



ECONOMIC BUSINESS COUNCIL NEWSLETTER

Despite Obstacles, Aberdeen's Entrepreneurs Will Once Again Thrive

As a business owner for more than 30 years, I begin my long work days short of employees, internet down, expenses up more than 75% and fighting against COVID. And that's just today.

Not even a Master's degree in Finance and Management can help solve the problems being faced.

As Chairman of the Aberdeen Township Economic Business Council for more than 13 years, I work side-by-side with so many business owners in our town. I have come to realize: I AM NOT ALONE.

We are learning today that our businesses are experiencing extraordinary circumstances, external to our control, working against us every day. Regardless of the services that you are providing, we are all experiencing the same existential problems.

As entrepreneurs we must maintain complete control over our lives and our

businesses in order to be successful. But, in the current climate, we can no longer control everything.

So many of us are stressed out, and worry about how our businesses will endure.

As good business owners, which we all are, we stress about trying to make things happen. We cannot control the uncontrollable, we cannot stop the unstoppable, and we wonder what tomorrow will bring.

We can only focus on today, right now, this moment in time. When our attention is on what we can make better today, our grip begins to loosen, our fingers uncurl, and our hearts, minds, and spirit open up. We can think more clearly, and act on situations that will get us through these difficult times.

After all, we are entrepreneurs. No one knows our businesses like we do.



The possibility of something better happening is right around the corner. Let us use our minds, hearts, and souls to achieve something more than accepting what has been dealt to us.

Small business is the pulse of our community, we are the heart of our nation. And we will endure.

Best wishes,
Carmine Visone, Chairman

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EBC Members

Carmine Visone, Chairman,
Home Away From Home Academy

Eugene DeMarco,
DeMarco's Catering & Gourmet Deli

Dr. Leonard J. Somarriba,
ProFysio Physical Therapy

Jim Dolan,
Aberdeen Townsquare

Scott Novick,
Alternate Ending Brewery

David Shah,
Dunkin Donuts

Jason Patel,
Aberdeen Car Wash

The business community members are supported by a team comprised of **Maxine Rescorl**, Administrative Assistant; **Bryan Russell**, Town Manager; **Fred Tagliarini**, Mayor; **Captain Craig Hausmann**, Aberdeen Police Department.



A NOTE FROM THE MAYOR

Dear Business Owners,

It certainly has been a tough road back from the COVID pandemic that started in March 2020. You have all worked so hard to ensure your businesses have survived. I commend you for your commitment to serving the people of Aberdeen, despite the many challenges.

I would also like to take this opportunity to thank those of you who so generously supported Aberdeen Day 2022.

With your help, we presented the best of Aberdeen to all of our neighbors. I also want to mention the support Carmine has received from the high school's administrators and students.

As a result of the student volunteerism, they received important community service hours. This joint endeavor with the EBC has been a rewarding experience for all involved. The Intern Program, Snow Removal for Seniors and special town functions are just some examples of this tremendous volunteerism. I look forward to the continued support from our students in what has become a great partnership.

As we enter the holiday season, I hope your business enjoys strong success. And, as always, I wish good health and prosperity to you and your families. Thank you for all that you do.

Best Regards,
Fred Tagliarini
Mayor, Aberdeen Township
732.275.7612

High School Students Honored for Volunteerism

Mayor Fred Tagliarini and Economic Business Council Chairman Carmine Visone presented students of Matawan Regional High School with Certificates of Recognition for their volunteer assistance in helping with the annual Aberdeen Day on September 24.

"Aberdeen Day gives everyone at town hall, including me, a terrific opportunity to showcase what is best about our township to our residents and businesses, all of whom are near and dear to our hearts," Mayor Tagliarini told the students during a visit on October 27.

"I want you all to know that we could not do Aberdeen Day without your help," he added. "I salute your volunteerism, your spirit and your commitment to our community. You are our future and I could not be more proud."

Aberdeen Day features an annual celebrity sports autograph signing, nearly 100 various types of vendors and community groups, a petting zoo, a family

fun zone, pizza and pie eating contests and so much more fun. Aberdeen Day serves as the ideal kick-off for the fall season, bringing the entire community together for a special, not-to-miss day.

The Matawan Regional High School students honored for their volunteer work were: Jana Ismail, Dayanara Olmedo, Ryan Chambers, Rose Bednarski, Noah Santiago, Melanie Chanderdat, Arianna Riveros, Bsmala Ismail, Jovi Avilie, Audrey Chodkiewicz, George Opoku-Mensah, Kishan Solanki, Izabela Weidler, Izabela Grigorov, Emily Mills, Adriana Ceciliano, Emily McConnon, Charlie Nevin, Esther Fosu, Brianna Computaro, Alexandria Computaro and Oronde White.

"These teens were a pleasure to work with and they all brought a positive energy with them on Aberdeen Day," Visone added. "We hope to see you all again next September. And make sure to bring your friends!"



Matawan Regional High School students receive Certificates of Recognition for their volunteer assistance at Aberdeen Day.

Denino's Pizza Place Brings New York-Style Pizza to Aberdeen

When Mike Denino opened Denino's Pizza Place in 2007 off Highway 34, he brought a little slice of Staten Island to Aberdeen.

After working at his father's pizzeria in NYC for 25 years beforehand, Denino decided to open up shop in the town that he has called home since the 1990s. With him came that special sauce for creating crispy thin-crust pizza.

"The great part about opening a business in my community is that I had established connections and was able to hire local workers," Denino said.

Denino prides himself on being a great community partner, offering great pizza to his fellow residents and friends. Denino's Pizza Place participates in Aberdeen Day each year by donating pies for the pizza eating contest. Denino is also a sponsor for local youth sports teams and regularly sends lunch to the Aberdeen Township Police Department as a "thank you."

Last holiday season, Denino sold specialty t-shirts and sweatshirts featuring the pizzeria's logo and raised \$2,500 that was donated to Fulfill NJ, a food bank serving Monmouth and Ocean counties.

"We just celebrated our 15-year anniversary with the pizza place; my family is rooted in Aberdeen," explained Denino. "I absolutely love having a business in my community."

Denino's is well-known outside of Aberdeen with the pizzeria being highlighted on NJ.com, the Asbury Park Press, New Jersey Monthly and even an episode of MTV's Jersey Shore. Mike "The Situation" Sorrentino is a regular at Denino's, with the vodka sauce pie being one of his personal faves.

Some of Denino's best dishes are the crispy calamari, buffalo wings and, of course, the classic cheese pie. The pizzeria also offers a variety of calzones, heroes, pasta and much more.

Denino is a proud father of two; his son served as a police officer with the Matawan Police Department and his daughter owns a local tattoo shop.

Order a pie today at
www.deninospizzaplacenj.com.



Mike Denino



Second Request for Knox Boxes - Providing Immediate Access for First Responders

The township's new ordinance requiring certain commercial and residential buildings to install a popular entry system aims to provide first responders with immediate access in the event of an emergency.

Security boxes made by Phoenix-based Knox help prevent costly forced entry damage and allow undamaged doors to be re-secured after the emergency. By facilitating entry, these so-called "Knox Boxes" can also help protect property, inventory, equipment and supplies. In turn, they can help shield first responders from possible injuries.

According to the ordinance passed by the Aberdeen Township Council in November 2021, Knox Boxes are required for all new commercial buildings; all existing commercial buildings constructing improvements that require Planning Board approval; all existing commercial buildings equipped with an automatic fire detection and/or suppression system; and all multi-family residential structures that have restricted access through locked doors and have a common corridor for access to the living units.

Installation guidelines provided by Aberdeen Fire Inspector Robert DeBold advise that the boxes should be installed at the front entrance of the building no higher than six feet above the

finished grade. On structures with vehicular access to the rear of the structure, a box should be installed adjacent to the rear entry and centrally located if there are multiple doors to the single tenant space.

All boxes must contain labeled keys, easily identified in the field, to provide access into the property and/or building and to any locked areas within the building.

The boxes are available at www.knoxbox.com by clicking on the red "buy" button and selecting state and local fire department (New Jersey/Aberdeen Fire District #1).

Once the box is installed, you will need to contact your local fire station to have the keys locked in the box. Fire District 1 can be contacted at (732) 566-3704, while Fire District 2 (which covers the Cliffwood and Cliffwood Beach sections) can be reached at (732) 566-9448.

Separately, at April's EBC meeting, DeBold advised the committee that the fire department is always available to come into a business to conduct training for employees on what to do if an alarm goes off and how to safely exit the building. To arrange training or get further information on the Knox Box program, contact DeBold at (732) 566-3704.

Hear Well Opens in Aberdeen

Are you looking to experience better communication? Hear Well is here to help.

Owned and operated by hearing instrument specialist, Desirae Martocci, the new audiology and hearing center was welcomed by Aberdeen Township officials and EBC members at a ribbon cutting ceremony on September 16. The practice is located at 1130 Highway 34, Suite 2.

"As the first practice of its kind in town, Hear Well is a welcome addition to the Aberdeen business community," said Mayor Fred Tagliarini. "We congratulate Desirae and very much appreciate that she chose Aberdeen for her first location."

After working in private practices for over 10 years, Martocci developed a vision for the kind of care she wants her patients to have and decided to open her own practice.

Along with in-person appointments, Hear Well offers mobile services and can perform hearing evaluations and hearing aid services in the comfort of your own home. Whether you need help with hearing loss, tinnitus, or another hearing disorder, the experts at Hear Well will be able to help.

Hear Well is also an official provider for Big Blue Travel, the official travel company of the New York Giants.

Learn more and book an appointment today at www.hearwellnj.com.



Aberdeen Township officials and EBC members were on hand for the grand opening of Hearing Well located at 1130 Highway 34, Suite 2.

What You Need to Know...

In the unfortunate event of a fire, a break-in or other emergency, it's crucial for emergency responders to immediately reach the owner of a local business.

That's why the Aberdeen Township Police Department has contacted business owners, urging them to update their information.

Keeping phone numbers, street addresses and email addresses current is an ongoing process because they are constantly changing, said Captain Craig Hausmann, the police department's liaison to the Economic Business Council.

"It is imperative that we have the most up-to-date contact information for

local businesses in order to ensure any necessary communication will happen quickly and efficiently," Hausmann said. "Furthermore, should there ever be any security concerns, we want to ensure that we are able to contact the appropriate business owners and offer any assistance."

Carmine Visone, chair of the Economic Business Council, said that forms were scheduled to be resent from the database to business owners. The hope is that they update any new information and promptly return the forms to the police department.

Visone said any business owner who does not receive the form should reach out to Captain Hausmann.

SAVE YOUR LIFE TEST YOUR SMOKE ALARMS

Residential fires account for the majority of fires in the United States. Please test your smoke alarms. If you are not sure about the type of smoke alarm required in your home, contact your Local Fire Prevention Office.

For Aberdeen Fire District No. 1, please call **732-566-3704**.

For Cliffwood Fire District No. 2, please call **732-566-9448**.

Business Owners Urged to Participate in Police Department's New Safe Place Program

Local business owners can play a vital role in a new initiative the Aberdeen Township Police Department has launched to help the members of all groups feel safe and welcome in the community.

The Safe Place Program builds and strengthens the relationship between the police, local businesses, the Matawan-Aberdeen Regional School District and the LGBTQ+ community.

Local business owners are eligible to participate in the Safe Place Program free of charge. The only requirement is they pledge to call 911 immediately whenever a victim of a bias crime enters the premises and allow the victim to remain safely on the premises until police arrive.

It all starts with businesses owners putting a small sign near the entrances of their restaurants, stores, shops or offices – a simple gesture that can have such a huge impact.

"We will be providing signage to our businesses, schools and other organizations," explained Aberdeen police Captain Craig Hausmann. "These locations will be encouraged to post the decals at the entrances to their premises to identify themselves as a symbol of safety for the victims of LGBTQ+ crime."

"The decal is an indication that the location is willing to assist and protect these LGBTQ+ victims and has no tolerance for those who commit criminal acts against members of this community," he added.

The origins of similar programs can be traced back to Seattle, which launched a similar initiative less than 10 years ago.

The move by Aberdeen and other municipalities across the country to further support the LGBTQ+ community and other groups comes after the New Jersey Attorney General's Office announced that 2021 was a record high

year for bias incidents in the state.

Attorney General Matthew J. Platkin announced earlier this year that preliminary data shows there were 1,871 bias incidents reported to law enforcement agencies throughout New Jersey in 2021. The overall number of bias incidents reported in 2021 represents the highest annual number of bias incidents reported since the state began tracking them in 1994.

The preliminary total number of bias incidents reported for 2021 represents a 29% increase from the 1,447 bias incidents reported for 2020.

Among those reported incidents in 2021, there were 373 reported bias incidents motivated at least in part by bias against LGBTQ+ people – an annual increase of 64% from the 227 such incidents reported in 2020.