Monday
Business Directory 4 PM Thursday

ADJUSTMENTS

We make every effort to avoid mistakes in your classified advertisement. Please check your ad the first day. Notices cannot be responsible beyond the first insertion. Should an error occur please notify the classified department. Liability for advertising errors is limited to a "make-good" ad in the amount of space occupied by the error. We can not be held liable for failure, for any cause, to insert an ad. Worst Community Newspapers, Inc. reserves the right to reject, revise or reclassify any advertisement at any time.

CHARGE IT

All classified ads require prepayment. Please have your card and expiration date.

SEARCH YOUR LOCAL CLASSIFIED

E-Mail your ad to us at class@thelocalsource.com OR Fax: your ad to us at (973) 763-2557

CLASSIFIED SPECIALS

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30 words \$31.00 or \$45.00 combo
Garage Sale signs, price stickers, balloons, helpful hints, inventory sheet and Rain Insurance.

ECONOMY CLASS

20 words \$8.00 or \$12.00 combo items for sale under \$200.00 One item per ad price must appear.

AUTOS FOR SALE

20 words - 10 weeks \$99.00 or \$99.00 combo no copy charges

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mailing our sales brochures from home. Genuine Opportunity working with our wholesale company. Supplies provided. No selling or advertising. Call 1-(866)-722-8424 (24hours).

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Receive \$7.00 for every envelope stuffed with our sales material. Guaranteed! Free information (24 hour) recording. 1-800-488-9440 extension 411

2000 ENVELOPES \$5000

Receive \$5 for every envelope stuffed with our sales material. Guaranteed! Free information (24 hour) recording. 1-800-798-6567

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Hiring For 2005 Postal Positional \$17,50-\$59,000. Full Benefits. Paid Training and Vacations. No Experience Necessary. Green Card OK. Call 1-866-328-0801 ext. 750

AUTO MECHANIC

Experienced in general repairs (on foreign cars). English speaking. Good opportunity for a career position. 908-272-8708

BOOKKEEPER NEEDED

Growing small biz in South Orange needs bookkeeper to track inventory, pay bills, reconcile bank statements and support accounting. Work from your home on QuickBooks or Quicken. Top quality only. Fax resume 973-781-1546 or e-mail to info@southorangehealth.org

BOOKKEEPER/ACCOUNTANT

Part Time. FIC, AP & AR. In-house payroll and insurance, multiple bank accounts and reports, special projects. Requirements: Accounting degree or minimum 2 years experience, excellent Excel & QuickBooks. 20-25 hours. Within insurance office. Resume, salary requirements and cover letter to job@meyerandson.com

BABYSITTER NEEDED

to pick-up 2 boys, 3-4 days per week from 2:30pm-7:00pm. Livingston. Car required. Light housework. Call Suzanne 973-332-2708

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CHIROPRACTIC OFFICE

needs full time energetic, personable person. Position involves bookkeeping, light housework with patients, and word processing. Candidate must be friendly, detailed oriented and have a positive attitude. Top quality only. Fax resume 973-781-1546 or e-mail to info@southorangehealth.org

CONSTRUCTION: HANDYMAN

Position Available. Growing Local maintenance Company. Year around work for ambitious individuals. Field service Full Time. Call Ron @ 973-732-8182

CHILD CARE

Wanted in Clark area for summer months. Children. Driver's license. College or high school student. 908-337-7791

CHILD CARE

Live-in or live-out. West Orange. 2 children. \$260 weekly. 9 days. 952-222-1000. Leave message.

CLEANER, CLEAN retail store

in Union. Monday thru Saturday, 7:00am-12:00pm. 908-704-9911.

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11 One month Paid training! \$500 Sign-on-Bonus. Must be free to travel, start today. 1-800-752-7452

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Students. CDL in 16 days. No money down. Training financing. tuition reimbursement available. Job placement assistance 1-800-883-0171 ext. A-63, 7791.

DATA ENTRY

could earn \$15/Hour and up. Medical Billing. Training provided. PC required. Call 1-761-805-1311 ext. 200

DELI HELP

Part time position available weekdays. Apply in person. Tara's Grocery Deli, 530 Valley Street, Maplewood. 973-782-7790

DRIVER, PART TIME

position available. Pharmacy seeks driver for local deliveries. 2-3 days per week. Call 973-379-3333. Ask for Joa, Chris

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Temporary part time Desk Attendant/Office Clerk position for the Summit Pool Office. Must be able to interact with the public. Must be a resident of the Township of Hillside. EOE Employer. Apply at the Township Clerk's Office, Municipal Building, Liberty and Hillside Avenues, Hillside from 9:00am to 4:00pm

Drivers - Co & O

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Very Lucrative Opportunity! AEXGROUP, a leading transportation broker of courier services, is seeking Independent Contractors who can travel throughout the Northeast. Excellent pay existing time - critical routes in NJ, NY, IL, PA. Preferred: A 1998 or newer vehicle, in car or van, min. 2000. No experience. SUV or car. Apply online at: www.seelers.com or call 1-800-670-9693

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Do you like direct patient contact? If so, we have the perfect chair side position for you. CDA & X-ray license A MUST. 4 days per week in an upscale suburban Essex orthodontic office. NO SATURDAYS. Top Pay & Benefits. Please fax resume to 973-883-0263.

DRIVER - CRST

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DRIVERS-DO YOU HAVE 3 MONTHS

driving experience and a NJ CDJ? You should be making 40c per mile with 3 years, you start at 41 or 42 cpm. Run an assigned conventional and home weekly 14 days. Full benefits and weekly pay included. 40-42 cpm. You deserve it. 1-877-452-5627. ask.

DRIVERS-IN New Jersey

Heartland drivers average a \$9,192.82 raise last year. With our 2005 increase your raise will be even higher. Earn more this year, a lot more. Heartland Express 1-866-282-5861 www.heartlandexpress.com

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Heartland drivers averaged a \$9,192.82 raise last year. With our 2005 increase your raise will be even higher. Earn more this year, a lot more. Heartland Express 1-866-282-5861 www.heartlandexpress.com

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lifeguards for the 2005 Township of Hillside swimming pool season. Season starting June 25, 2005 to September 5, 2005 with additional weeks starting Memorial Day Weekend. Prior experience would be helpful. Lifeguard certification a must. CPR refresher course will be given. Township of Hillside is an Equal Opportunity Employer. Applications should be sent in a resume to the above address in lieu of an application

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career in your future? The Neighborhood House Nursery School has openings beginning September 2005 for dedicated, child-oriented individuals. Teachers must be ECE certified. Prior experience with preschoolers preferred. Tax aids, working with Aged 25 (973)376-2893. For information contact (973)376-2893. Become a part of the Neighborhood House family, where caring is a tradition for over 110 years.

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Money and Helpers needed for Moving Company. NO CDL required. Call 908-587-5898 or 973-760-8000 ask for Russell

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located in Westfield, NJ is seeking to hire professional staff. Competitive wages and benefits. All/part time positions available. Experience and references not necessary. Please call 908-232-4141.

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Great pay. Great benefits. Service Technicians, Supervisors, Administrative, Sales, Plumbers, Drivers needed. Visit poolcraftinc.com to find out more.

PART TIME Medical

Experience a multi-Dependable, Computer Knowledge, Good Communication skills, approximately 20 flexible hours, fax resume: 908-308-0111.

PART TIME/Summer

Major Events Company. Westfield/Night. Part games, rides, etc. Top \$38. 98 hours fun service Maplewood. 973-313-9000.

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Livingston Manufacturing Company needs individual with accounting background to check receivables and accounts. E-mail resume hr@lmc.com

REACH OVER 1.5 million households

The New Jersey Press Association has created an Internet database where these notices are posted. njpublicnotice.com

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REAL ESTATE

Spruce up your house for the spring market

Weichert, Realtors reminds sellers that after a prospective buyer sees a home's landscaping, the very next area that comes into view is the home's entrance.

Just as the eyes are the windows to the soul, the threshold is the reflection of the home.

"The home's exterior is certainly the first impression visitors have of a home," said Dominic Prevete, regional vice president for Weichert, Realtors. "As a seller, you want prospective buyers to want to see your entire home. It's so important to create a warm and inviting entrance that makes people want to see more."

David Douglas, branch manager of Weichert's Roxbury office, said after cleaning up the landscape, setting the stage for a grand entrance is essential. "Let the sunshine in by getting rid of heavy drapes, have a window company wash windows and add a fresh coat of paint," said Douglas. "Set the stage with fresh flowers. You will feel great and so will your buyers."

"The front door is extremely important for setting the tone of the house," said Mike Machinski, sales associate with Weichert, Realtor's Ridgewood office.

Machinski suggests either repainting or replacing worn front doors. He also advises that a well-lit foyer is important. "If the entrance foyer is

dark, perhaps a new front door with glass to let in light might do the trick." Donna Warters, sales associate with Weichert's East Brunswick office, said she asks her clients to think of buyers as being invited dinner guests and not just people who may purchase the home.

"People should be looked at as guest invited to a celebration," said Warters. "It should be a welcoming and relaxing event. I remind my clients that they loved the home when they bought it and that they should keep the excitement alive now to help the future owner love it as much as they did."

Warters recommends the entrance be bright and cheery and very sparse.

"Get rid of piles of books and magazines," said Warters. "I suggest foyer walls be painted white or cream and replace torn wallpaper with fresh paint. Also, floors should be gleaming and keep the lights on."

Entrance flooring is equally important as well.

Machinski advises replacing old,

dated foyer tiles with new modern tiles. "Remember, the foyer will set the tone for the interior of the property," said Machinski. "You want the buyer to want to see the rest of the house."

Weichert, based in Morris Plains, has more than 11,000 sales associates in 248 company-owned and franchise offices located in Connecticut, New York, New Jersey, Pennsylvania, Ohio, Delaware, Maryland, Virginia, Washington, D.C., North Carolina, South Carolina, Tennessee, Georgia, Florida and Texas. A full-service, family of individually-owned real estate companies.


Weichert, Realtors handles both residential and commercial real estate, and through Weichert Financial Services' Gold Services Program, streamlines the delivery of mortgage, home insurance and title insurance. For more information about buying or selling a home through Weichert, Realtors, visit Weichert's Web site on the Internet at www.weichert.com.

"If a buyer gets a good, warm feeling when looking at the property and exterior of the house, chances are he will be willing to overlook certain imperfections on the interior," said Machinski. "If the exterior needs a fresh coat of paint, do it. You will get back more than it costs."

The entrance is not just a transition

area, it is the first impression buyers receive when entering a home. That impression needs to be warm and welcoming to make visitors feel at home.

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Thank you Jill Guzman

UNION-JILL Guzman was there for me at all times. Whenever I had a question, she was immediately ready to help. She is a very busy person, but she always found time for me. In fact, she made us feel like we were the only clients in the world. Along with her agents, Gloria Solo and Melanie De Bella, my home was sold and we are now living in our beautiful new home. Thank you Jill, Gloria and Melanie. This home was listed by Jill Guzman and sold by Gloria Solo and Melanie De Bella of Jill Guzman Realty, Inc.

Dr. & Mrs. Goldsreen

ELIZABETH - We would love to thank Marie Rivera and Fabian DeBorja for the wonderful, quick service in helping us sell our home. But mostly we want to thank Jill Guzman Realty, Inc. for the hospitality and friendly customer service given from start to finish.

Domínguez & Beetz Santos

Dear Jill:
It was great working with you and your team. The quality of service that you provided was far superior to any other Realtor I have ever known - and I've known a lot. I had previously worked with other companies whose names are well known nationwide, but I was not until I worked with your office that I found out what a true Realtor is. Thank you Melanie De Bella, Gloria Solo and Jill Guzman.

George Patis

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AUTOMOTIVE

Minivans still have their charm for those long family trips in summer

There's nothing like a big vehicle for a family trip, and as usual the minivan can be at home, it's golden on an interstate trek: three rows of seats, a DVD system, rear air conditioner, tinted glass, cup holders, reading lights, individual audio hookups and room to spread out. Everybody can bring all they need — just about — to be happy.

All carmakers have rushed to add fold-flat second- and third-row seating. Power dial doors are a given, and entertainment systems are elaborate. Fuel economy typically ranges from 18 mpg city to 26 highway on 87 octane.

"If it's time to retire the faithful Ford Windstar, it has an all-new and improved replacement, the Procestar. The new van has a lot in part to some buyers, but it's a new effort.

The third row can fold flat into the floor or it can be flipped backward as a tallgate.

Suggested retail price with the 3.9-liter V-6 is \$27,000 to \$34,000, but transaction incentives could be significant.

The most expensive model comes with the largest 201-horsepower V-6. More power is a minivan is

always a good idea, and fuel economy drops just 1 mpg — to 16/22 — with the Procestar's larger engine.

The redesigned 2005 Chrysler Town & Country and Dodge Grand Caravan have just gone on sale, at prices as much as \$3,000 less than a 2004.

The new van is being built in the thoroughly modernized Windsor assembly plant, updated for "a boundary-less product development process," says the plant manager.

While the top-line Chrysler Town & Country vans can be considered luxurious with leather and haute features, the Dodge's offerings are more mainstream with a sportier tone.

Top news from the redesign is the nifty Stow 'n' Go Seating and Storage System, standard on most extended-wheelbase models.

Stow 'n' Go allows second and third seats to fold flat into the floor — a one-handed effort that takes just 30 seconds, Chrysler insists. The third row reclines and can be flipped over for tailgating. Safety features include three-row side curtain air bags, multi-stage front air bags and a driver's inflatable knee blocker.

A base Dodge Caravan with 3.3

liter V-6 starts at just under \$19,000.

The much cushier Grand Caravan SE Plus starts at \$25,000 — all prices include \$680 destination — with Stow 'n' Go, second-row adjustable seats, multistage air bags with occupant classification system, sunscreen glass, remote locking and power windows-mirrors-locks.

Moving up to the 3.8-liter V-6 in the Grand Caravan SXT, with comparable features to the SE but with a sportier image, runs \$27,000.

The Honda Odyssey has won awards from every corner of the industry.

In an owner survey, J.D. Power and Associates cites Odyssey's E-88 ratings in perceptions of quality in workmanship, drivability, human factors in engineering and safety-related problems.

A consumer Web site, www.edmunds.com, recognized Odyssey as having the lowest cost of ownership in the minivan segment. Automotive Lease Guide cites Odyssey for its high residual value two years in a row.

Odyssey also earned top marks in safety ratings from the National Highway Traffic Safety Administration.

for frontal and side impacts. Prices range from about \$25,000 to \$31,000. All models come with a 240-horsepower, 3.5-liter V-6 and five-speed automatic transmission.

All new for 2004, the Nissan Quest is styled to be the minivan for people who hate minivans. It has all the creative and intriguing design elements that make it an American-class

minivan. Second and third rows fold into the floor, there are standard head curtain supplemental air-bags for all three rows, and it comes with a 250-horsepower, 3.5-liter V-6 and either a four- or five-speed automatic transmission.

Traction Control is standard, and Vehicle Dynamic Control is an option. Sold in three trim levels, Quest

prices are \$25,250 to \$33,550. A unique feature is the optional Sky View roof, which is a fixed vertical skylight with sunshades, \$1,500. A dual screen DVD system runs \$1,900, and satellite radio is \$400.

Non-minivan choices include Mazda 6 sport wagon or hatchback, Malibu Maxx, Chrysler Pacifica, Buick Rendezvous and BMW X3.

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Non-minivan choices include Mazda 6 sport wagon or hatchback, Malibu Maxx, Chrysler Pacifica, Buick Rendezvous and BMW X3.

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minivan. Second and third rows fold into the floor, there are standard head curtain supplemental air-bags for all three rows, and it comes with a 250-horsepower, 3.5-liter V-6 and either a four- or five-speed automatic transmission.

Traction Control is standard, and Vehicle Dynamic Control is an option. Sold in three trim levels, Quest

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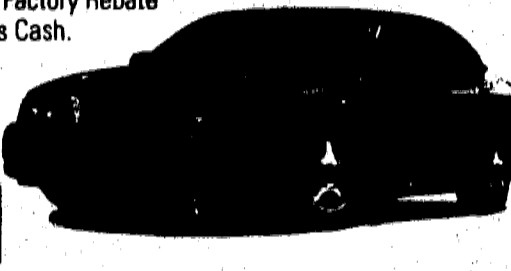
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NEW 2005 CHEVROLET AVALANCHE 271 4X4 4DR
 8 cyl. auto, p/str/brks/winds/lks/mirrs, a/c, cd, alum whls, alarm, side impact bps. VIN# 5G139904. Stk#50314. VIN# 5G139904. MSRP \$42,000. Price includes \$2000 Factory Rebate, \$1000 Cash, \$1500 & \$1000 Hot Button Bonus Cash.

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<p>2002 CHEVROLET CAVALIER 4DR 4 cyl. auto, p/str/brks, air, cd. 22,000 mi. Stk#6535. VIN#27102617.</p>  <p>\$7,521</p>	<p>1997 CHEVROLET LUMINA 4DR 6 cyl. auto, p/str/brks/winds, p/lks/mirrs, a/c, cass, tilt. \$4,988 mi. Stk#50626A. VIN#V2281238.</p>  <p>\$4,921</p>	<p>2001 TOYOTA COROLLA LE 4DR 4 cyl. auto, p/str/brks, p/wind/air, mbrs, air, cruise, tilt, am/fm/cd. 15,231 mi. Stk#60242A. VIN#4C194284.</p>  <p>\$14,921</p>		
<p>1997 FORD EXPLORER XLT 4DR 8 cyl. auto, p/str/ABS/winds, p/lks/mirrs/seats, a/c, cass, alum whls, alarm sys. 76,401 mi. VIN#1A3180.</p>  <p>\$7,321</p>	<p>2002 CHEVROLET PRIZM 4DR 4 cyl. auto, p/str/brks, p/winds/lks/mirrs, air, cruise, tilt, am/fm, roof rk. 23,513 miles. Stk#6605. VIN# 22417636.</p>  <p>\$8,921</p>	<p>2000 FORD TAURUS SES 4DR 4 cyl. auto, a/c, p/str/brks, p/winds/lks/mirrs, cruise, tilt, am/fm/cd. 38,771 mi. Stk#50264A. VIN#2G138973.</p>  <p>\$8,921</p>	<p>2000 FORD TAURUS SE 4DR 4 cyl. auto, a/c, p/str/brks, p/winds/lks/mirrs, cruise, tilt, am/fm/cd. 38,771 mi. Stk#50264A. VIN#2G138973.</p>  <p>\$8,921</p>	<p>2000 FORD TAURUS SE 4DR 4 cyl. auto, a/c, p/str/brks, p/winds/lks/mirrs, cruise, tilt, am/fm/cd. 38,771 mi. Stk#50264A. VIN#2G138973.</p>  <p>\$8,921</p>
<p>2001 SUBARU FORESTER AWD 4DR 4 cyl. auto, p/str/ABS/winds, p/lks/mirrs, a/c, cd, roof rk. 37,204 mi. Stk#60487A. VIN#1H1743341.</p>  <p>\$14,221</p>	<p>2000 PONTIAC BONNEVILLE SSI 4DR Supercharged 6 cyl. auto, p/str/brks/winds/lks/mirrs, a/c, cd, roof, leather, 8th seats, alarm. 14,200 mi. Stk # 50702A. VIN# Y423757.</p>  <p>\$14,721</p>	<p>2002 JEEP LIBERTY SPORT 4X4 4DR 6 cyl. auto, p/str/brks/winds, p/lks/mirrs, a/c, cd, tilt, 8th sts. 34,506 mi. Stk#6615. VIN#2W341617.</p>  <p>\$15,421</p>	<p>2000 FORD TAURUS SE 4DR 4 cyl. auto, a/c, p/str/brks, p/winds/lks/mirrs, cruise, tilt, am/fm/cd. 38,771 mi. Stk#50264A. VIN#2G138973.</p>  <p>\$8,921</p>	<p>2000 FORD TAURUS SE 4DR 4 cyl. auto, a/c, p/str/brks, p/winds/lks/mirrs, cruise, tilt, am/fm/cd. 38,771 mi. Stk#50264A. VIN#2G138973.</p>  <p>\$8,921</p>
<p>2000 CHEVROLET SILVERADO 1500 CAB 271 4X3 8 cyl. auto, p/str/ABS/winds, p/lks/mirrs, air, cass, tilt, cruise, alum whls. 90,417 mi. Stk#50325A. VIN#X1118964.</p>  <p>\$16,721</p>	<p>2003 GMC YUKON SLE 4DR 8 cyl. auto, p/str/brks/winds/lks, p/mirrs seats/sunroof, air, tilt, cruise, cass/cd, leath. 21,780 mi. Stk#4047A. VIN#3J218834.</p>  <p>\$28,721</p>	<p>2004 CHEVROLET SILVERADO 1500 CAB 271 4X3 6 cyl. auto, p/str/brks/winds, p/lks/mirrs, a/c, cd, alum whls, alarm, side impact bps. VIN# 5G139904. Stk#50314. VIN# 5G139904. MSRP \$42,000. Price includes \$2000 Factory Rebate, \$1000 Cash, \$1500 & \$1000 Hot Button Bonus Cash.</p>  <p>\$30,921</p>	<p>2004 CHEVROLET SILVERADO 1500 CAB 271 4X3 6 cyl. auto, p/str/brks/winds, p/lks/mirrs, a/c, cd, alum whls, tilt, cruise, sec sys, alarm, wind, bed liner. 6738 mi. Stk#50691A. VIN#4K131001.</p>  <p>\$19,721</p>	

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INSIDE

BUSINESS

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Volume Eight, Number Five
May 2005

Mack-Cali Realty Corporation develops work and leisure space

Following World War II, two brothers, John J. and Angelo R. Cali, along with a friend, Edward Leshowitz, decided to build single-family homes in northern New Jersey to help meet the growing housing demand created by the returning veterans and new parents of the baby boom generation.

That small beginning has mushroomed into Mack-Cali Realty Corporation, one of the leading real estate investment trusts in the country, with \$5.2 billion in market capitalization and more than 30 million square feet of class A office space and office/flex space that it owns or manages. The company's position in the market was attained in part by a series of mergers with other real estate companies, most notably with the New Jersey-based Mack Company and the Robert Martin Company, based in Westchester, NY. It is now a publicly traded company on the New York Stock Exchange under the ticker name CLI.

Based in Cranford, most of the company's holdings are in the northeastern United States with many in New Jersey. In Union County, Mack-Cali owns or manages 875,000 square feet of space, mostly on Commerce Drive in Cranford as well as property in Clark and New Providence. The firm

specializes in "high barrier to entry markets," meaning they are located in highly developed areas with many restrictions.

"Our goal is to own property that is in the best locations, and in some of those, such as the northeast, it is not particularly easy to add new supply of office space," said Mitchell E. Hersh, Mack-Cali president and CEO. "It is not like an area such as Phoenix, where development can keep growing outward and there are few or no barriers to entry."

Although the company has been well known in New Jersey for many years, it became even more newsworthy in recent months when it became a principal player in the development of one of the most ambitious entertainment, retail and office space complexes ever undertaken in the northeast. Mack-Cali, along with the Mills Corporation of Arlington, Va., a real estate investment trust, and KanAm U.S., Inc., a real estate firm that is putting together the financing, are the primary movers behind the controversial Meadowlands Xanadu to be built in the area surrounding Continental Airlines Arena in East Rutherford. Construction has begun but it has been a long and painful process that involved law suits over the replacing nearby Giants Stadium.

(Continued on page 5)



Gateway to Growth

Your Customer Portfolio — Are You in a Bull or Bear Market?

By John L. Picard

The stock market has spoiled more appetites than bad cooking. — Will Rogers

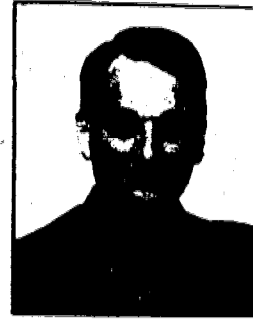
And now for the news — Every minute of the day, you can get instant stock market news. Green arrows show gains; red arrows mean ulcers and losses. While you are reaching for the Pepto Bismol, you should consider that you have another portfolio that is as critical to success and no less volatile... your portfolio of customers and prospects. If you are not careful, this customer "nest egg" can end up looking like the scrambled eggs from last Sunday's brunch.

Managing the relationship capital in your customer portfolio — To reach the next stage of success, every business must be an active manager of its customer portfolios. The value of this relationship capital is the "currency" that creates opportunity for your business. All the tools, technologies and people must be coordinated and focused on increasing this value.

A relationship marketing audit — OK, I admit it. I am the son of an accountant. Are you happy? I hate the word *audit*. It strikes fear in my very soul. However, before starting any new program or strategy, we all need to step back and see where our relationships and marketing are at the moment.

Measure relationship alignment — An audit should look at more than costs and materials. It must gauge the health and direction of your current and developing relationships. Whether you are a growing entrepreneurial business or international institution, you need to see these relationships in terms of the marketplace, your internal resources and the external connections which touch the customer.

First, look at the marketplace — Your mix of prospects and customers is constantly changing. Analyze your portfolio of business relationships to see where it and the marketplace are going. Evaluate your mix of customers in light of competition, changes in your buyers, the economy and trends in products and technology. Overall, see if the sum of the relationships is well positioned for the changes you see happening out there in the real world.



Next, look within — Look at your people and the tools they use. These are the engineers on your gravy train. How many are asleep at the switch? Review every touch point in your company from the customer's perspective. Follow the money within the company. Determine where the ball gets dropped. See how those relationship pipeline touch different parts of your company and determine how those connections support or detract from the value of the relationship.

Look outside the walls — All the customers ever know is what they can see and hear. Advertising, sales, PR, promotion, service, hotlines and websites all come together in unique combinations for each customer. This single and individualized experience needs to be evaluated in terms of the choice of tools, people and costs necessary to deliver on the promise of the relationship. You can determine ROI for every relationship development effort as a tool to refine strategies and profitability.

A single, net view of business — Together, this analysis forms a single portfolio of relationship revenue streams and corresponding costs for acquisition and maintenance. Value this relationship portfolio by combining and weighing the contribution of each relationship. Imagine a series of hollow, flexible pipelines between you and each customer. Each pipe has a different diameter, length and velocity of transactions flowing through it. Each translates into a specific value and potential income.

A new way of looking at opportunity — Your business has always been a living, breathing organization. Shouldn't your analysis of it be as dynamic? Relationship analysis will offer you a powerful new way to see business. Strategy and better decision making suddenly become easier and your marketing works better. In other words, instant portfolio relief!

JOHN PICARD is principal of Picard & Company, a strategic marketing firm specializing in business growth and customer retention. Functioning as a "relationship architect," the firm strengthens customer relationships to optimize long-term returns and profitability. Picard can be reached at 908-771-0512 or via e-mail at jjpicarda@picardmarketing.com or visit www.picardmarketing.com

School construction creates jobs for local contractors and better educational environments for children

Plainfield and Elizabeth are two of the poor school districts in the state benefiting from more than two years of new school construction and rehabilitation work that is pouring more than three-quarters of a billion dollars into those two districts alone.

In addition to the children and members of the community who benefit from the massive school rehabilitation project, efforts are being made to see that local contractors and minority and women owned businesses are hired to do some of the work.

The \$8.6 billion effort to upgrade some of New Jersey's oldest and neediest schools has been underway for more than two years and results are being felt throughout the state.

"For the two Abbott districts, the construction is making a tremendous difference," said Carmen Centuolo, Union County superintendent of schools. "Plainfield and Elizabeth now are able to accommodate the growing number of students and to meet health and safety standards."

"The work has improved their access to technology, laboratories, and the latest media and communications equipment. The work in the two Abbott districts is just part of the many renovations and new buildings that are being done in almost every district in Union County," she added.

Most of the school construction work across the state is concentrated in what are known as the Abbott districts, so called because of a law suit, Abbott vs. Burke, in which the state Supreme Court ruled poorer school districts need more money for programs and for upgrading the dilapidated buildings. The Legislature approved \$8.6 billion for construction more five years ago, but the work did not get underway in earnest until the creation in 2002 of the New Jersey Schools Construction Corporation, which is now overseeing the work.

A total of \$6 billion was allocated for the Abbott districts, of which \$1.5 billion is left committed. The rest has been spent to build new schools or rehabilitate old ones or committed to specific projects, said Dominick DeMarco, public information officer for the corporation. Another \$2.6 billion was allocated to other schools in the state, of which \$2 billion has been committed. Another \$100 million was allocated for technical schools and has been spent.

"The money went or is going for 2,700 different construction projects in 1,800 schools across the state. Within the first year, \$660 million was spent on immediate health and safety issues," DeMarco said. "Every district is now updating its five-year, long-range plan, so some of the plans that were set five years ago may be changed within the next few months."

In Plainfield, \$153 million has been spent or committed for projects. Work includes such things as a new state-of-the-art Emerson Elementary School to accommodate 437 students, and renovations and additions to the Plainfield High School. Both schools will encompass a new concept of creating community centers within the schools. Plainfield has 15 school projects completed or planned.

In Elizabeth, \$610 million is being spent on such projects as the new early childhood education center on Pennsylvania Avenue, which has 20 classrooms and an outdoor courtyard. Another project is the new Performing Arts High School, which includes a media center, science labs, lyric theater, drama theater and drama laboratory for ninth through 12th graders. In all, Elizabeth has 39 school construction projects completed or underway.

This year 100 new construction or major renovation projects are expected to be completed, according to John F. Spencer, CEO of the Schools Construction Corporation.

"The NJSCC is providing training and financial tools to small businesses to maximize their participation in the construction of our schools and has a number of workforce programs for residents in the communities where we are building schools," Acting Gov. Richard J. Codey said. Information on the programs can be found on the corporation's website www.njscc.com.

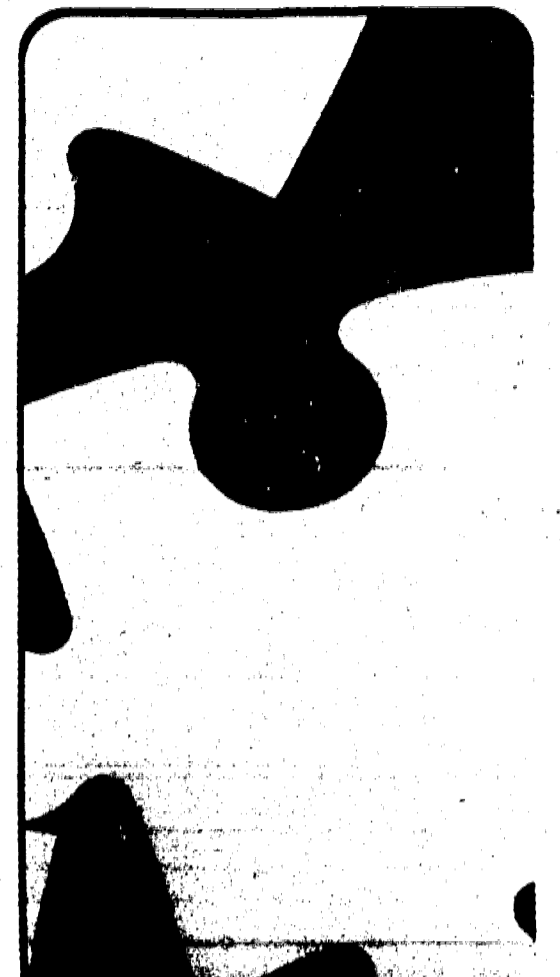
The Construction Project Management Services in Princeton also has become involved in the school construction to try to increase the participation of minority owned businesses and small contractors. The CPMS does the same type of work for many public and private projects.

"We make sure contractors and small business owners have the certifications the state requires to bid on these projects, help them bid for the work, help them estimate job costs, anything they need to try to obtain work," said Cynthia Mason-Matcho, project manager.

"There is a requirement that 25 percent of the work for the school construction go to minority and women owned businesses. We try to reach out to the contractors so they realize the number of small businesses that are out there who are prepared to do the work," she said.

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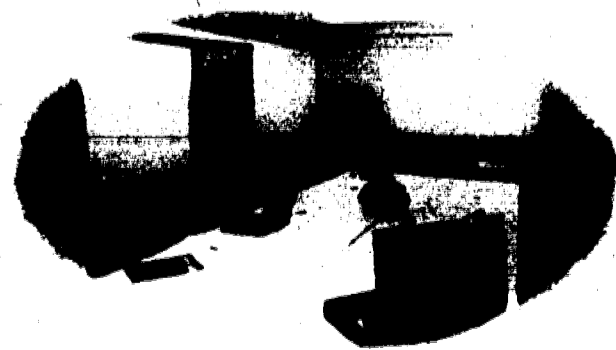
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Real estate brokers are important to locating a business site

PSE&G has created a special division to help businesses work with real estate brokers in locating new business sites.

PSE&G's Area Development Department created a network of affiliated brokers under the subsidiary PSEG SiteFinders LLC, a New Jersey licensed real estate firm. Business owners wanting to locate in New Jersey, and are not represented by a real estate broker, can work with a PSEG SiteFinders' affiliated brokers to receive professional real estate services. There is no obligation, and PSE&G Area Development supplies economic development services required by the client. Area Development provides demographic, utility, tax and labor information, business ombudsman and assists in providing incentive information and incentive packaging services.

"Selecting a new site for your business is a major milestone, which will determine your firm's future economic success. The site selection process has become complex and difficult. As you would with most other aspects of your business, get top professional assistance in securing a new location for your business," said Timothy Comerford, PSE&G manager - area development.

In making a site selection, important issues must be considered such as labor, location, building characteristics, financing, and regulations. A real estate professional's assistance is important to the process.

New Jersey is unique compared to other areas of the country. With its small size and density, virtually all industrial and commercial real estate is controlled by the broker or development industry. A qualified real estate broker or sales agent is familiar with what is available in an area, who owns or manages the property, what the community is like, what the vision of the local leaders is and what the local planners and officials want for their community. The broker can assist with the approval process and be an ally for the client.

To get the most out of a broker, a company must treat the broker as a professional consultant, but unlike most consultants, brokers do not get paid

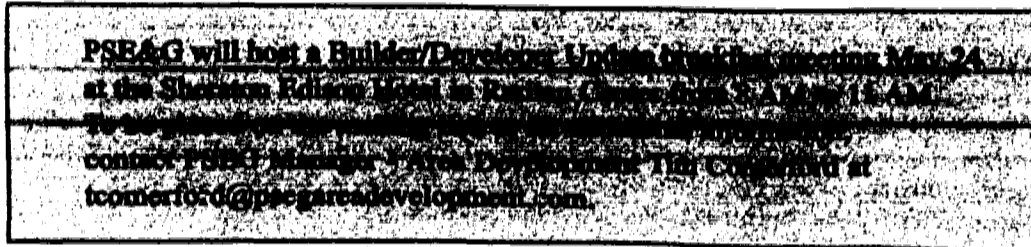
unless a transaction is completed.

"A few important issues should be considered when selecting a broker," Comerford said. "First, a company should interview a number of brokers to determine who best meets their needs. You need to know if a local broker who specializes in local markets is more appropriate for your requirement, or if the person needs expertise in your particular industry. For a successful relationship, clearly state your site requirements, timing and expectations.

"Second, the more difficult or unique your firm's requirement, such as outside storage, major lab or computer space, or heavy industrial use, the more difficult it will be to locate a suitable site. This will require considerable time from the broker. Consider making a commitment to the broker your firm selects by signing an exclusive representation agreement or agreeing to work with a single broker," Comerford added.

"If a broker is not meeting your expectations, discuss it with them and hold them accountable. If expectations are still not being met, a new broker should be selected after a defined period of time," he said. "If a broker has little confidence of having an opportunity to complete a transaction, he or she will not commit the time the project deserves. Brokers are professional consultants and should be treated as any other consultant your firm retains."

Additional information on the PSE&G economic development services or information on PSE&G affiliated brokers can be obtained by calling 877-241-0692 or visiting www.locationNJ.com.



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Developing work and leisure space

(Continued from page 1)

Besides Xanadu, which will include an indoor ski slope and a sky diving simulator, as well as extensive shopping areas, office space and a major hotel, Mack-Cali will continue to build and acquire office space in the lucrative New Jersey market.

"We have a number of initiatives underway in terms of expansion," Hersh said. "We will continue to fill our significant core market, including the "Gold Coast" in Jersey City. We recently acquired more space in Monmouth County and we are expanding in Westchester and suburban Philadelphia.

"We have significant land holdings that will support 8.5 million square feet of development that is approved and ready to go, that includes three sites in Princeton and sites in Parsippany and East Hanover," Hersh added. "As a result of these land holdings and good relations with corporate America, we are looking to expand as the economy grows."

In New Jersey, where suburban sprawl is a particular concern, Hersh said much of the company's holdings are in areas that have significant transportation and other infrastructure in place, including the Meadowlands development, which is the catalyst for a rail spur being built to the area.

But the Xanadu complex has not been easy to bring about. Several years in the making, it has been opposed by environmentalists, by those who want the area to remain a sports Mecca and not be turned into another type of entertainment or retail center, and then became part of the football Giants arguments with the state about a new football stadium.

"It has been quite a challenge," Hersh said of the lengthy process which finally culminated in the first shovels hitting the dirt in March. "There are a number of agencies involved. It has probably been the most carefully scrutinized planning process ever undertaken."

The \$250 million project encompassing 4.76 million square feet was at one point vehemently opposed by environmentalists who did not want to lose the remaining open space in the important watershed area of the meadowlands, which is in one of the most highly congested areas of the country. The project now includes the transfer of 587 acres known as the Empire Tract to the New Jersey Meadowlands Conservation Trust, which will oversee preservation and wildlife management of the area. It is the largest remaining contiguous open space wetlands parcel in the Meadowlands.

"To guarantee in perpetuity the protection of a natural resource as vast and important as the Empire Tract is truly a remarkable feat," said Captain Bill Sheehan, the Hackensack Riverkeeper. "No less remarkable is the story of how former adversaries came together to convey this natural treasure to the people of New Jersey and their future."

The project is predicted to create 20,000 construction jobs and 20,000 full and part time jobs when it is completed. It will include major retail outlets, a House of Blues theater, a ski slope, ferris wheel, roller coaster and children's entertainment, as well as four 14-story office buildings and a luxury hotel.

When the project was nearing the end of the approval process, former Gov. James E. McGreevey called it a "key driver in the economic growth of this region and the entire state" and "one of the most significant construction projects in New Jersey's history."

Even after construction began in March, the Giants football franchise tried to stop construction, saying it would cause gridlock on game days and would cost the team some of its guaranteed surface-level parking spaces. The Giants and the state, through the New Jersey Sports and Exposition Authority, have announced an agreement that includes the sports franchise paying for the new stadium. The state will have to pay off the debt from the old stadium.

The Sports and Exposition Authority oversees the operation of the sports facilities in the Meadowlands, including the site where Xanadu is being built. The developers have a 75 year lease on the land. George Zoffinger, chief executive of the authority, said the football franchise was using the law suits threatening to stop Xanadu to create leverage in its negotiations with the state. Continental Arena also is an aging facility, in sport's industry terms, but was recently revamped to create smaller theaters inside to make it more marketable.

Hersh has expressed confidence the Xanadu project will continue to be built.

"The expectation is that it will be open to the public by the third or fourth quarter of 2007 and we are confident that can be achieved," Hersh said. "What happens to Giants Stadium or Continental Arena should not affect us."

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President's Message

So what's the truth about Social Security? Is it ready to go belly-up? Is it the best system ever and shouldn't be touched? Does it just need tweaking, or does it need to be overhauled?



If you listen to President Bush, you are left with the impression that the Social Security program is ready to collapse. In just 12 short years (and when you're my age they are 12 short years!) payments to Social Security recipients will exceed tax revenues paid into the fund. At that point, to continue payments to retired wage earners, the Social Security Administration will have to begin to draw on the principle in the Social Security Trust Fund. To do this, the US Government debt held by the Social Security Administration will have to be called.

From an administration perspective this is a crisis. Suddenly, in 2017, the Administration will be forced to pay back all the money it owes the Social Security Administration. And how will they do this? By raising income taxes, an anathema for an administration that only believes in cutting income taxes.

Even with this money being paid back, the Trust Fund will run out of money sometime around 2041. Though this sounds like a long time away, since I plan to be alive still, it is of personal concern for me. By 2043, the payments from Social Security taxes will only cover 75 percent of the obligations. In each successive year, that amount will become less.

The facts of the issue are not in much dispute. That's because they are all based on the projections of the actuaries at the Social Security Administration. What is at issue is how big of a problem this really is, and how do we best address it.

Here things get really confusing. You have the Bush Administration giving half baked ideas with very little detail. On the other hand, you have the loyal opposition who keep saying this is the best program ever, and all it needs is a little change here and there. And then, of course, you have AARP and its shameful television ads that add absolutely nothing to the debate or the general level of discourse.

So again, what's the truth? Though I am no big fan of the Bush Administration, in this case they are, without question, on the right track.

To be perfectly blunt, the Social Security program is not what it is cracked up to be. While it has been effective, it was ill conceived. This is not surprising because it was created after defined benefit pension programs that became all the rage in the 1950's and 60's. Defined benefit pension programs are based on the premise that the labor force will continue to grow, and that if you take a little from each worker today, you will have enough to pay for your retiree.

The problem is that this hasn't held true. We first saw it in industries like rail and steel whose pension plans collapsed because the workforce shrank in relation to the number of retirees. We are now seeing it with Social Security, which is only bigger, but not necessarily different from, the industry pension programs that have been replaced by retirement savings programs.

As in so many things we have been led down a primrose path. We are told not to worry, not to save, that someone else (i.e. the government) will be there to take care of us in our old age. And, you know it sounds great. Just like you can eat as much as you want and never grow fat.

I ran some numbers recently. If I had been able to invest \$2,000 in a retirement account for my children, by the time they reached 65 that one time investment would have been worth nearly \$1.3 million, more than enough to retire comfortably. Unfortunately, it is against the law for me to do it. If government policy in this country continues to discourage savings, people will not save. And when they reach retirement age they will find a bankrupt pension program awaiting them.

Tom O'Reilly

INSIDE BUSINESS

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Where the Chamber stands...

Hospitals should not be shortchanged because of state budget problems

Almost every year, at least in recent history, the state of New Jersey seems to be facing a budget crisis. How many billion dollars short is the state this year, and who will be tagged to bear the burden of balancing the budget? These are the questions that get asked every spring.

While no one wants to make the sacrifice by coming up with the money so that the state can meet its constitutional obligation of producing a balanced budget by July 1, the Gateway Regional Chamber of Commerce feels the state's acute care hospitals should not be one of the entities singled out to be shortchanged. That is one of the proposals in the budget prepared by Acting Gov. Richard J. Codey and now being debated by the Legislature.

New Jersey is one of the few states that requires hospitals to treat all patients, regardless of their ability to pay or whether they have insurance coverage. That is a noble principle and one the Chamber heartily endorses. No one should be left bleeding on the hospital doorstep because he or she cannot afford to pay. But in exchange for requiring the 83 acute care hospitals to provide this coverage, the state is supposed to pay for the care of the indigent and uninsured through a program known as charity care.

Like so many other state programs, charity care looks good on paper, but in reality the state never comes up with its full share of the money. However, many members of the Legislature battle hard each year to provide as much as possible. Charity care costs hospitals at least \$800 million a year and the cost is rising each year. Last year the state provided \$583 million to be divided among the hospitals through a complicated formula. The formula results in hospitals receiving between 43 cents and 96 cents on a dollar.

The funding last year was a dramatic improvement of \$205 million more than the previous year and the additional funds were appreciated by the hospitals, which operate close to the break even point, and sometimes operate at a loss. But the proposal for fiscal year 2006, which begins July 1, cuts \$51 million from that fund, so instead of continuing to make progress in paying for the health care for the poor, we are falling backwards, and hospitals again are being asked to make up the difference.

As health insurance costs escalate, and more employers drop coverage for employees, the number of uninsured continues to rise. These people do not go to doctors, and often wait until they have to go to a hospital emergency room, before seeking help for themselves or their children, increasing the number of charity care cases.

Each dollar a hospital does not receive for care rendered to the indigent, means one less dollar that can be reinvested in equipment or that can be paid to attract top doctors and nurses. Medical equipment is expensive and constantly improving, which means hospitals need to continually upgrade their equipment to provide the best care.

It is admirable that New Jersey wants to make sure every patient in need is cared for. But that comes with a price, which the state seems unwilling to pay. In addition to funding the real cost of charity care, the Legislature should be examining ways to provide less expensive care for the indigent, such as non-emergency medical centers that already exist at some hospitals. These too should be funded by the state but would not cost as much as emergency room treatment, which is one of the most expensive methods of providing health care.

The New Jersey Hospital Association, the Hospital Alliance of New Jersey, and representatives of the hospitals and medical profession will be testifying before legislative committees in the coming weeks asking for more money for charity care. The Chamber hopes those pleas fall on friendly ears and the funding is at least restored to the fiscal 2005 amount. Our hospitals deserve no less.

Capital Page

Rep. Frank Padolunco

Social Security is secure for the future
Every month, 39 million retirees, 4.6 million widowers, 3.9 million surviving children and 7 million disabled Americans receive a Social Security check in the mail. Since its creation 70 years ago, Social Security has been our country's commitment to provide financial security to our nation's seniors, their survivors and the disabled. Benefits have been paid on time and in full since the very beginning. Without Social Security, more than 30 percent of our seniors would be living in poverty.

Today, the Social Security Trust fund includes enough money to pay out all benefits through 2041, making it the only federal program that is funded for the next three decades. Both President Bush and the House Governmental Affairs Committee, have also concluded the Social Security Administration is one of the two most efficient agencies in the government.

And yet, President Bush and the Republican leadership in Congress continue to spread misinformation to younger Americans that Social Security will not be around when they retire. The president uses these false claims as a way to advance a risky privatization scheme that, ironically, threatens Social Security's future more than anything else.

To date, President Bush has outlined a privatization plan that would allow younger Americans the chance to transfer into a private account upwards of four percent of the payroll tax they pay each paycheck to Social Security.

New Jerseyans should not be deceived into believing these accounts would reap huge profits, as the president contends. Social Security privatization is inefficient and wasteful. Administrative costs would be enormous since every American would have his or her own account. In reality, the only winners in this scenario would be the financial institutions on Wall Street, which are set to receive billions of dollars to operate these accounts.

It's important that New Jerseyans supplement Social Security's guaranteed benefits with other retirement plans. I will continue to work in Congress to secure pension

benefits so companies cannot just terminate a promised pension program in times of hardship. I also support making it easier for workers to save for retirement by enhancing and strengthening investment vehicles such as 401(k)s and IRA plans. However, we can encourage private savings without cutting Social Security, which is a proven success.

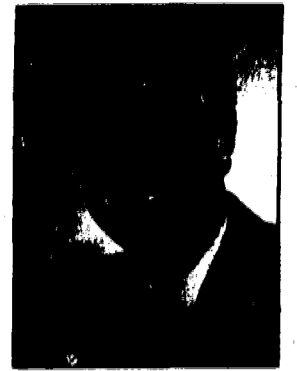
The president's proposal would radically change the only program that provides guaranteed retirement savings to American workers. Social Security is based on the contributions of millions of workers in order to ensure that every American can achieve retirement security. Congress should not be allowed to spend Social Security taxes on anything but Social Security benefits.

The president promises seniors their benefits won't be touched, but his plan costs an estimated \$2 trillion in transition costs, and he has yet to explain where he'll get the money. The president's plan doesn't strengthen Social Security, it weakens it by diverting billions of dollars that should be used to shore up the program. Under this proposal, today's modest funding shortfall would become a much more serious one, exhausting the Trust Fund 21 years sooner than projected under current law.

It's unfortunate that President Bush cloaks a risky privatization scheme around the allusion of reform. If the president really wanted to fix Social Security, he would follow the lead of former President Reagan, who created a bipartisan commission, known as the Greenspan Commission, to extend Social Security's solvency back in 1981.

At the time, Social Security faced a real crisis when the Trust Fund was expected to run dry two years later in 1983. Reagan's leadership led to changes that secured the social program's future for several decades. While we don't face that same crisis today, I'm willing to work with the president and Congressional Republicans if they want to take Reagan's lead and fix this successful social contract.

Future New Jersey seniors should not be guinea pigs for a risky political experiment. I will fight to secure Social Security so we can guarantee that the checks continue to go out for another 70 years.



What's Coming Up!

Date	Event	Times	Location
May 2	31st Annual Golf Outing	10:30 AM	Suburban Golf Club, Morris Avenue, Union
May 5	Workforce Education Committee	8:45 AM	Chamber Office, 135 Jefferson Avenue, Elizabeth
May 10	Industrial Safety Council Breakfast Seminar "New Innovations in Personal Safety Equipment" presented by Ken Shlian of A & M Industrial Supply	8:00 AM	Crowne Plaza Hotel, 36 Valley Road (GSP exit 135)
May 11	Kenilworth Chamber Meeting	8:30 AM	Call for Location
May 13	Local & County Affairs Committee	8:30 AM	Township of Union Municipal Building 1976 Morris Avenue
May 24	Linden Chamber Meeting	8:30 AM	Call for Location
May 25	Clark Chamber Group	8:30 AM	Crowne Plaza Hotel, 36 Valley Road (GSP exit 135)
May 26	Springfield Chamber of Commerce	8:30 AM	EMS Office, Springfield Fire Department Mountain Avenue

For additional event information call the Chamber at 908-352-0900.
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Member Moments...

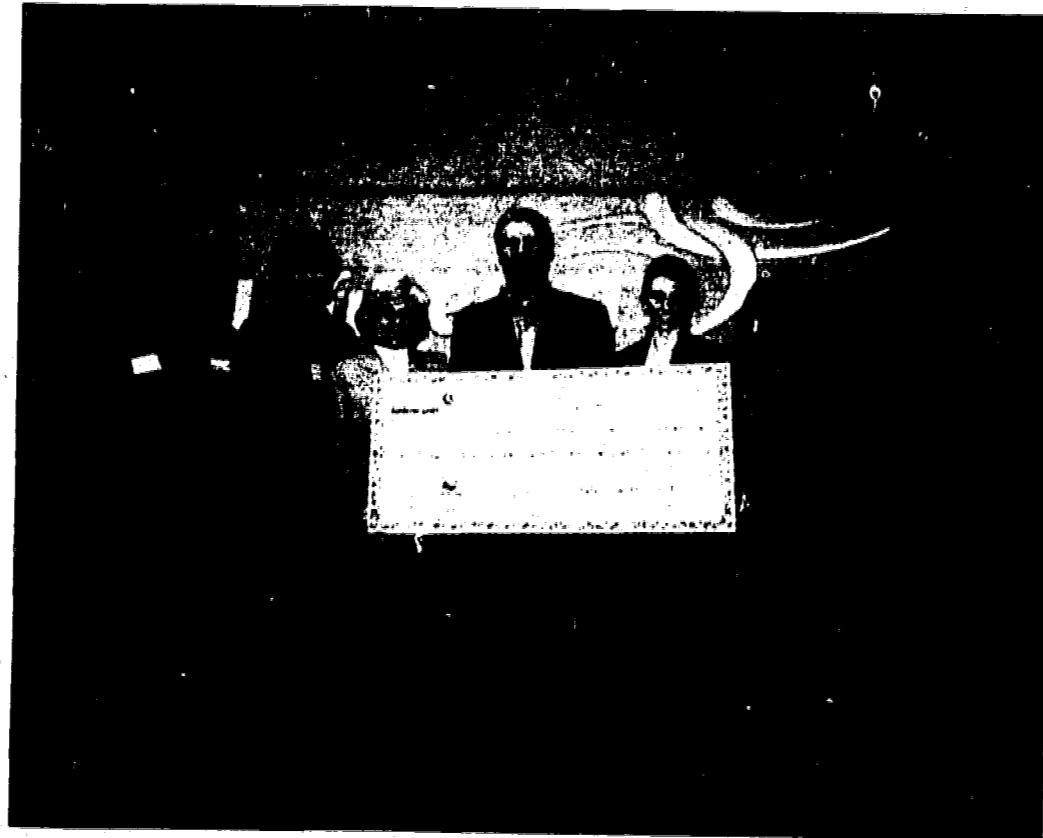
Paul J. Endler Jr., an attorney with the Westfield law firm of **Lindabury, McCormick & Estabrook**, was recently installed as the 85th president of the **Union County Bar Association**. He is the third successive attorney from the firm to hold the post.

Stanley Au of Essex Fells has been named vice president, commercial real estate, of **Commerce Bank**, based in Cherry Hill. Commerce also announced **Robin Janas** of South River and **Oscar Alfaro** of Elizabeth have been promoted to retail market manager and store manager.

Linda Javornik of Maplewood and **Paul Granski** of Lyndhurst have been appointed assistant vice presidents of **Union Center National Bank** in Union. Also, **Donald Costello** of Summit has been appointed assistant cashier.



Warren Abkowitz, Joel Boff and Jeffrey Plattman have been named partners at J.H. Cohn, Roseland, one of the top 15 accounting and consulting firms in the country.



Infineum USA L.P., located in Linden, recently completed a United Way Workplace Giving Campaign - generating more than \$136,000 for local programs and services that improve the lives of people in the local community. Infineum employees donated more than \$68,000, which was then matched by an Infineum corporate grant. Pictured at the check presentation ceremonies are (left-to-right) Lois Bass, Frank Nycz and Connie Conseyea of Infineum; Sandy Erwin, United Way of Greater Union County; Mark Struglinski, Infineum's campaign committee chair; Susan Di Iorio, United Way of Greater Union County; and Donna Herran, Joanne Gareis and Lisette Gonzalez of Infineum.

(Continued on page 9)

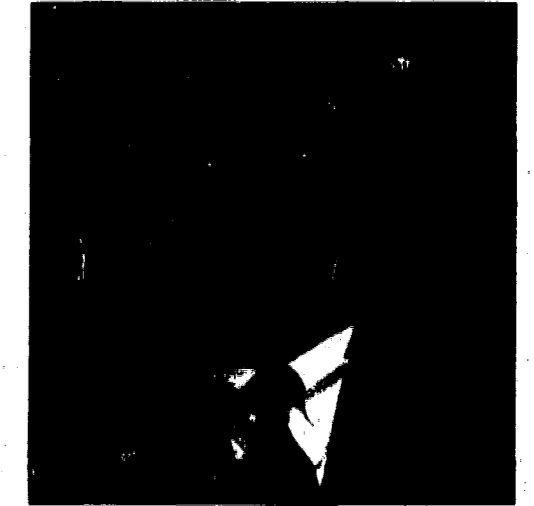
Member Moments

(Continued from page 8)

Jeanie Bryson, the daughter of the late jazz giant Dizzy Gillespie and songwriter Connie Bryson, will present a lecture and musical performance at the Galloping Hill Inn in Union on May 10 from 5:30 PM to 8 PM. The appearance by the singer is the highlight of United Way of Greater Union County's Women's Leadership Initiative Spring Networking Night. Tickets for the event are \$40, and include hot and cold hors d'oeuvres, chaffing dishes and a cash bar. All proceeds will benefit United Way's Community Fund that supports more than 100 local programs for children and youth, seniors, people with disabilities and families in crisis. Bryson's lecture will focus on "Celebrating Mothers and Daughters." Connie Bryson will also be in attendance. Additional information can be obtained by contacting Lorraine Wojtowicz at 908-353-7171 ext. 117 or by e-mail at lorraine.wojtowicz@uwguc.org.



Rick Attanasio has joined Comcast Cable, Eatontown and Union, as regional vice president of telephony and commercial service operations for the New Jersey region. He will have responsibility for the launch and operations of Comcast Digital Voice, the company's new Voice Over Internet Protocol telephone service. In addition, Attanasio is charged with expanding Comcast's commercial services business across all product lines.



Mark B. Boyd of Westfield, former state commissioner of labor under two governors, has been appointed president and chief executive of **Goodwill Industries of Southern New Jersey**.

Dr. Jan Balakian, professor of English at Kean University, will be honored at the **Annual Golden Bell Leadership Awards** dinner to be held by the Mental Health Association of New Jersey at the 6th Annual Evening of Excellence. The awards ceremony will be held June 8 at the Basking Ridge Country Club. Dr. Balakian is being honored for writing and co-producing the film "Everyone is Depressed." For additional information or tickets call 973-571-4100.

Martin Carbotti has been appointed senior vice president for commercial lending for the central division of **Valley National Bank**, headquartered in Wayne.

Weeks Holderbaum DeGraw & Nadkarni, LLP, Bridgewater, has merged with **WithumSmith+Brown**, one of the top 40 accounting and consulting firms in the country. The merger gives Weeks Holderbaum DeGraw & Nadkarni clients access to specialists in business and personal taxation, manufacturing, technology, distribution, construction contracting, mortgage banking, litigation support, forensic accounting and financial services. The firm has nine offices in New Jersey, New York City and eastern Pennsylvania.

Jo Ann Livecchia has been named vice president and branch manager for the Madison location of **PNC Bank**. Also **Joseph Giannella** of Hudson County has been named vice president and market manager for the Hoboken location of **PNC Bank**.

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Break-through ideas to immediately increase profits and improve cash flow

Second of two parts by Salim Omar

Have you got a back end for every sale?

Most small-businesses ignore the easy money to be made with a back-end sale.

Yet, the really smart business owner never forgets that the most profitable words in the history of business were, "Would you like fries with that?" I have read that these words instantly doubled the total sale.

Your biggest expense is reaching a new customer. If you succeed in winning him over to the point that he pulls out his wallet and gives you money.....he will often *continue* to give you money if you offer something *else*. Yet, you do not need any expensive advertising to do this - he's already listening to you. You simply have to open your mouth and offer him something else.

Savvy small-business owners will have something more expensive to sell, and something less expensive. Something else that fits in with whatever the initial sale was.....and something else that just has broad appeal. But they will always have *something* on the back-end:

Outsource judiciously

One of the battle cries in business today is to determine the one thing that your business does best, become even better at it, and outsource absolutely everything else. There is certainly a lot to be said for taking a careful look at every function in your business and asking yourself if you should outsource it. But take a hard look at the numbers before you decide to jump on the outsource bandwagon!

Knowing the lifetime value of your customers

The lifetime value of a customer is one of the most valuable things you as a business owner can know. It is simply the total profit of an average client over the lifetime of his

or her patronage - including all back-end sales less all advertising, marketing, and incremental product or service fulfillment expenses.

Example: Let's say that your average new customer brings you an average profit of \$100 on the first sale. He or she repurchases three more times a year, with an average profit of \$150 on each reorder. Now, with the average patronage lasting two years, every new client is worth \$1,000: $\{ \$100 + (3 \times \$150) + (3 \times \$150) \} = \$1,000$.

There are 2 important lessons here and understanding them will make a HUGE difference in your business. The first one is this: If the lifetime value of a customer is \$1,000, how much can you theoretically afford to spend to bring a new customer in and still break-even? The answer is up to \$1,000. This is an important number to know as you make important business decisions on what advertising medium to advertise in, how to compensate your sales people and what price/fees to charge for your product or service.

The second lesson is that the key to keeping customers is to develop a long-term relationship with them. A customer on your database is not just a name. It's a real person with changing and evolving needs and wants. They are being constantly bombarded with a hundred other options. You need to do whatever it takes to keep them loyal to you...and keep them out of the competitors reach because the lifetime value of each customer is so great.

It has been said, "Sell the sizzle, and not the steak." I say, "Sell the sizzle BUT DELIVER THE STEAK! AND the salad AND the hors d'oeuvres AND the dessert AND the limo ride to and from the restaurant." Take care of your customers, there's a huge bounty on their head!

Salim Omar, a leading authority for small-businesses in New Jersey, is the author of *Straight Talk About Small Business Success In New Jersey*. He can be reached at 732-566-3660 or Salim@OmagroupCPA.com.

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