



Discover Long Hill Township

Echoes - Sentinel

March 26, 2020

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It's On Us To Help Small Businesses

Long Hill’s local small businesses are an essential part of the town’s unique and spirited character.

Facing a challenge unlike any we have seen in recent memory, it is on all of us to help them see it through.

Small businesses and their employees are uniquely affected by the catastrophe that is the COVID-19 pandemic. We should hope that help is coming from Trenton and Washington, but we as a community must help our neighbors in the business community to survive these trying months.

Aiding your local establishments isn’t just an act of altruism either. The health and survival of individual small businesses helps to keep your taxes low, among numerous other benefits.

Here’s what you can do to help:

- Buy gift cards at local shops and eateries. You can use a gift card at a later date to buy goods, but the business gets the money up front. Buy gift cards for family and friends as well. At a time when many establishments could face plummeting revenues, cash flow is key;
- Order delivery or takeout from restaurants and cafes. Most restaurants in the area are still open, though dining in is no longer an option. Nearly all restaurants in Long Hill that remain open are offering curbside food pickup. Restaurants that have never offered delivery in the past are offering it now;
- Shop online wherever possible. Local small business retailers and artisans offer their wares online as well;
- Buy or renew memberships at local gyms, music schools, martial arts and dance studios, but also keep an eye out for virtual classes. Many such businesses around the country are pivoting to offer home instruction;
- Donate through online fundraising campaigns.

And if you don’t already, please consider subscribing to this newspaper by visiting **echoes-sentinel.com** and clicking “subscribe.” We have been serving this community for 70 years, and we rely, now more than ever, on reader subscriptions to survive.

Our small businesses give so much back to Long Hill. Let’s do what we can to give back to them.

DISCOVER LONG HILL TOWNSHIP

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Long Hill Auto Makes Repairs Easy

Long Hill Auto Service Center opened its doors in 1986. While many aspects of the business of repairing and maintaining automobiles has drastically changed over the years, a few things have stayed the same.

"The first thing we try to do is to make it easy for people to get their repairs done. We know that it's not an easy thing to do to drop off your car and be without it," says owner Bob Arlotta. "Our main priority is to make it easy for people to get their repairs done. We try to make it as pain-free as it can be."

Whether it's picking up or dropping off a vehicle at an owner's home, or giving customers a lift to their destination, Arlotta says the shop's success owes much to its longtime commitment to its customers. The shop stays open 12 hours per day, six days a week, in an effort to give customers as much scheduling flexibility as possible.

And great customer service is just the starting point. In the past, the auto repair industry focused mainly on mechanics who were well-versed in mechanical issues, such as brakes and tires. But as automobiles became increasingly reliant on



For 34 years, Long Hill Auto has gone above and beyond for its customers and the community.

electronics, computers and technology, Long Hill Auto has made a commitment to staying up-to-date on the latest technology and information, with mandatory month-

ly training sessions for all its employees.

The shop's focus on its surrounding community has also helped to establish its reputation as a friendly and reliable busi-

ness.

Long Hill Auto sponsors and participates in many community events and activities, including acting as a food collection site for the Shrine of St. Joseph Food Drive and a variety of other Long Hill Chamber of Commerce events and programs. The business is very involved in Millington Downtown Day, donating its facility, electricity, water and parking lot space for the popular annual community gathering.

In the past, the business has also hosted local Girl Scouts working towards earning their Car Care Badges. Shop employees taught the girls how to change a tire, fix a flat, jump start a dead car battery and more.

A free air pump and free car vacuum are available in front of the shop for anyone who needs them. In addition, smart car drivers running low on a charge can pull up and plug in at no cost. "We try to please everybody as much as we can. I think that goes a long way," Arlotta said.

Long Hill Auto Service Center is located at 1905 Long Hill Road, in Millington. Reach them at longhillauto@aol.com or (908) 647-7984 or visit longhillauto.com.



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BOB ARLOTTA, OWNER, AWARDED ASE TECHNICIAN OF THE YEAR

SUPPORT LOCAL BUSINESSES

NOW MORE THAN EVER

Community cornerstones face unprecedented challenges during crisis

Our local businesses are the backbone of our community.

The nearly 2000 small and medium-sized businesses in our township employ our residents, sponsor our sports teams, and make events like the egg Hunt, the Stirling Street Fair, and the Halloween parade possible through their generous donations, volunteerism, and support.

Long Hill Chamber of Commerce President Michelle Cavett offers the following message to residents:

"The current COVID-19 pandemic has and will undoubtedly take a major toll on our businesses, which in turn will impact our communities and our res-



**MICHELLE
CAVETT**

idents. Businesses that fold during this challenging time translates to less tax revenue, empty store fronts, less competition, and potentially higher prices. It is in our community's best interest to support these businesses and have them remain vital as we navigate through this pandemic.

"While the health and safety of all our residents is paramount at this juncture, in the coming months once the virus fades and we can go about our normal routines, the support of our local

business community will be a foundation of economic recovery for the entire community. The Long Hill Chamber of Commerce is diligently informing and supporting our members with discussion forums to find alternative solutions to the challenges they are facing, and providing access to capital and business counseling.

"We are fortunate to have many businesses in town that are well established: Dorsi's Pharmacy, family-run and owned for over 70 years; Stirling Hallmark operating for over 50 years; and Soo Bahk Do Karate of Gillette serving the community for nearly 40 years. It is these businesses, and so many oth-

ers, who have long-established roots in our community who will be instrumental in providing a resurgence of our economic and social structure once this threat is contained and eventually passes.

"We look forward to brighter days with our residents safe and healthy, our businesses thriving, and our community stronger than ever."

In addition to serving as Chamber president, Cavett is a third-degree black belt, certified instructor, and program director of Soo Bahk Do Karate of Gillette, a traditional martial arts academy teaching children courage, confidence, and concentration since 1982.



SHOP LOCAL

We are proud to be a part of Long Hill Township since 1943.



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Great Swamp Greenhouses
Gary White DDS
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Stirling House Diner
New Jersey Hills Media Group
Millington Station Café
Al Pepe & Sons Electrical Contractors
The Learning Experience -
Warren & Basking Ridge
Valley Automotive
Matthew Dorsi, Esq.*

*Renew Salon and Spa
Soo Bahk Do Karate of Gillette
Woolley Fuel
Pinnacle Motor Works
Sherwin Williams
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Renna Media
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VGI Promotions, LLC
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*Rich's Automotive
Riverwalk Chiropractic
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Lil' People's Playhouse
Angel Tips Nail Spa
Hudson Way Immersion School
Ava's Ice Cream
Chimney Rock Inn,
AT&T Mobility, Act II Consignment,
Allstate-Potolsky Financial Group Inc.
Beauty Counter-Victoria Belkewitch,
Bridget A Lang DMD LLC,
Marketing Consultant-
John Belkewitch
Millington Volunteer Fire Company.*

Membership Information available at www.longhillchamber.com

All-American Pizza serves Long Hill, honors veterans

Long Hill Township's newest pizza place gives back to its community.

All-American Pizza, located at 258 Main Ave., Stirling, is open 11 a.m. to 9 p.m., Monday through Saturday. Sunday hours are 1 p.m. to 7:30 p.m.

Delivery is offered throughout Long Hill Township, Basking Ridge, and most of Warren Township.

"We're a family, veteran-owned pizzeria," said owner Nick Earl, who noted military veterans with proof of their service receive a 10 percent discount.

Ask about their rewards program, and you'll also get 10 percent off your order.

All-American offers a variety of pizzas, including specialty pies like the "Italian Hot Dog" and the "Breakfast Pie," which includes bacon, pork roll, egg and cheese.

The pizzeria also offers a Monday Special, which is \$10 for a large cheese pie.



Nancy Moore and her son, Shawn Earl, of Millington, dish up some fare from All-American Pizza in Stirling.



BUILDING COMMUNITY

Beyond their charitable donations and services rendered for the public, local businesses work to build community throughout the year in public events sponsored by the Long Hill Chamber of Commerce. Millington siblings Sara and Jacob Petras got a kick out of the annual Halloween Parade sponsored by the Chamber in October 2019, posing as Princess Leia and a Jedi Knight from Star Wars over an enormous pumpkin.

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Glenn D. Potolsky
Personal Financial Representative

Potolsky Financial Group, Inc.
657 Valley Rd, Gillette, NJ 07933
Office: 908-502-5500
Cell: 201-207-1528

glennpotolsky@allstate.com
www.allstate.com/glennpotolsky



Allstate
You're in good hands.

So what's happening at the Long Hill senior center?

The Long Hill Senior Center is a great place to re-kindle old friendships and meet new people from our town while enjoying hospitality, various programs, trips and activities along with parties in the spacious hall. You can even rent the hall for your own events.

With the motto "Let us be Your Place for Fun and Friends," the senior center is open to all Long Hill residents 55 and older for just \$20 a year.

Pay \$27 a year to receive the center's informative monthly newsletter by mail or email.

You will learn about trips, such as outings to Atlantic City, Mount Airy for shows, and casino and overnight trips. All trips come at discounted rates.

Long Hill Senior Center members also travel to see plays in New York City, Pennsylvania and the Hunterdon and Paper Mill playhouses, and much more.

Like to socialized? The center does that as well, hosting game days and card days, exercise and art classes with nutritious lunches with friends. The nutrition program is open to all Morris County residents – not just members.

During monthly meetings the center has

informative guest speakers, a nurse from the Visiting Nurses Association, the food bank, entertainers and special treat days such as pizza, soup and chili days. Even the ice cream truck pays a visit.

The center holds a huge rummage sale and participates in other fundraisers. It also throws big parties for its anniversary, holidays and much more all at local restaurants or right at the senior center hall on Valley Road.

The hall can also be rented out. All are welcome to visit the spacious, newly painted hall with a full kitchen. It seats up to 120 guests comfortably, and more if one does auditorium-style seating. The center also has an outdoor deck. All this is available at a reasonable price.

So if you have a graduate, birthday, baby on way, meeting for your office, the uses are endless – just give the senior center a call.

Stop by and check out the center or come to a meeting on either the first or third Wednesday of the month at 10:30 a.m. Check out the senior center online at www.longhillnj.gov/senior-citizens or on Facebook.

For more information, contact Nancy at (908) 626-1101 or LHseniors@comcast.net. The center is located at 769 Valley Road, Gillette.

SOO BAHK DO KARATE OF GILLETTE

Leadership, community grow from karate studio

Soo Bahk Do Karate of Gillette has been serving Long Hill Township since 1982.

First opened by Linda Morey, eighth degree black belt and the highest ranking woman in the martial art of Soo Bahk Do Moo Duk Kwan, it is now run by her loyal and dedicated students: Lydia Chu, fifth degree black belt and certified master instructor; Andrew Masini, fourth degree black belt and certified master instructor; Ria Zazzarino, third degree black belt and certified instructor; Michelle Cavett, third degree black belt, certified instructor and program director; Ofirat Sten-Gilady, third degree black belt and certified instructor; and John Carlo, first degree black belt and certified instructor.

They offer programs for students starting at age 3 through adult. One of their premier programs is their Leadership Team Program, according to Cavett. The Leadership Team Program is available once students reach the rank of red belt.

"We are training and developing them to be leaders at home, at our academy, in their school, and their community", said Cavett.

>> RELATED PHOTO

Local youngsters join Leadership Team. Please see page 11.

Leadership Team members have a class that they assist in by leading the warm-ups and some of the basics movements.

"This is crucial", she said, "as the number one fear adults have is public speaking. Our program has them conquer that fear and develop the courage and confidence to become effective in leading others."

They also do community projects like their Community Giving Garden in which the children grow organic produce and donate it to local families that do not have access to it.

They are also planning a summer fundraiser for the Long Hill Township Library.

"The founder of our art stresses that the martial artist is also a scholar, and learning on every level is critical to human development", said Cavett. To learn more about the academy, visit www.karate4peace.com or call (908) 647-4194.



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Or Look us up online - Long Hill Senior Center, Gillette

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SOO BAHK DO KARATE OF GILLETTE

630 Valley Rd., Gillette, NJ 07933
(908) 647-4194

Valley Automotive: A reliable, family-run business

Providing consistent and reliable family-like service to the Morris County area, Valley Automotive has been offering auto repair services for more than 50 years.

Vito Armenti started the business in 1966 and it is currently run by his son and grandson, Guy and Ryan. Valley Automotive has two locations one at 1312 Valley Road, Stirling, and the other at 50A Parker Road, Chester.

Their philosophy over the years has been to create a relationship with their customers,

providing honest guidance on car repair and maintenance. They aim to utilize a holistic perspective and take other factors in your life into consideration regarding your repairs such as, how often the car is driven, budgeting, what types of roads the car is driven on, who is driving and any other considerations that can influence the timing of repair decisions.

Over the years, the automotive industry has drastically changed from repair to a proactive maintenance focused mindset. Valley

Automotive has adjusted to the times providing preventative maintenance and vehicle recommended mileage services. This maintenance focuses on the long term and is a more cost effective method to managing your car, as repairs associated with not maintaining your car can prove costly.

Although Valley Automotive has a preventative mindset, repairs inevitably will be needed and they are prepared to meet your needs.

Valley Automotive offers all types of auto-

motive repair and diagnostics on cars, trucks, diesels both domestic and import (Asian and European). The automotive technicians at Valley Automotive have over 15 years of experience preparing them to troubleshoot, adapt, and repair whatever may be wrong with your vehicle.

Valley Automotive looks forward to welcoming you with their family-like atmosphere and becoming or continuing to be your first choice for all your automotive needs.

Glenn Potolsky and Allstate are here for the community

Glenn Potolsky and his Allstate agency have moved to 657 Valley Road, Gillette.

The team relocated to the new, larger location at the corner of Valley Road and Mountain Avenue after first opening on Main Avenue in Stirling in 2018.

Potolsky, who takes pride in giving back to the community, said the expanded space was needed as a result of the growth experienced since he opened in 2018.

"Being active and visible in the long hill community has really helped," he said. "There's a lot going on here and so much is geared toward families. And of course it doesn't hurt that Allstate has been in such a competitive rate environment

for home and auto.

"I'm honored and humbled my agency's growth registered in the top 10 percent of all approximately 200-plus New Jersey-based Allstate agents for 2019. And so much of it started in and around Long Township. My clientele appreciates the highly personalized service we provide and that we spend time making sure they're protected."

From home insurance to life insurance, car insurance, small business insurance and retirement planning, Potolsky and his team have you covered.

Whether you're a first-time home-buyer or want to update your existing homeowners coverage, the agency is there to help you choose the protection that's right for you and your home.

tection that's right for you and your home.

"My team and I understand the ins and outs of homeowners insurance and know firsthand what it's like living in Long Hill," said Potolsky. "As a local resident and neighborhood Allstate agent, I know the common claims and risks that come with living in our community, and I use that knowledge and insight to help you select the coverage that meets your unique needs."

"I take pride in providing personal attention and helping you protect your biggest investment with individualized coverage. You can count on my team when you need us the most. Whether you're filing a claim, moving to a new place or adjusting your coverage after remodeling your

home, I'm here to help."

And whether you're buying your first car or have kids who are new drivers, he's here to help you choose the car insurance coverage that fits your needs. You can count on his agency to help you get the protection you need wherever you're headed.

"When you come into my agency, you will find a knowledgeable team ready to assist you," he said. "We are service-driven with experience in helping customers manage many variations of risk. Stop by my agency located at the corner of Valley Road and Mountain Avenue, or give me a call today."

For more information, call (908) 502-5500 or email Glenn at glennpotolsky@allstate.com.



**1312 Valley Road
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908-879-6426**

JAEGER KITCHENS COVERS IT ALL

The kitchen is the heart of the home. Jaeger Kitchens wants to help residents keep that heart warm, vibrant and inviting. Serving New Jersey for decades with an experienced team of designers, Jaeger Kitchens is the place to turn a dream kitchen into a reality. Shoppers select from the most respected names in cabinetry, countertops, mouldings and hardware as the Jaeger designers work with them to create a kitchen that residents will love to call home.

When it comes to installation, Jaeger Kitchens will work with a resident's contractor, or residents can count on Jaeger's own team of master craftsmen to do the job to complete satisfaction. With professional design, sales, and installation, Jaeger Kitchens can be there with a homeowner to see their kitchen project through from beginning to end.

While Jaeger Kitchens is the name,

kitchens are not the limit of what Jaeger can do. The Jaeger Kitchens design team can also provide a homeowner with fine cabinetry solutions for their bath, bedroom, living room, office/library or family room. Any room in the home can be a showplace, and, as part of Jaeger Lumber, Jaeger Kitchens can allow residents to have a showplace home without the upscale showroom pricing.

Jaeger Kitchens invites residents to look around their online showroom at www.JaegerKitchens.com to see what they can do. Homeowners are then invited to bring their imaginations down to a Jaeger Kitchens design center in Union, Stirling, Madison, Middlesex, Belmar or Point Pleasant Beach.

As the company motto goes, "It's your home. It's your life. Make it better with Jaeger Kitchens."



PARTY ON MAIN AVENUE

Enjoying the wonders of a bubble machine at the 2018 Stirling Street Fair, from left, are Ruby Hoyer of New Providence and Sylvia Lenhoff and Eleanor Annis, both of Gillette. The annual event is sponsored by the Chamber of Commerce.

Show rooms

Madison, NJ 133 Main St.	973-626-1047
Middlesex, NJ 500 Boundbrook Rd.	732-968-3555
Stirling, NJ 1238 Valley Road	908-626-1047
Union, NJ 2322 Morris Ave.	908-686-7808
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The accident-free discount. Once your car, or the one it replaced, has been with State Farm for at least three continuous years without a chargeable accident during this period, you may receive a discount. This auto insurance discount may increase over time if the policy remains in force and there continues to be no chargeable accidents.

The age 65 or over discount. You may be eligible for this auto insurance discount in New Jersey if the principal operator of the vehicle is at least 65 years of age or older.

The anti-theft device discount. You may be eligible for this New Jersey auto insurance discount if your ve-

>> RELATED PHOTO

Please see a photo of the team on page 10.

hicle is equipped with an anti-theft mechanism.

The defensive driving course discount. You may be eligible for a discount, including 5 percent off applicable overages, for taking a defensive driving course if you are the principal driver of the vehicle and have completed a defensive driving course in the last three years.

The driver training discount. Drivers may be eligible for this discount if all assigned drivers under the age of 21 have successfully completed an acceptable driver education course in a high school or other secondary educational institution or such an approved course in a commercial driver training school

that included at least 10 hours of classroom instruction and three hours of actual driving under the personal supervision of a certified instructor.

The good student discount. You may be eligible if you are under 25 and a full-time high school or college student meeting one of the following criteria: Rank scholastically in the upper 20 percent of your class, have a grade average of "B" or higher, have a GPA of 3.0 or higher, or make the Dean's List or honor roll.

The multiple automobiles discount. You may be eligible for this auto insurance discount if you have two or more private passenger vehicles registered with State Farm that are primarily driven by people at your address. The owners of the vehicles must live in the same home and be related by marriage, blood or adoption, or they must jointly own the vehicles and be designated as named insureds on the policies.

The multiple line discount. You may be eligible for this discount if you are the named insured on a qualifying State Farm home, renters, or life policy.

The Steer Clear safe driver discount. To qualify, you must be under 25, have no at-fault accidents or convictions in the prior three years to the time the discount is applied, and successfully complete the State Farm Steer Clear program. The program includes video content regarding safe driving behaviors and requires the driver to track some of their driving experiences.

The student away at school discount. This discount applies to a vehicle when each of the assigned drivers under the age of 25 is a student who resides at school more than 100 miles from home, drives the automobile only while home during the school vacation or holiday periods, and eeps the automobile at home while away at school.



Good news. Rates just got lower.

Jean DiGrande, Agent
560 Mountain Avenue
Gillette, NJ 07933
Bus: 908-647-4262
jean@jeandigrande.com

I'm excited to announce auto insurance rates just went down. I can help you find coverage that works for you.

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MILLINGTON Auto Body

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For more than 30 years, Millington Auto Body has provided its clients with quality service and expertise.

All repairs are completed by I-CAR and ASE certified technicians to a high level of excellence and superior workmanship that only comes from years of experience in the auto body repair industry.

Located at 1905 Long Hill Road in Millington, the shop is equipped to help you maintain your automotive investment.

When your vehicle is damaged in a collision, structural integrity can be compromised. "Hidden damage" can later manifest itself in the form of excessive tire wear, and suspension and

handling problems. To return your vehicle to its original and safe condition, Millington Auto Body utilizes the Shark Electronic Measuring System. With this state-of-the-art system, Millington Auto technicians can pinpoint any "hidden damage" and calculate any deviation from factory specs. The Shark monitors selected reference points and compares the data to a reference database to provide the technicians with a precise template to insure the structural integrity of your vehicle is restored.

Your satisfaction is guaranteed.

To learn more, call (908)-647-9474 or visit www.millingtonautobody.net.



STATE FARM IN GILLETTE

Jean DiGrande and her State Farm team on Mountain Avenue in Gillette can connect residents to a bevy of auto insurance discounts. Please read more on page 9.



Millington Auto Body

908-647-9474

Fax 908-647-9145

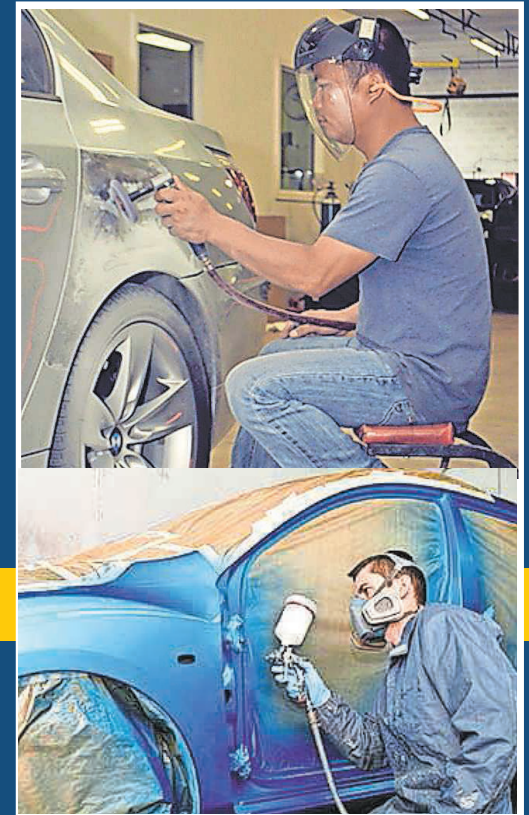
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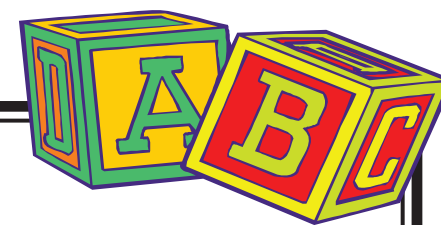
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Above, left: Leadership Team members of Soo Bahk Do Karate of Gillette join Program Director Michelle Cavett, center. The karate studio launched the Leadership Team in 2018. Please read more on page 6. **Above, right:** Long Hill businesses helped to make National Night Out, a family-oriented community event that hadn't been held in Long Hill for a decade, make its return to the township in August 2019. Fire engines and ladder trucks are pictured lining the rear parking lot of Town Hall at the celebration. Local vendors set up shop and sponsored games and entertainment from booths across the municipal complex at Matthew G. Kantor Memorial Park. The celebration recognizes the important role first responders play in the community. **Right:** From left, Nafi Moccia, Joe Cantine, Will Touhill, Grace Touhill and Zach Cantine show off their plastic fire helmets and police caps at Long Hill's National Night Out return in August.





Parenting Guide 2020

*There is no doubt that parenting is an ongoing learning experience. That's why New Jersey Hills Media Group is publishing its **Parenting Guide on April 30th**. From tips on raising healthy children, financing education, vacation ideas, designing and furnishing a kid-friendly space in the home, hobbies, sports and finally to kid-approved recipes. As an added bonus, this informative section will also appear on our website And all E-Editions.*

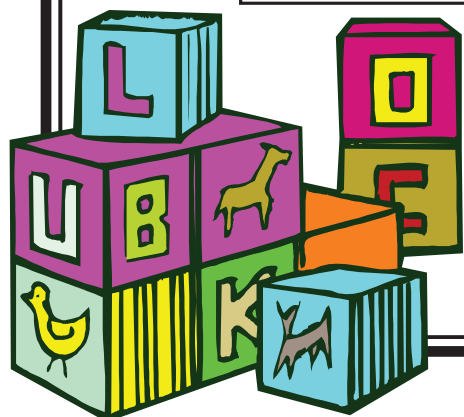


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