

# HOLLY TRAIL

*Through Mendham*

DECEMBER 6<sup>TH</sup>  
2025



**SPECIAL EVENT:**  
**Annual Tree-Lighting**  
**Ceremony**  
**Gather at 4:30 at the**  
**Gazebo on Mountain**  
**Avenue**

A Cooperative Effort Between New Jersey Hills Media Group,  
the Mendham Business Association and the Mendham Recreation Department  
Observer-Tribune • West Morris Reporter

[www.newjerseyhills.com](http://www.newjerseyhills.com)

# SPECIAL THANKS

The Mendham Business Association would like to thank the Recreation Department, and especially Aubrey Egeter, for the refreshments and the Department of Public Works for all their help. We would also like to thank the Mendham Fire Department for Santa and the fire truck. We would also like to thank all the businesses in the Mendham Business Association who volunteered their time to make this day possible.

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# HOLY TRAIL

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#### PUBLISHERS

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# PRESIDENT'S MESSAGE

With the holidays fast approaching, we need to continue to bring this country back to its roots... SMALL BUSINESS does that! On behalf of the Mendham Business Association and the Mendham Borough Recreation Department, I would like to invite all of you to join us at Holly Trail 2025. Visit with family and friends at any of the many events going on all day on Dec. 6. Candy, cookies and refreshments are being served at various businesses throughout town, at all of the banks in town and at many other locations. Pictures with Santa will be held at the Phoenix House for you and your children. Read the list of events in this pullout for more information. Many stores are serving goodies and running

specials all day. We finish up the day with the Christmas tree lighting and Santa at the borough field. The Mendham High School choir will perform. Holly Trail is the beginning of the holiday season. Please support all the businesses in town. Put away the computer and shop from the people who support all your schools and organizations all year long. Keep our stores full. The Mendham Business Association promotes shopping locally because we know it supports our community. Have a healthy and happy Christmas, Channukah and New Year.

**BOB DIFFIN**  
President, Mendham Business Association

# Saturday, December 6<sup>th</sup> HOLLY TRAIL



- |                            |                              |                              |
|----------------------------|------------------------------|------------------------------|
| Aesthetic Image Dentistry  | Luminous by Lucia            | Peapack-Gladstone Bank       |
| Angela London Hair Studios | Maji Hair Design LLC         | Pegnet Computers             |
| Audi of Mendham            | Maplecrest Ford              | Power Pro Computers          |
| Bailey Funeral Home        | Mendham Auto Body            | Provident Bank               |
| Coldwell Banker Realty     | Mendham Bagel                | Robinson's Wellness Pharmacy |
| Dante's Italian Ristorante | Mendham Borough              | Robyn R. Maka                |
| Edward Jones Investments   | Mendham Eye Care             | Simple Coffee                |
| EMES in Life Safety        | Mendham Garden Center        | Sinzer Agency                |
| Foerster Landscape, Inc.   | Mendham Jewelers             | Stephanie Blum Photography   |
| Grant Homes Mendham LLC    | Mendham UPS                  | Turpin Real Real Estate Inc. |
| Hand in Hand Chiropractic  | Morris Eye Associates        | Vijay Sammy, CPA             |
| Jockey Hollow Dentistry    | New Jersey Hills Media Group | Village Wine & Liquors       |
| John E. Vitale Esquire     | The Black Horse Tavern & Pub | Weichert Mendham             |
| J. Walker Studio Salon     | Olivera Hair                 | Wicker Basket Inc.           |
| Loving Hearts Embroidery   | Pat Serrano                  |                              |

#### OFFICERS 2025

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Vice President, Greg Bock  
Secretary, Shelly Graziano  
Treasurer, Tony Sarno

#### HONORARY MEMBERS

Community of St. John Baptist  
First Presbyterian Church of Mendham  
Grace Lutheran Church  
Mendham Borough Library  
Mendham Borough Police  
Mendham TV  
Mendham United Methodist Church  
St. Joseph Church  
St. Mark's Church  
Sisters of Christian Charity  
SNAP-HOST

# HOLLY TRAIL FREE FESTIVE EVENTS, SATURDAY, DEC. 6

The following businesses are participating in the Where's Santa scavenger hunt:

**Mendham Jewelers**, 88 East Main Street

Children can pick up their list for the "Where's Santa" contest here.

**Phoenix House**, 2 West Main Street  
Pictures with Santa and cookies from 11 a.m. to 3:30 p.m.

**Mendham Library**, 10 Hilltop Road  
Holiday craft to-go kit available for kids from 10 a.m. to 2 p.m.

Historic holiday house tour (ages 12 and up) from 11 a.m. to 3 p.m. Costs \$50 per person.

**Angela London Hair**, 2 East Main Street

Raffle for families, candy, small presents and more goodies

**Luminous by Lucia**, 2 Hilltop Road  
Hot chocolate bar; opens at 11 a.m.

**Hand in Hand Chiropractic**, 106 East Main Street

**Coldwell Banker Realty**, 106 East Main Street

Take a picture of your pet with Santa from 10 a.m. to noon.

**Dante's Ristorante**, 100 East Main Street

Opens at 11 a.m.

**Provident Bank**, 95 East Main Street  
Open until 1 p.m.

**Mendham Bagel**, 88 East Main Street  
Open until 2 p.m.

**The UPS Store**, 88 East Main Street  
Maji Hair, 88 East Main Street

**Wells Fargo Bank**, 88 East Main Street  
Open until noon.

**Chapter One Book Store**, 88 East Main Street

Opens at 10 a.m.

**Wicker Basket Deli**, 88 East Main Street  
Open until 2:30 p.m.

**Grace Lutheran Church**, 65 East Main Street

Hot chocolate bar

**Mendham First Aid Squad**, 24 East Main Street

Decorate holiday cards for U.S. service personnel and host chocolate from 11 a.m. to 3:30 p.m.

**Peapack-Gladstone Bank**, 17 East Main Street

Open until noon.

**Mendham Mathnasium**, 15 East Main Street

**Mendham United Methodist Church**, 10 East Main Street

**Saint Mark's Church**, 9 East Main Street

**Pegnet Computers**, 4 East Main Street

**Olivera Hair**, 4 East Main Street

**J.A. Morey Artisan Chocolate**, 2 East Main Street

Opens at 11 a.m.

**Black Horse Pub**, 1 West Main Street  
Opens at 11 a.m.

**Saporì D'Italia**, 7 West Main Street

Opens at 11 a.m.

**Mendham Garden Center**, 11 West Main Street

Serving hot apple cider

**Simple Coffee**, 15 West Main Street

**Weichert Realtors**, 21 West Main Street

Crafts and refreshments

**Mendham Creamery**, 2 Hilltop Road

Ice cream; opens at noon



Photo by Tina Deangelis

Mendham's Holly Trails drew the Mitchell family of Chester to enjoy having their photos taken with Santa at Phoenix House on Saturday, Dec. 7, 2024. With Santa are, front row, from left, Luna, Katie, mom Natalie and Joey; back row, from left, Annie, Lucy, dad George, Ruby and Charlie.



**Mendham**  
United Methodist Church

# Worship Time

**Sundays at 9:30 to 10:30 am.**  
**Parking in rear.**

10 E Main St, Mendham, NJ 07945  
**(973) 543-6376**  
**mendhamumc@gmail.com**







# WELCOME To HOLLY TRAIL

The Mendham Business Association and Mendham Recreation Department welcomes you to Holly Trail 2025. We hope you and your family will enjoy the different events as listed in this paper on the Holly Trail. It will take place on Saturday, Dec. 6. At the end of the day, please join us for the annual tree lighting at the Gazebo on Mountain Avenue in Mendham at 4 p.m. Santa will arrive on a fire truck. There will be doughnuts and hot chocolate for all. There are many events throughout the day. For a complete list see page 3 or you can also call Bob at Mendham Jewelers at (973) 543-7833 for information. The Phoenix House will host pictures with Santa. Take your children and receive a picture with Santa. These are only a few of the events. Refreshments are at Weichert Realtors, Grace Lutheran Church, Mendham First Aid Squad, Mendham Garden Centers, Angela London Hair and Luminous by Lucia. For all those who are not familiar with the Mendham Business Association, here are some of the things we do for the community.

The Mendham Business Association sponsors the Chris Franklin Memorial

Scholarship Golf Outing each October to raise money for scholarships to benefit high school seniors in the Mendhams. The association supplies the Christmas/holiday flags and banners around town and also the decorations at the Gazebo and at the traffic light. The association is always looking for ways to make Mendham a better place to live and shop. The Mendham Business Association was formed to help promote business in Mendham and also to make Mendham a better community. If you are a business in the Mendhams, please consider joining. We welcome home-based businesses. We have monthly meetings. Our website is set up with all the businesses on it. We have more than 80 members. Our website is: [www.mendhambusiness.com](http://www.mendhambusiness.com). To join, visit the Mendham Business Association website or please contact Bob Diffin at Mendham Jewelers at (973) 543-7833.

Have a very Merry Christmas and enjoy your holidays!

**BOB DIFFIN**  
President, Mendham Business Association

Peapack Private proudly supports the individuals and businesses in our communities.



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Photo by Tina Deangelis

Lighting the Christmas tree in Mendham's Borough Park caps the borough's annual Holly Trails event on Saturday, Dec. 7, 2024.

**Dr. John Kim,  
Pharm. D., FAARFM**  
Owner/Functional Medicine Pharmacist

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- Hair Styling
- Conditioning Treatments





**SIT, STAY & SMILE  
PET PHOTOS  
WITH SANTA**  
Saturday, December 6th  
10-1  
**COLDWELL BANKER REALTY**  
106A East Main Street, Mendham  
Hosted by  
Greg Brozowski  
Susan Prisco  
Ellen Kiser Gordon



**HAPPY HOLIDAYS**

**DANTE'S**  
RISTORANTE  
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**RESERVATIONS  
REQUIRED**



*Please Join Us  
For The*

**ANNUAL  
HOLLY TRAIL  
COMPLIMENTARY  
COOKIES  
& PHOTOS  
WITH SANTA**

**The Borough Of Mendham  
Historic Phoenix House  
Saturday, December 6th, 2025  
11 AM-3:30 PM**

**2 West Main Street  
Mendham, NJ 07945  
973-543-7152  
mendhamnj.org**





*Mendham Jewelers*

