

Kearny



How Sweet it is!

International dessert maker relocates to the KUEZ

Paid for by:

Kearny

Kearny Magazine is made possible by support from the Kearny UEZ and the Town of Kearny.

Special thanks to:

Kearny UEZ:
John Peneda
Department Head

Town of Kearny:
Mayor Alberto Santos
and
Town Administrator
Michael Martello

Our Advertisers:

Arlington Tax & Bookkeeping
Bunge
Michael J. Cavallaro,
Attorney-at-Law
John Costa, State Farm Agent
H & R Block
Kearny Gold Store
MD Limousine
Neglia Engineering Associates
Mr. Nino's
O' Imperial
Gregg F. Paster & Associates
Piper's Cover & Argyle Restaurant
Russo Development
Spectraserv
The Smile Center

Published for the
Town of Kearny
Photography by:

www.AcerraPhotography.com
www.StudioEarthPhoto.com

For more information regarding
future issues
please contact: John Peneda

Kearny UEZ
Town Hall Annex
410 Kearny Ave.
Kearny, NJ 07032
(201) 955-7400 (ext. 8041)
www.kearnynj.org



2. Kearny Happenings

Super Bowl marketing kicks off; town crime rate is at its lowest in a decade; second annual Town-Wide Yard and Sidewalk Sale is a huge hit.

6. Great Investment

From new streetscapes to the purchase of fire trucks, advancements made by the Kearny UEZ have boosted business and the town's quality of life.

10. Common Ground

At Kearny High School, great diversity comes with even greater respect and tolerance.

13. Town Services

Cruises, cleanups and a bigger park on the Passaic River, plus a renovated athletic field, and the leaders and volunteers who make Kearny great.

24. How Sweet It Is

World-renowned dessert company Bindi chooses Kearny as its U.S. headquarters plus Schuylers Crossing is shaping up.

28. The Big Picture

How to find your way around Kearny, including a bird's eye view of streets, parks, bus routes, schools and more.

30. In the KUEZ

With its hangar full, South Kearny's new heliport is off to a tremendous start; UEZ members of Kearny's Restaurant Row; three companies celebrate 25 years in the Zone; and the complete listing of KUEZ members.

36. KUEZ Updates

The KUEZ is now assisting businesses with online membership and the new certification process.

48. Parting Shot

Santa never forgets to stop in Kearny. The Annual Town Hall Tree Lighting Festival was held on Dec. 1.



The Town-Wide Yard Sale showed off Kearny's shops, restaurants and hometown appeal.



With the arrival of Bindi USA, Kearny has become the headquarters for sweet treats.



A heliport comes to South Kearny.



Sweet Year for Kearny

Dear Friends and Neighbors,

Kearny's business environment is getting sweeter.

In this issue of *Kearny Magazine*, you'll read about how Bindi USA, an international distributor of fine Italian desserts, is putting the finishing touches on its new North American headquarters on Route 7. Elsewhere in South Kearny, the heliport operated by Helo Holdings is up and flying, offering a host of amenities to metropolitan area travelers, while Public Service Enterprise Group is proceeding on a \$100 million power plant expansion and several South Kearny businesses are celebrating their 25th anniversaries as members of the Kearny Urban Enterprise Zone.

All of that good fortune isn't limited to South Kearny. In the uplands portion of town, Russo Development has made great strides on the commercial phase of Schuyler Crossing, a mixed-use development that will eventually include retail and residential space, while new eateries are thriving along Kearny Avenue and other areas of town.

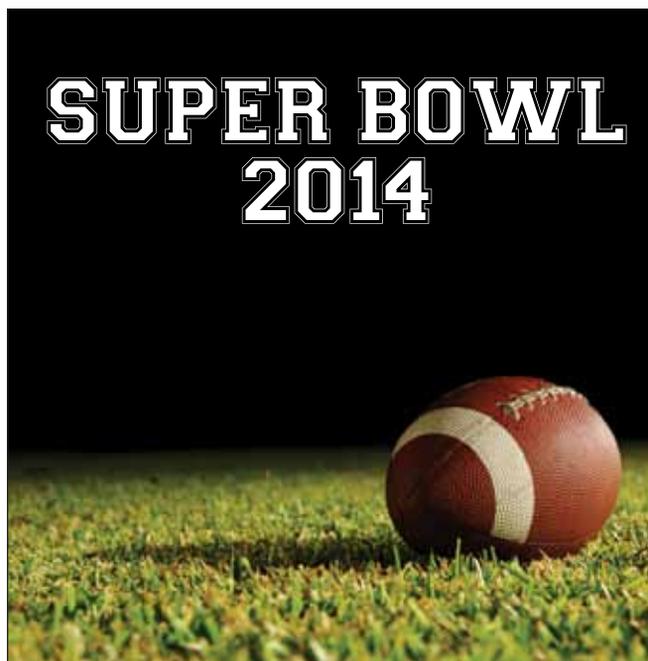
Many factors draw businesses to Kearny: our UEZ designation, which has offered significant financial benefits to companies, shoppers and the town; proximity to Manhattan and major transportation corridors; a wonderful sense of community, as evidenced by some of the local volunteers you will read about in this magazine; and a diverse population offering a ready local workforce that is skilled, capable and reliable.

All of this is welcome news for Kearny residents. Expanding our business community translates into a more stable tax base, which helps us to hold the line on municipal taxes. That, combined with prudent financial management, resulted in Kearny having one of the area's smallest municipal tax increases this year. Significantly, we were able to accomplish this while retaining the youth sports, senior and health programs that are so important to the working class families, young singles and seniors living in Kearny today.

There's no doubt that times remain tough in our nation, our state and our individual homes. As an elected official, I continually look for creative ways to address the difficult economic climate in a way that minimizes the impact on our residents. Marketing Kearny to businesses is an effective part of our strategy that turns once dormant properties into vital, tax-paying members of our community. That makes sense for all of us.

Warm regards,

Mayor Alberto G. Santos



Super Bowl Marketing Kicks Off

When Super Bowl XLVIII rolls into MetLife Stadium in 2014, Kearny and surrounding communities are ready to reap the benefits of an estimated \$550 million boost for local economies.

The game promises to make history as the first cold weather Super Bowl. The new MetLife Stadium won out to host the game over Tampa Bay and South Florida in four rounds of secret balloting.

Already, officials from Kearny and the New Jersey Meadowlands Commission (NJMC) are laying the groundwork to ensure that area businesses and communities share in the tourism dollars that are expected to flow into the region.

In Kearny, Mayor Alberto G. Santos says plans are underway to market Kearny and its many diverse shops, restaurants and other amenities to the travelers who will flock to the area from around the world.

“We are conveniently located, just eight miles from the stadium, and close to many of the New Jersey hotels that will host Super Bowl fans,” Mayor Santos explained. “Those fans, as well as the thousands of people working

on the game, will be looking for great restaurants, businesses and entertainment venues. We’re planning to be very aggressive in marketing our town as a Super Bowl destination.”

Kearny plans to partner with the NJMC to ensure that the word gets out. Representatives from the NJMC will help to develop comprehensive marketing strategies with the district’s 14 member municipalities to promote businesses, as well as ecotourism. In Kearny, that includes the natural beauty of the Kearny Marsh, a popular spot for hiking, birding and other recreational pastimes.

“The NJMC has an excellent working relationship with Kearny,” said Marcia Karrow, executive director of the NJMC. “We look forward to assisting the town in best positioning itself to take advantage of the historic revenue opportunities presented by the Super Bowl at MetLife Stadium. The Commission’s goal is to raise awareness of the wide array of first-class shopping, dining, entertainment and cultural activities that Kearny and the Meadowlands District have to offer to Super Bowl fans and potential tourists from throughout New Jersey and New York.”

“We’re planning to be very aggressive in marketing our town as a Super Bowl destination.”

— Mayor Alberto Santos

Karrow noted that the Super Bowl will also have positive residual effects for communities like Kearny as more visitors discover the area as a popular destination for tourism. “It is also important that we market the District as a year-round destination for visitors from near and far — before, during and after Super Bowl week,” she added.

Lowest Crime Rate in 10 Years

Stepped up law enforcement has paid off big time in Kearny, where crime is at its lowest point in a decade.

The town's crime rate dropped a whopping 10% last year alone, according to Police Chief John Dowie, who credited a crackdown on small-time crimes such as public drinking, traffic violations, shoplifting and warrants for the steady decline in criminal offenses.

Last year, Kearny also recorded significant decreases in a number of specific categories including motor vehicle theft, larceny and burglary.

The town's designation as an Urban Enterprise Zone has provided funding for increased foot patrols in key areas such as Kearny Avenue and other shopping districts, as well as bicycle patrols throughout town.

"We've found that if you address the little things and crack down on them, it sends a message that if you come to Kearny, there are going to be consequences," Dowie explained.

KUEZ Department Head John Peneda added that a more visible police presence also sends a message that Kearny is a safe place to shop and live.

"Working together, the KUEZ and the Kearny police have devised an effective strategy to ensure that shopping in Kearny is a very positive experience," Peneda said. "This is particularly important during the holiday season, when our stores and businesses see much more foot traffic."



Foot patrols in key areas have contributed to a decrease in crime.



Sweepstakes winner Mary Jo Russo with KUEZ Department Head John Peneda.

Sweepstakes Winner

Grand prize goes to a Kearny resident

Mary Jo Russo had never won anything, until the Kearny resident entered the Kearny Urban Enterprise Zone (KUEZ) Spring Mother's Day Sweepstakes last May. "It was a shock when I got the call," admitted Russo, who has lived in town for 37 years and entered the sweepstakes on a lark.

As the grand prize winner, Russo won two tickets to see "Beauty and the Beast" at the New Jersey Performing Arts Center (NJPAC), dinner for two at Applebee's Neighborhood Grill and Bar and a makeover at Cathy's Hair Fashion Center on Kearny Avenue.

This was the second year the KUEZ organized the promotion, which is designed to encourage local shopping in Kearny and draw additional foot traffic to town. Area residents as well as several hundred out-of-towners entered the sweepstakes. Asked if she would try her luck with the promotion next spring, Russo laughed, "Oh sure. You never know."



Kearny Farmers Market Turns 6

The Kearny Farmers Market celebrated its sixth successful season in 2011. Since 2006, the weekly market, held each Thursday from June through October, brings Jersey grown produce from Alstede Farms and Union Hill Farms to area residents. Brother's Bakery of Kearny joined the Farmers Market this year adding an assortment of breads, cakes, pies and cookies to the mix.

Consumers reap a number of benefits when they shop at Farmers Markets. The markets help keep New Jersey farmers in business while delivering locally grown fruits and vegetables which reduces food transportation impacts significantly.

The Kearny Farmers Market will return for a seventh season in 2012. It will continue every Thursday, June through October from 12–6 p.m. in the municipal lot across the street from Mandece, on Kearny Avenue between Bergen Avenue and Afton Street. For further information, visit kearnynj.org/uez.

Bigger and Better

Town-Wide Yard and Sidewalk Sale becomes a weekend affair

The second Town-Wide Yard and Sidewalk Sale held Oct. 1–2, was bigger and better than the first. With more than 250 participants including residents and commercial businesses plus an influx of visitors from neighboring communities, the two-day event showed off Kearny's shops, restaurants and hometown appeal.

In response to popular demand, the Kearny Urban Enterprise Zone (KUEZ), the sponsor of the event, extended the one-day sale to the weekend. While neighbors reconnected with one another and sold their no-longer-used wares, visitors had the chance to discover Kearny.

"It's a very social event that brings the whole town together," commented Third Ward Councilwoman Carol Jean Doyle, "and it's also a great showcase for Kearny. We get more people into our community to see how nice it is. They get to see how Kearny has revitalized itself in the last 10 years."

KUEZ Department Head John Peneda credited great word-of-mouth, along with marketing on Craigslist, Facebook, Google Maps and a map of participating residences and businesses on the kearnynj.org website, for making the second venture even more successful than the first. "We learned what worked best from the previous year and kept moving forward," Peneda said. "This event is a home run for Kearny."



The Town-Wide Yard and Sidewalk Sale



Grab a Mitten

You can reach out to a Kearny family in need this holiday season. The Giving Tree, an initiative organized by the Mayor and Town Council, was placed in Kearny Town Hall in mid-November. Donors who wish to participate choose a mitten that only provides the age and gender of a Kearny child. Participants purchase a gift and bring it to Town Hall where it will be wrapped by volunteers and delivered to children before the holidays.

Town employees and others have donated to the Giving Tree for many years. More participants will make more Kearny children happy this holiday season.



Catch the shuttle to the Harrison PATH.

Ticket to Ride

Commuting to the Harrison PATH station is now a lot easier for Kearny residents, thanks to a shuttle service sponsored by the town and the Hudson Transportation Management Association.

For \$1.50 each way, residents can forgo the worries of traffic and paid parking to enjoy a comfortable rush hour ride to the PATH. Operating along Kearny Avenue and Frank E. Rodgers Boulevard in Harrison, the shuttle is part of a broader traffic reduction plan for the West Hudson region.

Funded through a grant from the Federal Highway Administration, the commuter shuttle now has an expanded rush hour schedule.

The shuttle begins its southbound journey to the PATH in North Arlington at the Arlington Loop on Ridge Road on weekday mornings at 6:20, 6:55, 7:35, 8:20 and 9 a.m. For the weekday afternoon rush hour, the shuttle begins at the PATH station at 4:30, 5:10, 5:50, 6:30 and 7:15 p.m. The ride without traffic is about 15 minutes from start to finish.

Commuters can pick up the southbound shuttle at all designated NJ Transit bus stops on Kearny Avenue and Frank E. Rodgers Boulevard. Travelers returning home to Kearny can only board the shuttle at the Harrison PATH station.

The shuttle doesn't run on weekends or major holidays. For further information, visit www.hudsonntma.org.

What's going on in Kearny? Find out at www.kearnynj.org





A second pumper truck was purchased for the Kearny Fire Department through investment from the KUEZ

Great Investment

Contributions from the state Urban Enterprise Zone (UEZ) program have made the Kearny shopping district cleaner, safer and even more vibrant. Here's a look at some recent improvements.

For 25 years, the Kearny Urban Enterprise Zone (KUEZ) has been an engine for job creation and economic growth. But the business members of the KUEZ are not alone in reaping its benefits.

Citizens of Kearny benefit from the investments made by the UEZ on a daily basis. The town has seen enhancements in its hometown appeal, safety, and cleanliness thanks to UEZ contributions to the municipality for capital projects and other development.

The revitalization of Kearny Avenue through the streetscape beautification program has been a significant boost for the town. The addition of new pavers, banners, decorative clocks and lampposts along Kearny Avenue has created a more attractive shopping environment for residents and visitors.

Most recently, the KUEZ has continued the funding of new streetscapes. Phase V of the project has included improvements made from Midland Avenue to a nearby railroad bridge.

“The response to the first phases of the street beautification project has been extremely positive,”



Police patrols on Kearny Avenue are funded by the KUEZ.



Street sweeping along Kearny Avenue is a boost for the town and local businesses.



The streetscape beautification project was extended from Midland Avenue to the railroad bridge this year.



said Mayor Alberto G. Santos. “Extending the project supports the town’s efforts to attract more businesses to Kearny.”

The KUEZ also funded the installation of one electronic kiosk and two non-electronic within Kearny’s business district. The kiosks offer space for advertisement, information on KUEZ member businesses and visitor and shopping information. Advertising on the outdoor signage, located on Kearny Avenue at Town Hall, Quincy Avenue and Bergen Avenue, is free to all KUEZ businesses. Phase V of the project will add an additional eight kiosks in the KUEZ.

“The response to the street beautification project has been extremely positive. Extending the project supports the town’s efforts to attract more business to Kearny.”

— Mayor Alberto G. Santos

Improving our Infrastructure

The KUEZ has made a positive impact on safety by purchasing two new fire trucks for the town. The first was a Squad truck, a multipurpose vehicle containing both the apparatus of a pumper and that of a rescue truck. The second, a pumper truck, was given to the fire department shortly thereafter. The vehicles are state-of-the-art pieces of equipment designed to help those involved in industrial accidents.

KUEZ funds have also led to safer streets with police officers on foot patrol along Kearny Avenue and other streets in the business district.

Attractive storefronts are also the result of KUEZ investments. Twice-a-week street sweeping and daily sidewalk cleaning keep Kearny clean and litter-free, and local shop owners are thrilled with the service. “They go back and forth pretty much all day,” said Maggie Millar, owner of Kearny’s Irish Quality Shop. “They’re great for getting rid of the litter, especially with the leaves coming. They do a nice job of it.”



Kiosks supply free advertising space to KUEZ member businesses.

Sellers Street project moves into Phase II

South Kearny businesses in the Sellers Street area have something more to smile about. Kearny is moving ahead on the second phase of a large-scale project to repave and improve the Sellers Street area, a series of roadways officials say is key to redeveloping portions of the town’s industrial area.

Phase I of the project involved repaving the entire length of Sellers Street, as well as easing flooding conditions through water infrastructure improvements and better drainage systems. “We’ve gotten a lot of positive feedback from area businesses about Phase I,” said Kevin O’Sullivan of Neglia Engineering, the firm hired to design the project. Water that once pooled for days on Sellers Street following heavy rains at high tide now drains efficiently. “When flooding events do occur,” O’Sullivan added, “it’s a much quicker recovery time for the area.”

Construction on Phase II began in October and will extend roadway and infrastructure improvements to O’Brien Street and McWhirter Road. The cost of the project is approximately \$800,000 and will be paid for with state Urban Enterprise Zone funding. While state rules have changed recently to eliminate UEZ contributions to municipalities for capital improvements and other projects, Kearny still has funding to complete the second phase of the Sellers Street area project this year and the Final Phase in 2012.

Mayor Alberto G. Santos said the project was a priority because more than 80 small businesses operate within the vicinity of Sellers Street and employ residents of the town and surrounding communities. “We want to invest in the infrastructure of that area because those small businesses generate jobs,” the mayor told a local reporter. With construction underway, officials hope that Phase II will be completed by the end of the year.

Phase III, which is the Final Phase, is in the design stage and entails infrastructure improvements to Rizzolo Road and Gross Avenue.

Common Ground

Strengthening the KHS culture of respect and tolerance



KHS Principal Cynthia Baumgartner with (L to R): Alexander Ma '12, Nirali Vyas '12, and Michelle Leonardo '12.

For Kearny High School Principal Cynthia Baumgartner, the diversity in the school's student body isn't a challenge. It's an attribute to be carefully nurtured and celebrated.

The experienced educator, who entered her second year at the helm of the 1800-pupil school in September, marvels at the way her students reach across ethnic divides to accept, respect and value their differences.

"Kearny is a unique community," she explained. "The diversity is vast, but the kids get along and are kind to each other in most instances. I think we can all take a lesson from these young people, who are so respectful and tolerant of one another."

A key to that atmosphere is that so many students hail from other countries, according to Michelle Leonardo '12, who moved to Kearny from the Dominican Republic

kind of like a big melting pot and we all understand each other. I've always felt very comfortable here. People are very friendly, very tolerant and very understanding of each other."

The town's diversity is nothing new to Baumgartner, who grew up in Kearny and taught here for two decades before deciding to accept a position with the Freehold Regional High School District. During her tenure there, which included positions as assistant principal at two high schools, the enduring affection she felt for her hometown was clear to co-workers.

"I used to mention Kearny so many times a day, it became a joke," she smiled. "Kearny is a special place. The people are real. I've never forgotten my Kearny roots; those roots never die. There's a pride in community here."

As a child growing up in Kearny, Baumgartner

"I think we can all take a lesson from these young people, who are so respectful and tolerant of one another."

— Cynthia Baumgartner, KHS principal

at the age of 10 and attended Lincoln School. In fact, their very differences helped the students to find common ground.

"There were people from my country here, but I also met a lot of people from different countries," she said. "They showed me how to speak the language and I learned a lot of other new things from them."

A native New Yorker, Alexander Ma '12 said moving to Kearny in seventh grade was effortless, thanks to the diversity he encountered in his younger years.

"I fit in very easily," he recalled. "In high school I joined a lot of clubs. I've made a lot of friends."

Nirali Vyas '12 agrees. As a member of Kearny High School's ERASE (End Racism and Sexism Everywhere) club, she and other members work to promote tolerance and understanding.

"I think Kearny is really tolerant because we've got people from all over the world here," she explained. "It's

attended Roosevelt and Lincoln schools before graduating from Kearny High School. She received her bachelor's degree in English from Wilkes University and taught at a private school in New York before accepting her first position teaching English at Kearny High School.

Through the years, Baumgartner went on to earn two master's degrees in education with a concentration in language arts and educational administration from Georgian Court University, as well as a doctorate in educational leadership from Rowan University. Baumgartner also rose through the ranks in Kearny, eventually attaining the position of supervisor of the English Department.

While she enjoyed working in Freehold, the pull of her hometown and her desire to become a principal drew her back to Kearny when the school's principal retired. Baumgartner immediately set to work building school spirit through a number of new events, from School Spirit

Week to a Battle of the Classes competition and a Mr. Kearny High School contest.

After a year settling into her new position, Baumgartner has also set to work modernizing some procedures. A key goal is to improve communication with the parents and guardians of students to strengthen educational outcomes. For instance, Kearny High School staff members now call parents and guardians to alert them when teens are tardy or cut class.

“We’re tightening up a lot of policies,” Baumgartner noted. “You can’t hold onto the old ways. You need to evolve with the times, seeing things from the perspective of students and their parents.”

An information night held last year for parents of students who were in danger of failing the state-mandated High School Proficiency Test drew 150 parents. Pointing out that educational outcomes improve with the involvement of parents, Baumgartner proudly recounted how the children whose parents attended the session passed the test.

“My goal is to get parents more involved with the school. We need them working with us,” she explained. “These people are hard working, and are not always aware of what’s happening in school. We’re now taking a more personal approach to let them know how they can help.”

In a school as diverse as Kearny High School, that also means lessening the cultural divide that can affect student success. To bridge the gap, Baumgartner is increasing both electronic and written communications to parents in English and Spanish.

She is also committed to fostering a student body that appreciates and celebrates diversity. To that end, Baumgartner encouraged students to organize a candlelight vigil last year in honor of Tyler Clementi, the Rutgers University student who committed suicide after a roommate streamed live video of Clementi in an intimate encounter with a man. Called “Everybody Matters,” the evening emphasized that all students, regardless of race, ethnicity, gender or sexual orientation, have rights and feelings.

The school also last year initiated its first Gay-Straight Alliance and expanded its annual International Festival, which celebrates the diversity of Kearny High’s student body. For the first time, Baumgartner invited some of the town’s ethnic restaurants to take part in the festival, which is organized by ERASE, by supplying tasty treats representing the many cultures that call Kearny home.

The overriding message, according to Baumgartner, is that individuals lose out through their own intolerance. “If you close yourself off from other people because their culture is different, you’re limiting your own experiences in life.”

Soccer Town USA Celebrates 50th Anniversary

On October 22, Kearny Youth Soccer celebrated its 50th anniversary by honoring its past and present athletes and associates at the Gunnell Oval field house.



U.S. Soccer Hall of Famer John Harkes as a Kearny Youth Soccer player.

Started in 1961 by Hugh O’Neill, Sr., Kearny’s historic program has produced many professional soccer players.

Bill Raftery, Kearny native and CBS Sports College Basketball analyst, who played an integral role in the creation of the soccer program, served as master of ceremonies for

the event. “It’s nice to remember, but it’s even nicer to be remembered,” Raftery told a local sports reporter.

Kearny’s youth soccer program raised a fair share of professional athletes throughout its 50 years. The program bred professional players like John Harkes and Tony Meola, as well as the founder’s own son, Hugh O’Neill, Jr., who went on to be one of the first American-born players to play professionally on a top-Scottish team, the Rangers.

O’Neill, Jr. was also present at the commemoration. “The Kearny Rec league started in 1961,” he told a local sports reporter. “This was the breeding ground, where it all began.”

The View from the River

Passaic River cruises provide a new perspective of the recovering river



Annual riverfront boat tours hosted by the Hackensack Riverkeeper and Newark Passaic Riverfront Revival enable residents from Kearny and surrounding communities to enjoy the beauty of the Passaic River and learn about efforts to revitalize its shoreline.

Capt. Hugh Carola, who pilots some of the riverfront boat tours on the Passaic, said the cruises promote a sense of ownership of the river among locals, who are often prone to overlooking this rich natural resource.

“For a lot of folks, this is their first time on a boat on the Passaic River,” said Carola, noting that the program is part of a larger effort by the Hackensack Riverkeeper to promote public access to waterways including the Hackensack River. “It is everyone’s right to access public waterways. We’re moving beyond the past and charting a future for urban communities to help our waterways to recover.”

The Passaic River pontoon boat cruises set sail in Newark and travel along the river along the Harrison

waterfront, past East Newark and into Kearny. Along the way, Carola points out the many redevelopment projects that are continuing in all of the communities, as well as natural features of the river, examples of the species that have returned, and the history of immigration that has shaped the towns surrounding the Passaic.

“The neat thing people see is the juxtaposition of the City of Newark on one side and parks on the other,” Carola explained. “A lot of what people see on the Kearny side is what they want on the Newark side. They see the river from actually being on it. For instance, we point out the barnswallows that nest under the Clay Street Bridge. This gives people a sense of what the river is like now and we ask for their help and input in shaping its future.”

Carola emphasized that while the river is cleaner, crabbing and consuming fish from the Passaic are still prohibited.

For information about 2012 Passaic River pontoon boat cruises, visit newarkriver.wordpress.com. Tickets are \$5 and can also be purchased by calling (973) 733-3917.

A Better Riverfront

21st Annual Passaic River Cleanup

Cleaning up the Passaic River is a community-wide effort in Kearny. Last spring, 103 residents removed litter and debris along the banks of Riverbank Park and helped improve a waterway that more and more people are using for active and passive recreation. Third Ward Councilwoman Carol Jean Doyle called this year's turnout "tremendous."

"Twenty-one years ago people really started looking at the environment and took notice that we were losing some of our natural resources," recalled the councilwoman. An ordinary citizen at the time, Doyle organized a few friends for the first cleanup in 1990, and has been at the helm ever since. Today, the effort has grown to include schoolchildren, as well as volunteer participation from the Boy Scouts, the Woman's Club of Arlington, the Optimist Club, the Kearny Chapter of UNICO and Pathways to Independence, to name a few. Representatives from Verizon and Bank of America also joined this year's effort.

"We see a big difference," said Doyle, who also credits the Passaic Valley Sewerage Commission (PVSC), the Kearny Fire Department, the Kearny Department of Public Works, the Kearny ShopRite, Mayor Alberto G. Santos and the Town Council for their support of the event. "I'm proud of the fact that our residents come back each year to help. That makes quite a statement."

In addition to the cleanup, residents are becoming more engaged with the river through events such as the seventh annual Passaic River Paddle Relay, held on Sept. 24. The 5.5-mile relay, which drew approximately 150 rowers, began in Rutherford and finished at Frank Vincent Marina in Kearny. Support of the Kearny High School Crew program is another factor. "We have a wonderful crew team and if we can keep the river clean then we can keep that program going," Doyle added.

Doyle, who has been dubbed "the Swamp Queen" by friends and neighbors for her dedication to the effort, said plans are already underway for the 22nd Annual



The 21st Annual Passaic River cleanup.

Passaic River Cleanup. The volunteer event will be held in conjunction with Earth Day on April 21, 2012.

Extension to Riverbank Park Moves Ahead

Kearny residents will soon enjoy an additional 500 feet of riverfront access in Riverbank Park. The town closed on the site of the former Magullian property last March, and the design for the park extension, which will encompass 1.5 acres of parkland, is underway.

The town purchased the property following a lengthy remediation process and approvals by the New Jersey Department of Environmental Protection. Acquiring the parcel is part of a larger project to extend Riverbank Park, which runs along the Passaic River, from Bergen Avenue to the Belleville Turnpike.

Funding for the purchase of the property was made possible by a New Jersey Green Acres grant. The Hudson County Open Space Trust Fund is funding the construction and conversion of the remediated industrial site to a passive recreational area.

New Playground is On the Way



Kearny continues to improve existing parks and create open space.

The site of a former tree nursery used by the Kearny Department of Public Works will become the Brighton Avenue playground, bringing open space and more off-street parking to residents of the First Ward.

Mayor Alberto G. Santos and the Town Council approved a contract to construct the project, which is being funded in part by the Hudson County Open Space Trust Fund. According to Town Administrator Michael Martello, the project adds a neighborhood play area and also addresses parking concerns by adding a number of off-street parking spaces for resident use. Landscaping will also be incorporated into the design of the new playground to provide a buffer to neighboring residences.

The latest project is part of an overall quality of life plan to improve Kearny and make it an even more attractive town to live and work. “The Mayor has made parks improvements a priority,” Martello said. In the last three years, Kearny renovated two neighborhood

play areas, Tappan Street Playground and Coogan Playground, opened a skate park at Gunnell Oval and installed athletic turf and other amenities at several fields and sports complexes throughout town.

Second Green Field House Gets Go-Ahead

Kearny is continuing its commitment to eco-friendly and cost efficient construction with its second green field house at Veteran’s Field on Belgrove Drive. The town opened its first green field house at Harvey Field in 2009.

The Veteran’s Field facility will be built using recycled and reclaimed material in an effort to meet Leadership in Energy and Environmental Design (LEED) standards. Other environmentally friendly elements include occupancy sensors and solar powered faucets to reduce energy and water use. The facility is being funded through Hudson County Open Space and U.S. Department of Energy grants, and could be completed as early as next spring.



Kearny’s first green field house opened in 2009 at Harvey Field.

Town of Kearny Services/Contact Information

| | | | | |
|--|---|--|---|--|
| Administrator (201) 955-7400 | Graffiti/Pothole Hotline (201) 955-7889 | Mayor’s Office (201) 955-7979 | Recreation Department (201) 955-7983 rcattafi@kearnynj.org | Streets/Paving & Pothole Repairs (201) 998-3700 |
| Construction Code Enforcement (201) 955-7882 mmartello@kearnynj.org | Health Department (201) 997-0600 jsarnas@kearnynj.org | Municipal Court (201) 955-7410 | Recycling (201) 998-3700 | Tax Assessor (201) 955-7982 |
| Finance Department (201) 955-7895 | Kearny Public Library (201) 998-2666 admin@kearnylibrary.org | Personnel Department (201) 955-7894 kbennett@kearnynj.org | Sewer Maintenance (201) 998-3700 | Tax Collector (201) 955-7980 |
| Fire Department (201) 991-1402 | KUEZ (201) 955-7400 (ext. 8041) jpeneda@kearnynj.org | Police Department (201) 998-1313 jdowie@kearnynjpd.org | Shade Tree Commission (201) 998-3700 | Town Clerk (201) 955-7400 |
| Garbage Collection (201) 998-3700 | Leaf Collection (201) 998-3700 | Public Works (201) 998-3700 gkerr@kearnynj.org | Snow Plowing (201) 998-3700 | Water Department (201) 955-7406 (201) 955-7407 rferraioli@kearnynj.org |
| | | | Street Sweeping (201) 998-3700 | |

New Field Has Compelling History

In May, the finishing touches were placed on Franklin Field, the Kearny School District’s new synthetic athletic turf field known to many as Mitchell Stadium. Beneath the artificial grass that’s now trampled by Kardinal cleats is the story of a true Kearny hero.

The field’s origins can be traced to Charles V. Mitchell, Kearny’s second casualty of World War II. Mitchell was a member of the Destroyer Escorts, a convoy of merchant marine ships that served the U.S. Navy. He was activated into the Navy in March of 1942 after enlisting in the Merchant Marines. On Mitchell’s 29th birthday, April 29, 1942, his vessel was run down by a 514-foot collier off the shores of Asbury Park.

Since Mitchell’s service was less than 120 days, the U.S. Government didn’t grant his mother a life insurance payment. But that doesn’t mean that his sacrifice went unnoticed.

A farmer who owned land near where Mitchell was born and raised donated a piece of his property in memory of the fallen Kearny citizen. It was named “Mitchell Playground.” Franklin School was built on the upper portion of this farmland.

A monument honoring Mitchell stands next to the field. Within the entrance of Franklin School is a vestibule featuring stories, pictures and artifacts about the World War II soldier.

Mitchell Stadium hosts four Kearny High School sports teams — football, soccer, baseball and softball. American Legion baseball, marching band practice and soccer events are also held at the renovated facility.

Located behind Franklin School, the field was under construction for seven months. Since its completion, the new field has been in use from sunrise to sunset. “It’s a great place for kids and the community,” said Kearny High School Director of Athletics John Millar. “No question about that.”

Opening a business in Kearny?

Connect with the Kearny Urban Enterprise Zone (KUEZ). When you apply for free membership and are a certified member of the KUEZ you are eligible for:

- 7% sales tax exemption on all capital improvements
- 7% sales tax exemption on all equipment purchases

The savings add up, especially if you are getting a business off the ground. To learn more, contact John Peneda at (201) 955-7400, ext. 8041 or email jpeneda@kearnynj.org.

Kearny Department of Recreation

The Department of Recreation can be contacted at (201) 955-7983 or rcattafi@kearnynj.org

- Phil MartoneSuperintendent of Recreation
- Ralph A. CattafiAssistant Recreation Supervisor
- Lyla DeCastro
Lawdanski.....Recreation Commission
Chairwoman
- Lewis Battista.....Recreation Commission
Vice Chairman
- Joanne GouveiaRecreation Commissioner
- Amelia Rendeiro.....Recreation Commissioner
- John MillarRecreation Commissioner
- Gerald FicetoRecreation Commissioner
- Colleen McClellandRecreation Commissioner
Councilman
- Michael Landy.....Chair, Recreation Commission
Councilwoman
- Alexa Arce.....Recreation Commission
Councilwoman
- Laura Cifelli-Pettigrew...Recreation Commission
- Joseph Nigro.....Recreation Commission Alternate
- Stephen Amadeo.....Recreation Commission Alternate

Discover the Kearny UEZ Advantage.



Call Now — (201) 955-7400, ext. 8041, John Peneda
Kearny UEZ, Town Hall Annex, 410 Kearny Ave., Kearny, NJ 07032



Thank You!

Kearny's 2nd Annual Town-Wide Yard & Sidewalk Sale was a tremendous success!



Many thanks to Kearny businesses and organizations that participated in this year's successful October 1–2 event.

- | | |
|----------------------------------|-------------------------------------|
| 10 Spot of Kearny | Fighting Tigers Dojo |
| Applebee's | Irish Quality Shop |
| Cathy Hair Fashion Center | Kearny Public Library |
| Chicken Galore | Mace Brothers Fine Furniture |
| Classic Cleaners | Midtown Pharmacy |
| Cleaner America | St. Cecilia's Parish |



Stay tuned for details of next year's Town-Wide Yard & Sidewalk Sale at www.kearnynj.org/kuez

Volunteers in Action



Kearny has three service-minded women's clubs. Pictured (L to R) are organization presidents Lisa Sibrel, Addie Boyd and Moira Crowell.

“Dare – Dream – Do” is the motto of the New Jersey State Federation of Women’s Clubs (NJSFWC) and for 117 years, the women’s clubs of Kearny have been doing just that.

Comprised of three divisions, the Arlington’s Woman’s Club, the Junior Woman’s Club of Arlington and the Evening Membership Department (EMD) of The Woman’s Club of Arlington, the dedicated volunteers of these groups offer their time, talent and treasure to a number of worthy causes and serve as a vital resource for Kearny and the greater New Jersey community.

“We provide community service,” said Addie Boyd, who chairs the Evening Membership Department. “We are all concerned for the community.”

The Arlington’s Woman’s Club is the oldest of the

three volunteer groups. Founded in 1894, it is one of the few remaining clubs in the state that were chartered with the original NJSFWC. “We’re very proud of our history,” said Moira Crowell, who joined the junior club in the 1950s, was a member of the EMD for many years, and now serves as the president of the Arlington Woman’s Club. The Arlington Woman’s Club, or the “general club” as members frequently call it, helped found the Kearny Public Library. “We always supported it and still do,” said Crowell. “It’s one of our favorite projects.”

The Junior Woman's Club was organized in 1927 and the EMD began in the 1950s. All are part of the NJSFWC and the three clubs frequently work together to support state federation initiatives such as Gilda's Club, an organization that provides free cancer support for the whole family.

The service organizations also raise money and volunteer for efforts of each club's choosing. The EMD has conducted the Salvation Army Kettle Drive, supplied subscriptions of "Kind News" to local grade schools and donated money to Project Graduation at

better communities in the process.

Participation isn't limited to service. The groups host relevant and timely programs for members on a wide range of topics, from health to Internet safety. The clubs also serve a social function for women of all ages. "We definitely do a lot of good things, but we have fun doing it," said Crowell. "It's a wonderful way to meet people if you are new in town."

Boyd agreed. "It's a great way to meet some new friends and some old ones, all while doing community service."

"We definitely do a lot of good things, but we have fun doing it.
It's a wonderful way to meet people if you are new in town."

– Moira Crowell, president of the Arlington Woman's Club

Kearny High School. In addition to its support of the library, the Arlington Woman's Club raises money for high school scholarships and collects baby items for an annual baby shower for the Salvation Army, while the Junior Woman's Club has focused its efforts on the Valerie Fund, a non-profit organization that supports the comprehensive health care of children with cancer and blood disorders.

At the local level, the Junior Woman's Club, a group that is geared to women ages 18 to 40, supports 20 to 30 Kearny families each year with Thanksgiving dinner baskets, sponsors a toy drive during the holidays and helps organize a town-wide spelling bee for fourth and fifth graders each year.

"The majority of members in our group are either working moms or single women who want to step out into the community and help," said Lisa Sibrel, president of the Junior Woman's Club. The club's theme for this year is "Raising Successful Families Through Volunteerism," and Sibrel says that through volunteerism, members not only raise their families to be productive members of a community, but also create

Choose the woman's club that best fits your life

The Arlington Woman's Club meets the second Tuesday of every month at 1 p.m. at the Arlington Player's Club, 12 Washington Pl., Kearny. For further information, contact Moira Crowell at (201) 997-2781.

The Junior Woman's Club meets the third Friday of every month; dates sometimes change due to holidays. Visit www.jwcarlington.com for further information.

The Evening Membership Department (EMD) of the Woman's Club of Arlington meets seven times a year, October to April, the second Wednesday of each month at the Henrietta Benstead Senior Center, 60 Columbia Ave., Kearny. Meetings are at 7:30 p.m. For further information, contact Elena Nakrosis at (201) 294-4250.

Senior of the Year



Hugh Dalzell is Kearny's Senior of the Year.

Hugh Dalzell: Living the Volunteer Life

Hugh Dalzell has spent a lifetime volunteering in Kearny. At St. Cecilia Church, this energetic 95-year-old works with the energy of a much younger person, organizing ushers, selling raffle tickets, counting collection money and staffing the annual carnival.

Through the years, he has also lent his time and talents to a variety of organizations around town, from the local Cub Scouts to political causes.

Despite his many volunteer efforts, Dalzell was surprised when the town named him its Senior of the Year for 2011.

“I was shocked,” he said. “I never felt I did anything.”

Dalzell came to Kearny as a young boy and graduated from St. Cecilia grammar and high schools, which are now closed. Growing up in the parish, he learned that giving back to his church is the right thing to do.

He joined General Motors Corporation at age 18 and enjoyed a 40-year career there, retiring when his wife, Winifred, became ill. After Winifred's death in 1979, the father of four devoted himself to three passions: church, politics and golf.

At “Saints,” as the parish is widely known, Dalzell was a charter member of the Cecilian Seniors, has been involved with the Holy Name Society and has worked Bingo for more than 30 years. In addition, Dalzell enlisted the help of the Cecilian Seniors to provide routine maintenance within the parish, from cleaning the church to painting rooms on the parish campus.

“Every time I went to a senior meeting, they knew I’d ask for something,” Dalzell chuckled. “They came and helped us, whether it was cleaning or painting.”

The active senior also immersed himself in the governing of the parish, organizing the Parish Council and serving as that body’s first president. Dalzell also took on the task of chairing the parish’s first few mini-carnivals and reached out to area youths as a founder of the now-defunct Cub Scout Pack 34, which was based at

Saints. At one time, the pack boasted 120 boys.

“We had so many we had to split into two packs,” he recalled. “We had at least 17 den mothers. I was involved for eight or nine years, but had to give it up when I was transferred for work.”

Dalzell has passed his spirit of volunteerism onto his children, all of whom are involved in their parishes, scouting or both.

These days, Dalzell has only slowed down a bit. He stopped playing golf two years ago after breaking his wrist shoveling snow and ceased driving just last summer. Now, he’s happy continuing his involvement with Saints.

“I’ve volunteered at Saints all my life. It’s gotten to be routine, the same way playing golf was,” Dalzell mused. “At least it gets me out a couple of times a week.”

Kearny Seniors

In an effort to accommodate the needs of Kearny’s senior population, the Health Department offers its citizens over 60 years of age a Senior Services Program designed specifically for them including:

Dial-A-Ride

Dial-A-Ride provides transportation to and from medical appointments. This service is available Monday through Friday from 8:30 a.m. to 4 p.m. Medical appointments must conclude by 3:15 p.m. in order to complete the return trip home before 4 p.m. Pick-ups are scheduled by appointment one week in advance. Seniors must be ambulatory as the van does not have wheelchair accessibility. To schedule your ride, please contact the Health Department at (201) 997-0600, ext. 3506.

Meals On Wheels

A 2008 study reported that 11.4% of all seniors in America face the threat of hunger. The Town of Kearny’s Meals on Wheels program operates so no senior goes hungry. Nutritionally balanced hot lunches are delivered to the doors of financially eligible homebound seniors residing in town. Contact JoAnn at the Health Department (201) 997-0600, ext. 3506 to determine your eligibility, or for more information about this program.



Organizations

Arlington Players Club

12 Washington Pl.
(201) 991-9514

BPOE

Kearny Lodge #1050
601 Elm St.
P.O. Box 60
(201) 991-6360

Copetone Masonic Temple Association

225 Kearny Ave.
(201) 998-4853
www.freemasonry.org

Daughters of the American Revolution

New Barbadoes Neck Chapter
www.NJDAR.org or
Leromaniak@
Netscape.com

Eastern Star Chapter 47 OES

225 Kearny Ave.

Fraternal Order of Eagles

164 Midland Ave.
(201) 991-9865

Girl Scout H.Q. West Hudson

635 Kearny Ave.
(201) 991-2446
www.girlscouts.org

Junior Woman's Club of Arlington

www.jwcarlington.com

Kearny United Irish

P.O. Box 256
www.unitedirish.org

Kearny Lions Club

Roma Restaurant
33 Crystal St.
North Arlington
(201) 991-2550
www.lionsclubs.org
Tues., 12:15 p.m.

Kearny Museum Committee

318 Kearny Ave.
(201) 998-2666

Kearny Optimist Club

Grace Methodist Church
380 Kearny Ave.
www.optimists.org
Thurs., noon

Knights of Columbus Queen of Peace Council

194 River Rd.
North Arlington
(201) 991-9606

Knights of Columbus Kearny Council #402

16 Frank E.
Rodgers Blvd.
Harrison, NJ
(973) 483-9125

Knights of Columbus St. Cecilia Council #6928

114 Kearny Ave.
(201) 991-1116

Order of Amaranth

225 Kearny Ave. 21

Parents

Without Partners
First Presbyterian Church of Arlington
663 Kearny Ave.
(201) 997-5626

Pathways to Independence

60 Kingsland Ave.
(201) 997-6155
www.pathwaystoind-
pendencenj.org/

Peruvian Civic Association of N.J., Inc.

P.O. Box 1124
(201) 998-4111
pcanjinc@yahoo.com

Portuguese Cultural Association

406 Schuyler Ave.

Presbyterian Boys' and Girls' Club

Presbyterian Church of Arlington
663 Kearny Ave.
(201) 991-9841

Rotary Club

La Fiamma
440 Harrison Ave.
Harrison
www.rotary.org
Wed., 12:15 p.m.

St. Stephen's Senior Club Inc.

141 Washington Ave.
(201) 998-8258

Salvation Army

443 Chestnut St.
P.O. Box 489
www.salvationarmy-
newjersey.org

Scots American Athletic Club

40 Patterson St.
(201) 991-9816
www.scotsclub.com/
about.htm

Senior Citizens Community Center

60 Columbia Ave.
(201) 997-0600
(Joanne)

Spruce Terrace Senior Citizens Residence

21 Spruce St.

The Woman's Club of Arlington

12 Washington Pl.
Kearny, NJ 07032

Unico National Kearny Chapter

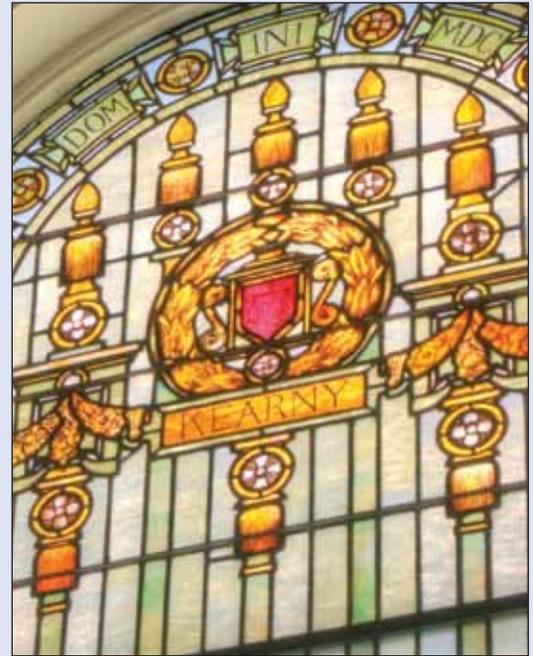
P.O. Box 3041
Kearny, NJ 07032

West Hudson Kiwanis Club

Argyle
212 Kearny Ave.
(201) 991-3900
www.kiwanis.org
Wed., 12:15 p.m.

YM/YWCA

Trinity Episcopal Church
575 Kearny Ave.
(201) 991-6070



Veterans Groups

40 & 8

American Legion
Post 99
314 Belgrove Dr.
(201) 991-9699
3rd Wed., 8 p.m.

American Legion Ladies Auxiliary 99

314 Belgrove Dr.
(201) 991-9699
2nd Wed., 1 p.m.

American Legion Joseph E. Frobisher Post 99

314 Belgrove Dr.
(201) 991-9699
1st / 3rd Tues., 8 p.m.

Disabled American Veterans Military Order Purple Heart

American Legion
Post 99
314 Belgrove Dr.
(201) 697-5035
(201) 991-9699
2nd Wed., 8 p.m.

United Veterans Organization

Marine Corps League
286 Belgrove Dr.
(201) 998-1579
Last Mon., 8 p.m.

Veterans of Foreign Wars Post 1302

300 Belgrove Dr.
(201) 991-9645
2nd Tues., 7 p.m.

Veterans of Foreign Wars

Ladies Auxiliary 1302
and Wilson-Gugelman
Post 1302
300 Belgrove Dr.
(201) 991-9645
1st Thurs., 7:30 p.m.

West Hudson Detachment Marine Corp

286 Belgrove Dr.
(201) 997-3405

West Hudson Marine Corp League

286 Belgrove Dr.
(201) 991-4492
2nd Wed., 8 p.m.

Recycling Calendar 2011–12

| | Mixed Paper/ Clean Out* | Commingled | Mixed Paper/ Clean Out* | Commingled | Mixed Paper/ Clean Out* | Commingled |
|---|-------------------------------------|---|---|---|---|---|
|  | December Thurs. 1 Zone 4† | Mon. 5 Zone 2 Tues. 6 Zone 1 Wed. 7 Zone 3 Thurs. 8 Zone 4 | Mon. 12 Zone 2* Tues. 13 Zone 1* Wed. 14 Zone 3* Thurs. 15 Zone 4* | Mon. 19 Zone 2 Tues. 20 Zone 1 Wed. 21 Zone 3 Thurs. 22 Zone 4 | Mon. 26 Zone 2 Tues. 27 Zone 1 Wed. 28 Zone 3 Thurs. 29 Zone 4 | |
|  | January | Mon. 2 Zone 2 Tues. 3 Zone 1 Wed. 4 Zone 3 Thurs. 5 Zone 4 | Mon. 9 Zone 2* Tues. 10 Zone 1* Wed. 11 Zone 3* Thurs. 12 Zone 4* | Mon. 16 Zone 2 Tues. 17 Zone 1 Wed. 18 Zone 3 Thurs. 19 Zone 4 | Mon. 23 Zone 2 Tues. 24 Zone 1 Wed. 25 Zone 3 Thurs. 26 Zone 4 | Mon. 30 Zone 2 Tues. 31 Zone 1 |
|  | February | Wed. 1 Zone 3 Thurs. 2 Zone 4 | Mon. 6 Zone 2* Tues. 7 Zone 1* Wed. 8 Zone 3* Thurs. 9 Zone 4* | Mon. 13 Zone 2 Tues. 14 Zone 1 Wed. 15 Zone 3 Thurs. 16 Zone 4 | Mon. 20 Zone 2 Tues. 21 Zone 1 Wed. 22 Zone 3 Thurs. 23 Zone 4 | Mon. 27 Zone 2 Tues. 28 Zone 1 Wed. 29 Zone 3 |
|  | March | Thurs. 1 Zone 4 | Mon. 5 Zone 2* Tues. 6 Zone 1* Wed. 7 Zone 3* Thurs. 8 Zone 4* | Mon. 12 Zone 2 Tues. 13 Zone 1 Wed. 14 Zone 3 Thurs. 15 Zone 4 | Mon. 19 Zone 2 Tues. 20 Zone 1 Wed. 21 Zone 3 Thurs. 22 Zone 4 | Mon. 26 Zone 2 Tues. 27 Zone 1 Wed. 28 Zone 3 Thurs. 29 Zone 4 |

If you have any questions about recycling, please call (201) 998-3700. For household hazardous waste collection, tire recycling and mobile shredding dates visit www.hcia.org.

Houses of Worship

Abundant Life Evangelical Community
475 Schuyler Ave.
(201) 998-6150

Calvary Chapel of Kearny
156 Oakwood Ave.
(201) 998-7444

Calvary United Methodist Church of Arlington
342 Elm St.
(201) 998-9101

Christian Apostolic Church
219 Laurel Ave.
(201) 997-0142

City of Hope International Church
22 Wilson Ave.
(201) 998-9460
www.cohic.com

Congregation B’Nai Israel
292 Belleville Tpk.
(201) 998-3813

First Baptist Church
650 Kearny Ave.
(201) 991-7669

First Lutheran Church of Kearny
63 Oakwood Ave.
(201) 991-1623

First Presbyterian Church
663 Kearny Ave.
(201) 991-3513

First United Methodist Church of Arlington
601 Kearny Ave.
(201) 991-4922

Gospel Light Baptist Church
135 Davis Ave.
(201) 998-4690

Grace United Methodist Church
380 Kearny Ave.
(201) 991-1132

Hudson Christian Church
380 Kearny Ave.
(201) 955-2557

Iglesia Evangelica Libre De Kearny
159 Maple St.
(201) 991-0343

Iglesia El Buen Pastor
134 Schuyler Ave.
(201) 998-2200

Igreja Evangelica O Bom Pastor
780 Kearny Ave.
(201) 997-4369

Kearny Baptist Church
384 Elm St.
(201) 246-9810

Kearny Baptist Church
54 Kearny Ave.
(201) 991-2470

Kearny Bible Chapel
50 Quincy Ave.
(201) 991-2339

Knox Presbyterian Church
36 Kearny Ave.
(201) 991-7402

Our Lady of Sorrows Roman Catholic Church
136 Davis Ave.
(201) 998-4616

Pyungkang United Methodist Church
601 Kearny Ave.
(201) 246-9222

St. Cecilia Roman Catholic Church
120 Kearny Ave.
(201) 991-1116

St. Stephen Roman Catholic Church
141 Washington Ave.
(201) 998-3314

Salvation Army
443 Chestnut St.
P.O. Box 489
(201) 991-1115
www.salvationarmynewjersey.org

Trinity Episcopal Church
575 Kearny Ave.
(201) 991-5894

West Hudson Christian Church
557 Kearny Ave.
(201) 997-7762

How Sweet



It Is

Bindi USA Vice President Giacomo Beretta

Known the world over for its delectable desserts, Bindi USA has discovered the sweet benefits Kearny holds for local businesses.

Hershey may be “the sweetest place on earth,” but Kearny is poised to become the most delicious.

With world-renowned dessert maker Bindi set to move into a gleaming new corporate headquarters on the Belleville Turnpike, the town will be the center of U.S. operations for an international firm that has emerged as a leader in satisfying the sweet tooth of diners around the world.

Bindi USA generates approximately \$27 million in revenue providing eateries from four-star restaurants to smaller bistros with elegant, high quality Italian desserts.

Its line of more than 50 mouth-watering products includes profiteroles, zuccotto (a traditional Italian dome cake), tiramisu and rustica, as well as gelati, mousses, pastries, gourmet cookies and croissants.

The firm also imports a line of Italian pasta, pizza and focaccia to the U.S. Bindi USA has even launched a new American-inspired cheesecake line that is exported to European countries including England, Germany and Finland.

Today Bindi USA, a subsidiary of Italy’s Bindi Corporation, is putting the finishing touches on its new

42,000-square-foot headquarters at the intersection of Route 7 and Barszewski Street. The Kearny Planning Board and New Jersey Meadowlands Commission have also pre-approved the company for another 20,000-square-foot addition, which may eventually house a new production department or warehouse.

Bindi USA employs approximately 120 employees, about half of whom will relocate to the new Kearny headquarters.

Vice President Giacomo Beretta first discovered the Kearny site several years ago when he lived in Hoboken. As he drove along Route 7 to Belleville, where Bindi has a production facility, he spotted a vacant tract in an area the town was hoping to develop.

He filed it away as a location that could one day make a great location for Bindi's U.S. headquarters, which was in Totowa, because of its easy access to the New Jersey Turnpike and Manhattan. Three years ago, Beretta contacted Kearny Mayor Alberto G. Santos to inquire about the property. While the company did consider other sites, Beretta says the Kearny property was the logical choice when it came to location.

"The key decision for us was from a logistical point of view," explained Beretta, noting that the firm hopes to complete the move to Kearny by January. "Kearny is very close to I-95 (the New Jersey Turnpike). It's very convenient for us because we do a lot of business in the city."

The town's location as an Urban Enterprise Zone was also a big plus and Beretta looks forward to the benefits the UEZ will bring in the form of tax breaks on large company purchases as Bindi's Kearny facility expands.

"The UEZ is definitely a positive for us," he said. "In fact, it could be a big benefit to us if we eventually move our production department to Kearny."

The Bindi legacy was born in 1946 in a tiny bakery on Via Larga, one of the most historic streets in Milan, Italy. Driven by his passion for sweets, Tuscan



restaurateur Attilio Bindi launched an order-and-delivery dessert service to restaurants in Milan. The company gradually grew, and today has branches in Milan, Rome, Genoa, Venice and London, as well as the U.S.

The Bindi family began to invest in U.S. markets during the 1990s, opening its Belleville production facility a decade ago and assuming control of all the facets that now comprise U.S. operations in 2004.

About 50% of Bindi's desserts distributed in the U.S. are manufactured overseas, with the remaining products produced in Belleville. While New Jersey operations predominantly serve the Garden State and Manhattan, Bindi centers in Connecticut, Boston and Los Angeles, as well as independent distributors in Philadelphia, Washington, D.C. and San Francisco, ensure that Bindi's line of gourmet desserts is available throughout the nation.

U.S. operations account for 20% of the worldwide brand's business, according to Beretta.

The key to the company's success is a combination of its commitment to producing a high quality product and flexibility. In fact, Bindi's line of more than 50 confections can delight the taste buds of everyone from connoisseurs of fine dining to more casual diners at a local pizza parlor.

"We can serve mom-and-pop pizza restaurants right up to high end hotels with an in-house pastry chef," Beretta explained. "We provide a very high quality product they could make in their own kitchens, but they don't have the time to make everything. Our relationship with many of the top pastry chefs is very good."

Schuyler Crossing



The first retail establishment at Schuyler Crossing, CVS Pharmacy, will open next spring.

The build out continues at Schuyler Crossing where the development's first retail establishment, a 13,000-square foot CVS Pharmacy, is on track to open next spring. Russo Development is constructing the 7.5-acre mixed-use project at Schuyler and Bergen avenues that will encompass light retail plus rental residences with on-site amenities. Director of Marketing Lisa Sikora reports that construction of the second retail establishment,

a 3,500-square foot bank, will begin later this year. Residential units are slated for construction beginning Fall 2012 with occupancy by the end of 2013.

Russo Development continues to improve the site and nearby vicinity with new sidewalks and landscaping as well as signal improvements to the traffic light at the intersection of Schuyler and Bergen avenues.



Bernadette Antonelli
EA, ATA, ATP
Enrolled to Practice
before the IRS

ARLINGTON TAX & BOOKKEEPING SERVICE

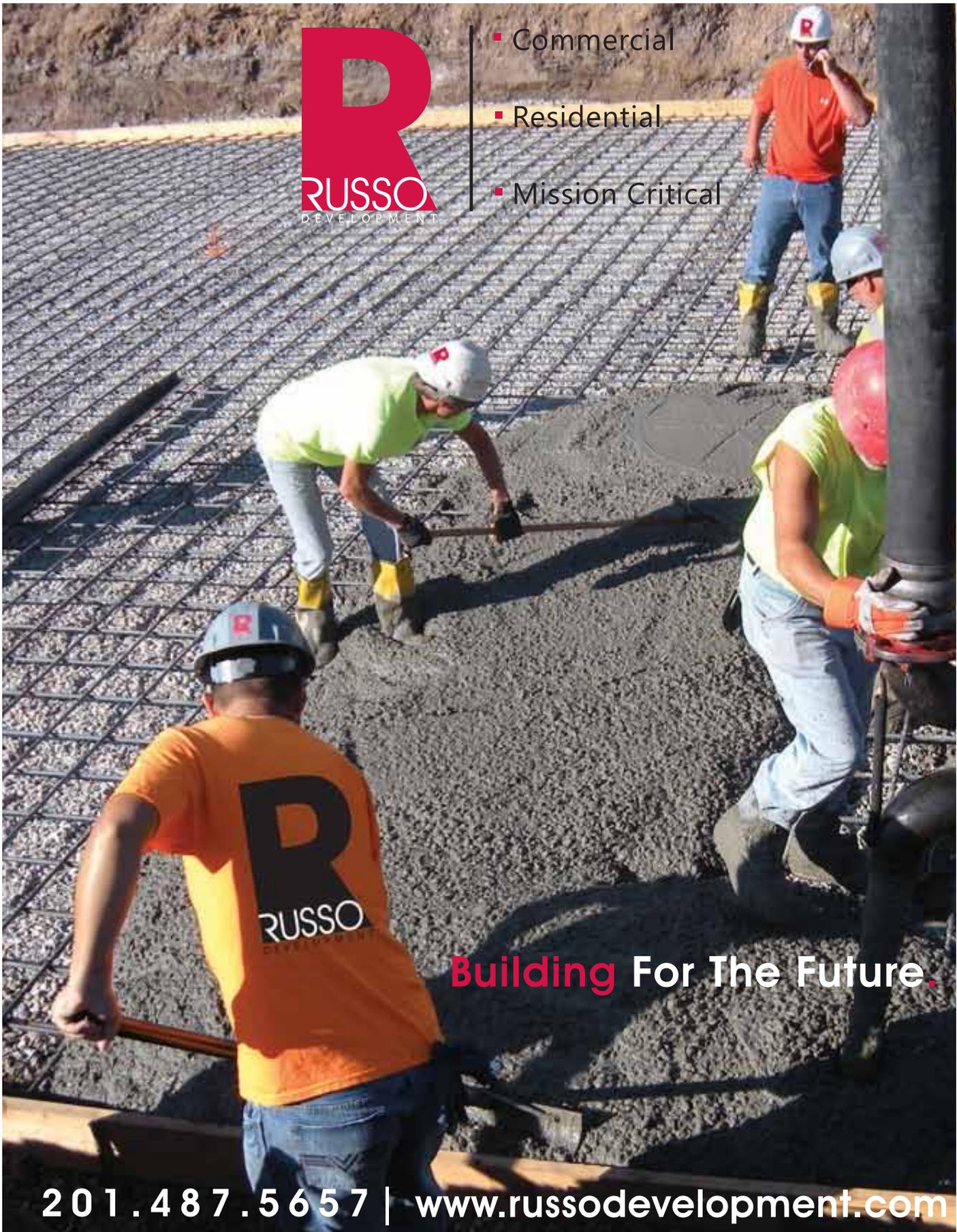
1985 - Celebrating our 26th Anniversary - 2011

**Full Service Income Tax Preparation & Financial Planning
For Individuals & Small Businesses**

*Member of the National Society of Accountants,
The National Society of Tax Professionals,
The NJ and National Society of Enrolled Agents*

BAntonelli@ArlingtonTax.com • www.arlingtontax.com

764 Kearny Avenue • Kearny • 201-991-8888



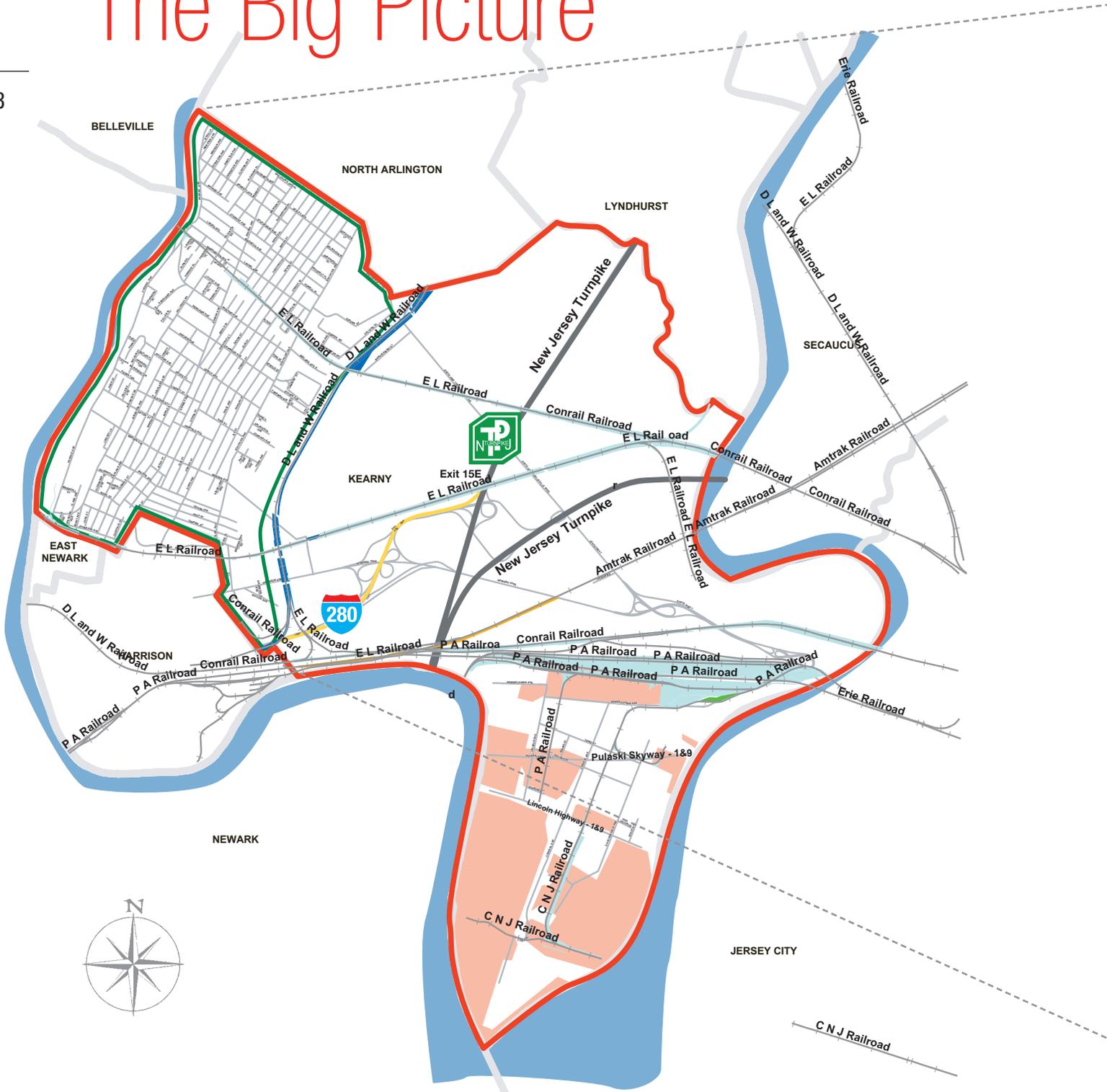
- Commercial
- Residential
- Mission Critical

Building For The Future.

201.487.5657 | www.russodevelopment.com

The Big Picture

28



The Town of Kearny is a municipality of 40,000 people covering nine square miles. The town includes two geographic areas, the Uplands and South Kearny. **The Uplands** is a charming, mixed-use community with appealing residential neighborhoods, parks and athletic fields and a small-town, retail main street along Kearny Avenue. The Uplands is also home to full service shopping centers featuring national retailers and supermarkets. **South Kearny** is an industrial peninsula with more than five million square feet of industrial real estate and the Kearny Foreign Trade Zone. South Kearny provides immediate access to the northeastern United States, Newark Liberty International Airport and Port Newark-Elizabeth via the New Jersey Turnpike (I-95; Exit 15W), I-280, New Jersey Route 1&9 and New Jersey Route 21. Kearny also contains a portion of the beautiful Hackensack Meadowlands, with views of the Manhattan skyline.

Town of Kearny UPLANDS

Legend

- Town of Kearny
- Residential Kearny
- UEZ
- Foreign Trade Zone
- Parks, Playgrounds & Recreation Areas
- Schools
- Bus Routes:
- #76
- #39
- #40
- I-280

Railroad Legend

Legend

Kearny Parcels

- AMTRAK
- CONRAIL
- NJ TRANSIT
- UNITED N J R R & CANAL CO



For assistance call (201) 955-7400 (ext. 8041)
or visit www.kearnynj.org/uez/index.asp



Taking Off

New heliport is up and running in South Kearny



Photo courtesy of Helo Holdings, Inc.

The hangar is completely full and helicopter traffic is rising. All signs point to a strong start for Helo Holdings Inc. Heliport, a 7.26 acre “helicopter only” FBO (Fixed-Base Operator) that began operations out of South Kearny near Truck Route 1&9 last December. “We’re up and running and moving in the right direction,” said CEO Jeff Hyman.

A key factor in locating the heliport in South Kearny was location. The site is just two minutes flying time out of Manhattan, which according to Hyman means time and money saved as well as greater convenience for helicopter operators. The site is also suitable because it is not near private residences.

The heliport features 28,000-square feet of hangar space, 10,000-square feet of leasable hangar and administrative offices, ample landing and parking, full maintenance services, a pilot-friendly amenities building and a 24,000-gallon fuel facility.

Clients who are utilizing the new facility include corporate and tour operators, private owners and utility

clients such as EMS and medevac helicopters. Metro based helicopters and pilots, as well as traveling operators such as EMS enjoy significant cost savings since the heliport is located so close to Manhattan. “The closer they are to other businesses the better it is for them economically,” said Hyman.

Helo Holdings received a Certificate of Occupancy from the Town of Kearny and its Certificate of License from the New Jersey Department of Transportation. Hyman, who operates the business with COO Michael Rentz, said the site has the potential for further development; a second hangar is under consideration; but the company will make a firm decision on expansion at a future date.

One of the newest members of the Kearny Urban Enterprise Zone (KUEZ), the company has benefitted from tax incentives. “That was helpful when we were building the facility,” Hyman noted.

Hours of operation are Monday to Friday, 7 a.m. to 7 p.m. and Saturday and Sunday, 7 a.m. to 5 p.m. Helo Holdings is located at 165 Western Road, South Kearny.



Kearny's Restaurant Row

The town's welcoming atmosphere and the benefits of belonging to a UEZ are drawing new eateries to Kearny.



KUEZ members from Kearny's Restaurant Row.

When Henrique Doria sought a location for his new bistro, something clicked in Kearny. The neighborhood seemed to call out for the eclectic menu he planned to offer and the small town ambiance felt like home.

He and a partner purchased a building with a worn storefront and transformed it into Café Au Lait, an intimate eatery that opened in March specializing in a unique mix of Portuguese, Brazilian, American and French foods.

Last summer, locals dined outdoors at Café Au Lait's sidewalk café, feasting on treats such as panini, wraps, quiche and low-carb burgers, as well as fresh baked desserts including macaroons, pineapple upside down cake and passion fruit cake.

"I really love the neighborhood we're in," said Doria, owner of the attractive addition to Kearny Avenue near Lincoln School. "The building was an eyesore, so we renovated the whole storefront. We wanted to bring a SoHo/TriBeCa feel to Kearny."

Café Au Lait is one of a number of restaurants that have popped up recently along Kearny Avenue and in other parts of town. The draw, according to the restaurant owners, is a combination of Kearny's tight-knit community and the benefits of belonging to the KUEZ.

For Neville Arestani, who opened a Pizza Hut on Kearny Avenue in March, it hasn't taken long to become a part of the community. In fact, he has already reached

“It’s clear the town wants to attract business and that gives you confidence. Everybody was willing to go out of their comfort zone to help us.”

– Neville Arestani, Pizza Hut franchise owner

out to local schools to include them in Pizza Hut’s “Book-It” reading incentive program, which awards free individual pan pizzas for kids who read regularly.

“The whole idea behind Pizza Hut is that we want to be a part of the town,” said Arestani, president of Sterling Industries. “We’re the new kids on the block, so we’re still learning about Kearny.”

Pizza Hut is following the lead of more established Kearny restaurants like KUEZ member Applebee’s, which has become an active community member by sponsoring local programs including signage and providing all of the food for Kearny High School’s Project Graduation.

Arestani did his homework before locating Pizza Hut in Kearny. His business caters to families on the go, featuring all of the menu items offered at larger sit-down Pizza Huts for takeout and delivery.

In addition to considering demographics and other competitors in the area, Arestani spoke with elected officials, police officers and KUEZ Department Head John Peneda before making his final decision.

“It’s clear the town wants to attract business and that gives you confidence,” said Arestani. “Everybody was willing to go out of their comfort zone to help us. If there was an issue, they fixed it. They offered solutions to every problem that came up.”

The restaurant owners all agree that belonging to Kearny’s KUEZ has boosted their business. Peneda meets with prospective business owners personally to provide solid advice on how the KUEZ can help with startup costs through low-interest loans and paying no sales tax on equipment and construction.

At Café Au Lait, Doria benefited from a KUEZ loan when preparing to launch his business. “The KUEZ helped us tremendously with setup costs, equipment and supplies,”

he explained. “John Peneda was very informative.”

Existing restaurants have also discovered the appeal of Kearny. Hamburgao, the Brazilian burger franchise, began in nearby Newark and expanded to Kearny in 2004.

Portuguese eatery O’Imperial Bar & Restaurant also had its roots in Newark until owner Jose Martins relocated to Kearny. “The people of Kearny inspired me to move my restaurant business here,” he said. “The location, the people, the town were all so appealing.”

Guide to Eateries in the KUEZ

Applebee’s Neighborhood Grill and Bar

175 Passaic Ave.
(201) 246-0020

Arcos Pastry

401-A Kearny Ave.
(201) 997-7557

Burger King

205 Passaic Ave.
(201) 991-9790

Café Au Lait

534 Kearny Ave.
(201) 675-9415

Chicken Galore

325A Kearny Ave.
(201) 998-3034

Dulce’s Bakery

164 Kearny Ave.
(201) 991-5937

Hamburgão

282 Kearny Ave.
(201) 991-1771

Mi Pueblito Mexican Restaurant

421 Kearny Ave.
(201) 991-3330

O’ Imperial Bar & Restaurant

152 Kearny Ave.
(201) 997-2262

Pizza Hut

189 Kearny Ave.
(201) 246-8100

Subs Galore

327 Kearny Ave.
(201) 998-7827

Wow! Café Restaurant

147 Kearny Ave.
(201) 997-1105

Businesses that are in the process of joining the KUEZ

Hey There Cupcake!!!

Mr. Nino’s Pizza

Rocky’s III

Skyway Diner

In the Zone: 25 Years and Counting

Soon after its designation in 1985 as a state Urban Enterprise Zone, Kearny set out to sign on local companies so they could reap UEZ benefits and gain a competitive advantage. Now, three Kearny firms are celebrating their 25th anniversary in the zone.

Alan Lambiase remembers what South Kearny was like before the town was designated by the state as an Urban Enterprise Zone. Industry had been leaving the area and no coordinated effort existed to recruit new businesses to replace them.

A decade earlier his firm, River Terminal Development, had begun purchasing properties from corporations such as Western Electric, Westinghouse, Mack Truck and A&P Stores, leading firms that were leaving the area in droves.

“Through the tax advantages utilized, we’ve been able to be more competitive with clients and maintain a high level of service.”

— Frank Senske,
Senior Vice President, Spectraserv

Today South Kearny’s economic climate has done a complete 180, and even during the current downturn the town continues to improve infrastructure and market the area to potential new tenants.

Through the years, River Terminal has assembled a 300-acre industrial park with 5.5 million square feet of prime warehouse and distribution facilities. National

and international firms lease the space for its proximity to the New York metropolitan area, easy access to major roadways and Kearny’s designation as a UEZ, which translates into 0% sales tax on the purchases of capital improvement materials and equipment.

Lambiase credits the KUEZ with providing South Kearny businesses with the tools they need to continue to grow.

“The KUEZ has directly invested over \$7 million towards ‘brick and mortar’ capital improvements in the Kearny Industrial Area,” stated Lambiase. “Through the UEZ program funds, the town has paved roads, separated sanitary and storm water lines, installed security cameras and funded public safety programs.”

Over the past quarter century, the KUEZ has emerged as an economic engine that has powered job growth and corporate expansion in South Kearny, as well as in the uplands portion of town. In all, the program has created more than 3,800 full-time jobs and has brought \$28 million in local funding to Kearny for projects like the ongoing reconstruction of the Sellers Street area in South Kearny, a roadway that is critical to attracting more businesses to the area.

One of the first firms to join the KUEZ 25 years ago was TES, Inc., a leading provider of heavy equipment including forklifts, cranes, trailers and truck accessories for the material handling and equipment industry.

Another was Spectraserv, a pollution control company that has operated in South Kearny since 1969.



Approximately 25% of Spectraserv's employees reside in Kearny, with another 25% hailing from nearby communities. That stable workforce has been a boon, both to the company and to employees, who don't have to travel far to work.

"Our workforce has remained relatively stable through the years," explained Frank Senske, senior vice president of Spectraserv. "It helps to have that local connection. Our workers are a part of the community. They're close by and can respond to our clients on short notice."

Spectraserv draws more than 95% of its clients from the ranks of government agencies, municipalities and authorities, who turn to the company for a wide range of services including wastewater and residuals treatment; transportation, processing, disposal and reuse of waste materials; construction and installation of treatment systems; and tank, lagoon and pond cleaning.

Senske points to his firm's membership in the

KUEZ as a key driver of success, adding that benefits can be tailored to the needs of different industries.

"Through the tax advantages utilized, we've been able to be more competitive with our clients and maintain a high level of service," Senske said. "You just have to work with the KUEZ to identify which benefits are appropriate for your particular line of business. I don't think there's any question that it's a positive to be part of the KUEZ."

Lambiase concluded that the KUEZ's involvement has benefited business owners, employees and Kearny citizens.

Over the years, the Kearny UEZ program was one of the most efficiently run programs in the state," Lambiase said. "Its improvements have helped create jobs, add ratables to the tax base and address quality-of-life issues on the peninsula."



KUEZ Department Head John Peneda with Henrique Doria of Café au Lait.

He's Wired!

Assisting area businesses with online registration procedures is just one way Kearny UEZ Department Head John Peneda is determined to capitalize on new state regulations governing urban enterprise zones.

John Peneda sets out to meet with a new Kearny business, armed with all of the tools he needs to convince the owner that joining the town's Urban Enterprise Zone will help to boost business.

These days, Peneda's weapon of choice is his laptop and a portable wireless connection that enables him to go online to complete the state certification process required for a business to join the KUEZ. For many small firms, the online process can be baffling.

"We still have a lot of business owners who need

help and guidance on the certification and re-certification process," said Peneda, noting that as of Sept. 1, the state requires that the process be completed online. "Not every small business has wireless access. The KUEZ is going to be there for Kearny businesses. We will even come to your place of business and help guide you through the process so you can continue to take advantage of KUEZ benefits."

Establishing a KUEZ membership, or re-certifying an existing membership, now also requires that businesses

set up a Premier Business Services account online with the state. Peneda offers personal on-site assistance to complete both tasks easily.

“Sometimes the process can seem daunting to a small business owner,” noted Peneda. “We are here for our businesses every step of the way, not just in setting up the account, but also in helping them qualify for KUEZ business loans and providing valuable advice in growing their company.”

UEZ membership is free and provides a host of benefits to businesses, including the ability to charge customers just 3.5% sales tax, receive tax exemptions on purchases of capital equipment or upgrading facilities, unemployment subsidies for certain employees, UEZ business loans and other amenities.

While state rules have changed recently to eliminate UEZ contributions to municipalities for capital and other projects, Kearny still has funding to complete some projects within its zone. The state has streamlined the process for municipalities to use the funds, eliminating approvals that often delayed projects in the past.

This year, Kearny is moving ahead with several KUEZ-funded projects including extending the Kearny Avenue Streetscape from Midland Avenue north to the railroad bridge and major infrastructure repairs to the Sellers Street area in the industrial area near the Belleville Turnpike.

“The municipalities will have more local control over

projects,” Peneda explained. “We still have to follow the same guidelines and conduct all due diligence, but there will be a little less red tape.”

Another initiative recently launched at the state level could allow Kearny and other UEZs to modify their zones, swapping lots with no development potential for lots outside the zone that can be developed, so long as they border current UEZ boundaries, according to Peneda.

That plan could be a boon to sites including Koppers Koke and Standard Chlorine, two former industrial

“The KUEZ is going to be there for Kearny businesses.”

— John Peneda, KUEZ Department Head

tracts in South Kearny that are in the process of being remediated. Their inclusion in Kearny’s UEZ has the potential to jump start the redevelopment process. Other areas currently outside the town’s zone that could benefit from the change are several tracts near Davis and Bergen avenues.

“This is all very preliminary,” Peneda cautioned, “but it holds a lot of potential for the town. The overall goal is to maximize the number of businesses that can utilize KUEZ benefits.”

Same Benefits. New Process.



As of Sept. 1, 2011, businesses that want to join the Kearny Urban Enterprise Zone (KUEZ) or re-certify must do so online, according to a new directive issued by the State of New Jersey. The first step is to establish a Premier Business Services account online by linking from the KUEZ website (kearnynj.org/kuez or visit: https://www16.state.nj.us/NJ_PREMIER_EBIZ/jsp/home.jsp).

KUEZ members are still eligible for tax benefits such as charging 3.5% sales tax for consumers on qualified purchases and paying 0% tax on business supplies and other incentives. If you need assistance completing an application or re-certifying an existing account, contact KUEZ Department Head John Peneda at (201) 955-7400, ext. 8041 or email jpeneda@kearnynj.org.

Float Your Cares Away

Serene Dreams LLC

FEELING STRESSED? LOSE YOURSELF IN COMPLETE RELAXATION AT SERENE DREAMS, LLC, THE AREA'S FIRST FLOTATION CENTER FEATURING THE LATEST TECHNOLOGY IN ISOLATION CHAMBERS. POPULAR ON THE WEST COAST AND IN EUROPE, FLOTATION THERAPY IS A BUOYANCY BODY TRIP ALLOWING CLIENTS TO REACH LEVELS OF RELAXATION SEEN IN DEEP MEDITATION.

James Saad, co-owner of Serene Dreams with his brother, Dr. Nadim Saad, first encountered flotation while vacationing in London at Floatworks, the world's largest flotation center. At these popular relaxation centers, clients achieve ultimate relaxation using tanks containing 10 inches of a super-saturated salt solution, which creates an environment similar to the Dead Sea, enabling them to float effortlessly on the surface.

Research has proven that the relaxation experience decreases stress hormones, reduces muscle tension,

“One hour of this therapy offers the benefit of four hours of sleep. It's wonderful for the back and to ease other aches and pains.”

increases endorphins, promotes a greater sense of well being, lowers blood pressure and diminishes depression.

The brothers say their spa provides therapeutic benefits to a wide variety of people, from those with sports injuries or chronic conditions to pregnant women and people with high stress jobs. Flotation therapy also helps eliminate addictive behavior and cleanses the body of toxins.

Athletes have also been known to use flotation therapy to ease chronic pain, accelerate healing, and prepare mentally and physically for competition.



Serene Dreams, LLC is West Hudson's first relaxation spa.

Because flotation therapy is drug-free, there are no negative side effects. “One hour of this therapy offers the benefit of four hours of sleep,” explained James. “It's wonderful for the back and to ease other aches and pains such as arthritis and fibromyalgia.”

Serene Dreams will open in 2012 and aims to provide its clients with a variety of products and services in a clean, comforting and stimulating atmosphere.

The brothers are in the process of building a website that will offer discounted memberships and a variety of bundle packages at significant savings including discounts to first time customers. The site also gives clients the ability to take a fully interactive tour of their facilities, book reservations online, post comments, and chat with fellow float enthusiasts. Finally the website will act as an educational resource containing videos, literature, and links to articles about flotation therapy and its benefits.

Thanks to Dr. Saad's positive experience with the Kearny Urban Enterprise Zone (KUEZ) through his dental practice, Serene Dreams began receiving UEZ benefits long before opening. The new spa qualified for a low-interest startup loan and has paid 0% sales tax on equipment and construction.

“I am a part of the KUEZ with my dental practice and receive so many benefits,” Dr. Saad said. “When my brother and I began discussing this new venture, the first thing I said was: ‘we have to join the KUEZ.’”

Serene Dreams, LLC

537 Kearny Ave.

www.serenedreams.net (Coming Soon)



The world's largest processor of oilseeds
The largest canola oil processor in North America
A leading supplier of premium shortening and oil products
The world's largest seller of bottled vegetable oil



Bunge sources oilseeds grown by farmers



and through our unique processes in Kearny we create oil



for high quality, healthier food ingredients

Our Kearny, NJ location provides an opportunity to improve our oil and shortening packaging capacity in the Northeastern corridor, which is the country's largest edible oil market. We are proud of our contributions to the Kearny community and look forward to a rewarding relationship for years to come.



Frank Cardoza
512 Belgrove Dr.
(201) 998-1709



Alan M. Lambiase
River Terminal Development
100 Central Ave.
Bldg. 100
(973) 589-0063
ALambiase@riverterminal.com



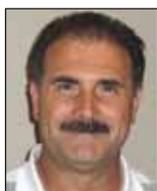
Maria H. Neno
195 Magnolia Ave.
(201) 991-4437
mariahnen@yahoo.com



Billy Pena
50 Magnolia Ave.
(201) 232-4339 (Cell)
billypena01@yahoo.com



Jack Pettigrew
185 Devon St.
(201) 991-6644
seadog28@aol.com



Fred Esteves
209 Windsor St.
(973) 305-2664
fred.esteves@baesystems.com



Gail Landi
78 Magnolia Ave.
(201) 998-3196
glandi@kearnynj.org



Barbara Sherry
(201) 991-6373
commish1115@verizon.net

Governing Members



Alberto G. Santos
Mayor
Town of Kearny
402 Kearny Ave.
(201) 955-7979
mayor@kearnynj.org



Albino Cardoso
Council Representative
First Ward
(201) 991-5924
alcard8@gmail.com



Susan McCurrie
Council Representative
Fourth Ward
(201) 998-6908
susan@mccurrielaw.com



Michael J. Martello
Town of Kearny
Business Administrator
(201) 955-7400
mmartello@kearnynj.org

Officers



John Peneda
Kearny Urban
Enterprise Zone
KUEZ Department
Head
(201) 955-7400
(ext. 8041)
jpeneda@kearnynj.org

Alan Lambiase
Deputy Chairperson

Maria Neno
Secretary

Fred Esteves
Treasurer



Gregg F. Paster, Esq.
KEZDC Counsel
18 Railroad Ave.,
Suite 104
Rochelle Park, NJ 07662
(201) 489-0078
gpaster@pasteresq.com
(201) 489-0520 Fax

KUEZ Meeting Dates

Meeting Day

The third Thursday of the month
(except where noted)

Meeting Place

Town of Kearny Town Hall
Council Chambers;
if unavailable, conference room
(same floor)

Meeting Time

7 p.m.

2012 Meeting Dates

January 19 (Reorganization)
February 9 (2nd Thursday)
March 15
April 19
May 17
June 21
July 19
August — no meeting
September 20
October 18
November 8 (2nd Tuesday)
December 13 (2nd Tuesday)



MICHAEL J. CAVALLARO
ATTORNEY AT LAW

25 LAFAYETTE PLACE
KEARNY, NEW JERSEY 07032

TEL. (201) 243-7818
CELL (908) 230-8511
FAX (201) 246-6174

ATTORNEYFORCHRIST@GMAIL.COM

We are dedicated to providing truth
and justice in all areas of law and
practice.

We are also a Christian Law Firm,
providing legal services to Christian
schools, Churches and individuals in
need of a Christian Attorney.

10 Spot of Kearny LLC

232-274 Passaic Ave.
(201) 319-1400

99 Cent Power Store

859 Kearny Ave.
(201) 998-9008

A. L. Wilson Chemical Co.

1050 Harrison Ave.
(201) 997-3300

A.J. Seabra Supermarket V Inc.

178-210 Schuyler Ave.
(973) 491-0399

Absolute Comfort, Inc.

495 Schuyler Ave.
(201) 955-1188

Action Leasing Inc.

Building 8
River Terminal Development
Hackensack Ave.
(973) 344-0020

Alden Leeds Inc.

55 Jacobus Ave.
(973) 589-3544

Alden Leeds, Inc.

100 Hackensack Ave.
(973) 589-3544

American Art Stone, Inc.

49 O'Brien St.
(201) 998-9030

Amerifilm Converters LLC

85 Lincoln Hwy.
(973) 690-5900

Applebee's Neighborhood Grill And Bar

175 Passaic Ave.
(201) 818-4669 x118

Arcos Pastry Inc.

401-A Kearny Ave.
(201) 997-7557

Arlington Tax And Bookkeeping Service

764 Kearny Ave.
(201) 991-8888

Art Joia LLC

259 Kearny Ave.
(201) 889-7309

Atlantic American Fire Equipment Company

1-14 Jacobus Ave.
Building 50 A
(215) 491-9800

Bindi (Dessert Service Inc.)

630 Belleville Turnpike
(973) 751-1754

Brady Brady & Reilly LLC

377 Kearny Ave.
(201) 997-0030

Building Specialties (L&N Supply)

342 Schuyler Ave., Bldg C
(201) 991-6990

Bunge Oils, Inc.

125 Sanford Ave.
(314) 292-2581

Burger King

205 Passaic Ave.
(908) 686-2223

Cafe Au Lait, LLC

534 Kearny Ave.
(201) 675-9415

Cargo Force, Inc

100 Central Ave.
Bldg. 72 #A
(305) 670-7783

Cathy Hair Fashion Center, Inc.

828 Kearny Ave.
(201) 991-6260

Chicken Galore

325A Kearny Ave.
(201) 998-3034

Classic Dry Cleaners

374 Belleville Tpk.
(201) 997-2939

Clean Earth of New Jersey, Inc.

115 Jacobus Ave.
(973) 344-4004

Cleaner America Inc

787-A Kearny Ave.
(201) 998-4106

Clydesdale Auto Body

471-481 Schuyler Ave.
Suite 1-A
(201) 998-9898

Coccia Realty, Inc

636 Kearny Ave.
(201) 997-7000

Crosspoint Mortgage Services, Inc.

582 Kearny Ave.
(201) 991-4000

Crown Bank

499-505 Kearny Ave.
Unit 499
(201) 719-2520

CVS Pharmacy #385

260 Passaic Ave. Suite 220
(201) 997-4600

Denise Novaes M.D., LLC

742 Kearny Ave., Unit A
(201) 955-1015

Dental Comfort Associates

537A Kearny Ave.
(201) 246-1233

Discount City of Kearny

160 Passaic Ave.
Bldg. #13
(201) 997-9450

Dress Barn Woman #692

200 Passaic Ave.
Kearny Center
(845) 369-4500

Dulce's Bakery

164 Kearny Ave.
(201) 991-5937

Dynamic International USA, Inc.

200 Central Ave., Unit A
(973) 939-9507

123-125 Pennsylvania Ave.,
Unit 2

(973) 344-6300

Eminent Paintball, LLC

861 Kearny Ave.
(201) 401-9664

Empty Building Security LLC

378 Schuyler Ave.
2nd Floor, Unit #2
(201) 246-8333

Fedway Associates, Inc.

Building 56
River Terminal Development
(973) 624-6444

Fighting Tigers Dojo

424 Kearny Ave., Unit A
(201) 686-0848

Robert J. Fuerstman DPM

405 Kearny Ave.
(201) 991-6471

Furniture Land, Inc.

160 Passaic Ave.
Building 24
(201) 998-6656

G & M Garcia Agency

441 Kearny Ave.
(201) 955-9536

G & S Technologies

1800 Harrison Ave.
(201) 988-9244 x33

Gild-N-Son

328 Belleville Tpk.
(201) 991-6222

Glenery Warehouse Inc.

76 Sellers St.
(201) 998-8805

Grand Central Station

226-228 Belleville Tpk.
(201) 955-6200

H & R Block

447 Kearny Ave., Unit A
(201) 432-8208

Hamburgao Corporation

282 Kearny Ave.
(973) 752-8348

Helo Holdings, Inc River Term. Develop.

100 Central Ave., #185
(201) 526-7617

The House of Rugs & Draperies

510 Kearny Ave.
(201) 997-2282

Hudson House

348 Kearny Ave.
(973) 493-7868

Hurricane Associates LLC

1200 Harrison Ave.
(856) 794-4730

I Love Perfume LLC

125-133 H Kearny Ave.
Unit H
(201) 246-0923

Irish Quality Shop Inc. 465 Kearny Ave.

(201) 997-3250

J.C.T. Leasing Corp.

123-125 Pennsylvania Ave.,
Unit B
(973) 939-9507

J. Supor & Son Trucking & Rigging Co.

433 Bergen Ave.
(973) 484-3610

J.F. Lomma, Inc.

48 Third St., Unit A
(973) 589-2000

**J-Sons Equipment
Overhaul, Inc.**

425 Bergen Ave.
Unit #425 A
(201) 997-1684

**Jersey Travel Center &
Insurance**

54 Kearny Ave.
(201) 991-3315

Jon Kearney, Esq.

399 Kearny Ave.
(201) 997-7888

The Kearny Gold Store

181 Kearny Ave.
(201) 998-4832

Kearny Mattress Outlet Inc

151 Kearny Ave.
(201) 997-3334

Kearny Self Storage

54 Third Ave.
(201) 955-1500

Kearny Sheet Metal Works

579 Davis Ave.
(201) 991-4745

**Kearny Smelting &
Refining Corp.**

936 Harrison Ave.
(201) 991-7276

K-Mart 3499

200 Passaic Ave.
(201) 997-9300

**L & R Manufacturing
Company**

577 Elm St., PO Box 607
(201) 991-5330

**Laundry Warehouse of
Kearny, LLC**

285 Kearny Ave.
(973) 731-6654

LF Signs & Hobbies Inc.

124 Schuyler Ave.
(201) 991-0033

Little Friends

650 Kearny Ave.
(201) 246-7733

**Louis J. Kennedy Trucking
Company**

342 Schuyler Ave.
(201) 998-4142 x209

M.S.L. Vending Inc.

100 Arlington Ave.
(201) 246-1999

Mac Products Inc.

60 Pennsylvania Ave.
(973) 344-0700 x5612

Mace Bros Fine Furniture

512 Kearny Ave.
(201) 998-0300

Mark Spierer

101 Midland Ave., 2nd Floor
(201) 991-2856

Marshalls #831

140 Passaic St.
(317) 818-8322

**Matejko Real Estate
Management**

403 Kearny Ave.
(201) 507-5817

Max Home Furniture LLC

861 Kearny Ave., Unit D
(973) 202-8127

**Mi Pueblito Mexican
Restarant**

412-414 Kearny Ave.
(201) 991-3330

Midland Family Dentistry

137 Midland Ave.
(201) 246-1400

Midtown Drug

581 Kearny Ave.
(201) 991-3454

**Modell's Sporting Goods
#090**

274 Passaic Ave.
(212) 822-1000

Mona Lisa Art & Frame

858 Kearny Ave.
(201) 246-7775

Neno-Rosa Agency., Inc.

551-553 Kearny Ave.
(201) 997-7860

Newspring Industrial Corp.

35 O'Brien St.
(201) 991-3328 x213

**O' Imperial Bar &
Restaurant**

152 Kearny Ave.
(201) 997-2262

O.J. Truck Lube, Inc.

22 Jacobus Ave.
(973) 522-0103

O.J. Truck Wash

47-49 Old Lincoln Hwy.
(973) 589-3300 x12

**Orograin Bakeries Sales,
Inc.**

100 Central Ave., Bldg 40,
In River Terminal
(804) 576-3435

Owens Corning & Trumbull

1249 Newark Tpke.
(201) 998-5666

Pambros Transport Corp.

319 O'Brien St.
(201) 997-1300

Pathmark of Kearny

145-259 Passaic Ave.
732-499-3000 x2948

Personal Touch Car Wash

322 Belleville Tpk.
(201) 955-0303

Photography by Ava, LLC

738-740 Kearny Ave., Unit A
(201) 681-7489

Pipers Cove, Inc

212 Kearny Ave.
(201) 998-3695

**Preferred Building
Services, Inc.**

770-772 Kearny Ave.
(201) 955-1770

Quick Check #92

238 Kearny Ave.
(908) 534-7149

Rachel Jewelers

397-B Kearny Ave.
(201) 997-7957

Radioshack 01-2832

200 Passaic Ave.
(201) 246-9418

Rite Aid

248 Kearny Ave.
(201) 998-8787

25 Years**River Terminal
Development Company**

100 Central Ave.
Building 30
(973) 589-0063

Robert Elkas, D.M.D., P.A.

220 Kearny Ave.
(201) 991-5222

Robert S. Levy, DMD

521 Kearny Ave.
(201) 991-1280

**Rosa's Accountax
Services, LLC**

217 Kearny Ave., 1st Floor
(201) 991-2540

**Russo Development,
L.L.C.**

50-250 Barszcewski St.
(201) 487-5657 x233

Schuyler Crossing, LLC

212-234 Schuyler Ave.
(201) 487-5657 x111

Schuyler Printing

71 Kearny Ave.
(201) 997-8083

ShopRite of Kearny

100 Passaic Ave.
(201) 998-1595

Signs by Lynn

329 Kearny Ave.
(201) 998-4273

The Smile Center

837 Kearny Ave.
(201) 991-2111 x11

**South Kearny Intermodal
Depot, LLC**

55 Jacobus Ave., 1st Floor
(973) 589-8911

**Spectra Colors
Corporation**

25 Rizzolo Rd.
(201) 997-0606 x12

25 Years**Spectraserv Inc.**

75 Jacobus Ave.
(201) 589-0177

**GREGG F. PASTER
& ASSOCIATES**

Attorneys At Law

18 Railroad Ave.,
Suite 104

Rochelle Park, NJ 07662

T.201.489.0078

F.201.489.0520

www.pasteresq.com

St. George Warehouse, Inc.
123 Pennsylvania Ave.,
Gate 5
(201) 578-8400

Stanson Corporation
2 No. Hackensack Ave.
(973) 344-8666

State Farm Insurance Co.
John D. Costa, Jr., LLC
186 Kearny Ave.
(201) 998-5600

Sterling Eateries, Inc.
(Pizza Hut)
189 Kearny Ave.
(201) 246-8100

Street Smart
160 Passaic Ave., Bldg. 13
(201) 997-3100

Subs Galore LLC
327 Kearny Ave.
(201) 998-7827

Tilcon Bedrock
411 Bergen Ave.
(973) 659-9643

TJ McDermott
Transportation Co., LLC
8 Briederhoff Rd.
(201) 997-2860

Trainor Glass Company
South Hackensack Ave.
Bldg. 9, Unit R
(973) 491-2645

Transformer Lab
Services, Inc.
1800 Harrison Ave.
(201) 998-9244

25 Years

Transport Equipment Sales
286 Central Ave.
(973) 589-4100

Tully's ShopRite Liquors
Inc.
98 Passaic Ave.
(201) 998-1447

Uncommon Carrier Inc.
Port Kearny, Bldg. 5
(201) 817-8700

Valor LLC
378 Schuyler Ave.
(201) 997-1500

Veckridge
Chemical Co., Inc.
60-70 Central Ave.
(973) 344-1818

Vineland Construction
Company
1215-1221 Harrison Ave.
856-794-4730

Wal-Mart Store #5447
150 Harrison Ave.
(201) 955-2751

Welcome Realty, LLC
241-245 Kearny Ave.
(201) 216-0800

West Hudson Lumber
And Millwork Co. Inc.
60 Arlington Ave.
(201) 991-7191

Wilson Auto Parts, Inc.
385 Kearny Ave.
(973) 344-4060

WOW! Café &
Restaurante
147 Kearny Ave.
(201) 997-1105

KEARNY GOLD STORE

Your Trusted Jeweler for Over 22 Years
179-181 Kearny Ave., Kearny



201.998.4832



www.thekearnygoldstore.com

Your Full Line Jeweler
14 Karat Gold • 18 Karat Gold
Silver
Diamond Jewelry
Watches

FREE
Battery Change for Any Watch

With this coupon. Cannot be combined with any other offers. Limit one per customer.
Please present before ordering. Expires 12/31/11.

Movado, Citizen and Bulova Watches
Up To 50% Off!

We Carry Diamonds, Diamond Jewelry,
Gold Jewelry and Lenox Giftware
ALL AT DISCOUNTED PRICES

Welcome! The KUEZ is pleased to welcome
the following businesses:

10 Spot
CVS Pharmacy
G&M Garcia
Agency

Jersey Shore
Tanning Salon
Jersey Travel Center
& Insurance, Inc.
Josam Realty

Kearny Self Storage
Mi Pueblito
Mexican Restaurant
Neno-Rosa Agency
Serene Dreams, LLC

Sterling Eateries,
Inc. (Pizza Hut)
WOW! Café and
Restaurante



Sponsored By
KEARNY BEAUTIFICATION
& ENVIRONMENTAL COMMITTEE

FREE

SECOND LOOK[®] REVIEW

FROM SMALL TOWNS TO BIG CITIES — WE'RE HELPING PEOPLE ACROSS THE COUNTRY FIND MONEY BACK THAT WAS MISSED BY OTHERS.

If you didn't use H&R Block, bring in your return for a **FREE Second Look[®] Review**. Last year, we found errors on **2 out of 3 tax returns** prepared by someone else. We'll check for missed deductions and credits, to help make sure you get the **maximum refund you're entitled to**. We'll also certify whether or not your original return is accurate. Join the thousands of clients who have received more money with an H&R Block Second Look[®] Review.

Nathaniel Causley, Jr.
District Manager
1094 Clinton Ave.
Irvington, N.J. 07111
(973) 371-5219
nathaniel.causley@hrblock.com

Rachael Dimond
447 Kearny Ave.
Kearny, N.J. 07032
(201) 997-4670
rachael.dimond@tax.hrblock.com

Stanley Kyc
580 Ridge Rd.
North Arlington, N.J. 07031
(201) 991-0666
stanley.kyc@tax.hrblock.com

Nyree Winters
1094 Clinton Ave.
Irvington, N.J. 07111
(973) 371-0400
nyree.winters@tax.hrblock.com

Augustav Duncan
46 Park Ave.
Rutherford, N.J. 07070
(201) 935-3433
augustav.duncan@tax.hrblock.com

James Pender
622 Central Ave.
East Orange, N.J. 07018
(973) 677-1576
james.pender@tax.hrblock.com

Sheaman Thomas
125 Avon Ave.
Newark, N.J. 07108
(973) 297-1099
sheaman.thomas@tax.hrblock.com

Ravindra Deshpande
549 Main St.
East Orange, N.J. 07018
(973) 674-6089
ravindra.deshpande@tax.hrblock.com

Nicole Middleton
726 Broad St.
Newark, N.J. 07102
(973) 624-6712
nicole.middleton@tax.hrblock.com

Yenny Rodriguez
Sears-Livingston Mall
1 Eisenhower Pkwy.
Livingston, N.J. 07039
(973) 535-1655
yenny.rodriguez@tax.hrblock.com

Marie Buglione
233A Franklin Ave.
Nutley, N.J. 07110
(973) 235-1000
marie.buglione@tax.hrblock.com

Silvia Gonzales
139 Washington Ave.
Belleville, N.J. 07109
(973) 751-3836
silvia.gonzales@tax.hrblock.com

Ronald Walcott
299 Glenwood Ave.
Bloomfield, N.J. 07003
(973) 743-0898
ronald.walcott@tax.hrblock.com

Arlete DaSilva
495 Prospect Ave., Ste. 401B
West Orange, N.J. 07052
(973) 325-1880
arlete.dasilva@tax.hrblock.com

Joel Diaz
1 Lackawanna Plaza
Montclair, N.J. 07042
(973) 744-5483
joel.diaz@tax.hrblock.com

Alan Gumeny
798 Bloomfield Ave.
West Caldwell, N.J. 07006
(973) 575-4944
alan.gumeny@tax.hrblock.com

Uhunoma Woghiren
467 Lyons Ave.
Newark, N.J. 07112
(973) 318-7900
uhunoma.woghiren@tax.hrblock.com

Tahita Vann
142 Bloomfield Ave.
Newark, N.J. 07104
(973) 484-2148
tahita.vann@hrblock.com

Wentai Anwar
283 Ferry St.
Newark, N.J. 07105
(973) 344-2802
wentai.anwar@tax.hrblock.com

Stephen Lane
1730 Springfield Ave.
Maplewood, N.J. 07040
(973) 763-3883
stephen.lane@tax.hrblock.com

Never settle for less.SM

hrblock.com | 800-HRBLOCK

H&R BLOCK

©2010 HRB Tax Group, Inc.

Error rates are for tax season 2010. Fees apply if you have us prepare a corrected or amended return. If H&R Block makes an error on your return, we'll pay resulting penalties and interest. If you are audited, we'll explain your audit notice and the documentation you should provide to the auditor. Participating locations only. Expires March 31, 2011.



Beautiful Results....Less Visits....Great Smile!

When you visit The Smile Center, you will discover that we are not an ordinary dental practice. We treat our patients like we would want to be treated and how we would treat our own families. It is this commitment to our high standards of dental care that sets us apart. You can count on our caring, friendly staff to recognize your individual needs and provide you with the finest in personalized service. We are proud of our respected reputation within the community. With our commitment to facial cosmetics, we also offer Botox®, Juvederm™, Restylane® and Radiesse® to compliment the beautiful cosmetic dentistry we do.

Take advantage of our coupons in various local publications or our website.

We are proud that our dental office has been serving Kearny and surrounding communities for over 35 years and will continue to serve Kearny for many more years to come.

Drs. Harry Harcsztark, Richard Ekstein, Mendel Markowitz and Leon Pirak
Se Habla Español / Fala Se Portugues



NEGLIA ENGINEERING ASSOCIATES

*Consulting Engineers, Land Surveyors,
 Planners, Landscape Architects,
 Traffic Engineers
 & Municipal Engineers*

Since 1948

34 Park Avenue

P.O. Box 426

Lyndhurst, New Jersey 07071

Phone: (201) 939-8805

Fax: (201) 939-0846

Email: nea@negliaengineering.com

SPECTRASERV INC.
 Hey Kearny, Your friends and neighbors at Spectraserv have been providing the tri-state region with Pollution Control Services for 50 Years! Quite an Achievement!

For more information, contact us at:
 75 Jacobus Avenue, Kearny, NJ 07032
 Phone: (973) 589-0277, Fax: (973) 589-0415
www.spectraserv.com

MD LIMOUSINE

Visit our Web Site at www.mdlimousinenj.com



EXCALIBER

WEDDING PACKAGE:

- Red Carpet Service
- Chauffeur in Tuxedo
- Complimentary Bottle of Champagne



1959 SILVER CLOUD
ROLLS ROYCE

ALL MAJOR AIRPORTS

TOWN CARS • LIMOS • SUVs • PARTY BUSES • ROLLS ROYCE

- Weddings • Proms • Sweet 16's • Bar & Bat Mitzvahs • Anniversaries • Graduations
- Night On The Town • NYC • Dinners • Any Other Special Occasions



475 Kearny Avenue, Kearny, NJ 07032

Toll Free: (800) 893-8002

Ph: (201) 246-8002 • Fax: (201) 246-8005

WE ACCEPT ALL MAJOR CREDIT CARDS
OPEN 24 HOURS, 7 DAYS A WEEK

Pipers Cove

SCOTTISH & IRISH IMPORTS



Top Brands For
Bagpipes & Accessories
...
Scottish & Irish
Gifts & Apparel
...



Kilt Rentals Available in Four Scottish & Irish
Tartans
...

Specialty Food & Candy Items
...

And Much, Much More!



212 Kearny Avenue, Kearny NJ
☎ 201-998-3695
www.PipersCove.com



Argyle Restaurant

Authentic Scottish
Fish & Chips, Meat Pies,
Sausage Rolls, Bridies,
And Shepherd's Pie



Seafood Specialties including
Shrimp, Lobster Tails, Scallops,
and More

AVAILABLE FOR DINE-IN OR TAKE-OUT

**Join us for our annual Robert Burns Birth-
day Celebration, held each January!**

212 Kearny Avenue, Kearny NJ
☎ 201-991-3900 • ArgyleRestaurant.com

Everyone's looking for an encouraging sign in today's economy. The fact is, they'll see one in over 17,500 locations across North America. Because for over 86 years, State Farm® agents have been there helping people protect the things that matter most. That's why more people trust State Farm. And we consider that a very good sign.



**LIKE A GOOD NEIGHBOR,
STATE FARM IS **

John D Costa, Agent
186 Kearny Avenue
Kearny, NJ 07032
Bus: 201-998-5600 Fax: 201-998-5610
john.costa.mo2i@statefarm.com
Nós falamos português.

PROVIDING INSURANCE AND FINANCIAL SERVICES

P087082 11/08

State Farm, Bloomington IL

Mr. Nino's



264 Kearny Ave., Kearny NJ 07039 • 201-991-2333 • Fax: 201-991-8858

Hours:

Mon–Thurs 10:00 am–10:00 pm; Fri–Sat 10:00 am–11:00 pm; Sun 12:00 pm–10:00 pm

We deliver all day, every day to Kearny, Harrison, East Newark and North Arlington

Special Rates for Schools & Parties • Catering Packages Available

Major Credit Cards Accepted • BYOB



Join our Community Tradition

On Dec. 1, the town of Kearny held its Annual Town Hall Tree Lighting Festival, sponsored by the Kearny Urban Enterprise Zone (KUEZ). The community tradition welcomed hundreds of families and kicked off the holiday shopping season on Kearny Avenue and areas throughout town. This year's celebration included diverse musical and theatrical performances, the arrival of Santa Claus and his elves and, of course, the official lighting of the tree.



José Martins, Owner



O'Imperial

Bar and Restaurant

Portuguese, American & Spanish Cuisine

152 Kearny Avenue • Kearny, NJ 07032

(201) 997-2262

Seafood • Beer • Steak • Port Wine • Sangria • Unbelievable

PRSRT STD
U.S. POSTAGE
PAID
KEARNY, NJ
PERMIT #44

Shop Kearny For the Holidays



**Save 50%
in
Sales Tax
(3.5% sales tax)
on
qualified
purchases**

Kearny UEZ
Town Hall Annex
410 Kearny Ave.
Kearny, NJ 07032

Paid for by:

KUEZ
KEARNY URBAN ENTERPRISE ZONE

For further information contact the Kearny UEZ
(201) 955-7400 (ext. 8041) or kearnynj.org/uez