



2023

ECONOMIC BUSINESS COUNCIL NEWSLETTER

ABERDEEN BUSINESSES ENCOURAGED TO TAKE PART IN ABERDEEN PBA TRUNK OR TREAT ON OCTOBER 28TH

Trick or Treat! The Aberdeen Economic Business Council would like to invite you to the Annual Halloween Trunk or Treat, presented to you by Aberdeen PBA 163.

The event is free and will take place on Saturday, October 28th from 1:00PM to 5:00PM at the **Matawan Regional High School**.

Organizations that are so far registered to be there include:

- Bayshore EMS
- Aberdeen Fire District #1
- Cliffwood Volunteer Fire Company (Aberdeen District #2)
- Various Parent-Teacher Organizations from Aberdeen and Matawan

Any other organizations who would like to join may visit www.AberdeenPBA163.com to register their vehicle.

Guests are asked to donate one bag of candy upon their entry to the event. This year's Trunk or Treat will also include T-Shirts and Raffles, as well as a PS5 Giveaway for guests! Come and try your luck!

"After the success of last year's Trunk or Treat, we are glad that PBA 163 is hosting this event once again to bring Halloween fun to our residents and to those outside our town," said Deputy Mayor Kelley on the event.



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EBC Members

**Carmine Visone, Chairman,
Home Away From Home Academy**

**Scott Novick,
Alternate Ending Brewery**

**Eugene DeMarco,
DeMarco's Catering and Gourmet Deli**

**David Shah,
Dunkin Donuts**

**Dr. Leonard J. Somarriba,
ProFysio Physical Therapy**

**Jason Patel,
Aberdeen Car Wash**

**Jim Dolan,
Aberdeen Townsquare**

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

ABERDEEN CAR WASH CELEBRATES 60 YEARS OF SERVICE: A TIME-HONORED TRADITION EMBRACING ECO-FRIENDLY INNOVATIONS

Aberdeen Car Wash, a beloved full-service car wash nestled in the heart of Aberdeen Township, proudly celebrates its 61 year anniversary. Since its establishment in 1962, Aberdeen Car Wash has been a trusted name in the community, offering top-notch interior and exterior cleaning services all while continuing to evolve with the times. Under the ownership of Bud and Jason Patel for the past 12 years, the car wash has continued to uphold its commitment to providing exceptional customer service and maintaining a pristine shine for countless vehicles.

Bud and Jason took the reins of Aberdeen Car Wash in 2011, and their passion for the business quickly became evident. “I grew up being a die-hard car fanatic, as well as my dad” Jason says, “but we knew after we took over, the aging facility needed an overhaul.” They embarked on a journey to revitalize and modernize the facility while honoring it’s rich history. Through their dedicated efforts, the car wash now boasts state-of-the-art equipment, all environmentally conscious cleaning products and a team of skilled professionals, ensuring every vehicle receives the care and attention it deserves.



“As we focused on renovating our business, a major portion of my mission was to focus on the best quality we could offer,” Jason says.

“It may sound cliché, but I grew up learning the food business my father was in for 25 years, where quality meant everything. The car wash is no different, except everything revolves on a thousand moving parts and science at once.”



A NOTE FROM CHAIRMAN VISONE

The story of America, when told, is a beautiful, blessed, and undeniably good story of human freedom – a miracle. The stories of the Bible, when told, provide timeless insight into human nature, moral value, and real miracles. The story of free enterprise, when told, reminds people that the economic prosperity from the small businesses in our country did not magically appear; it is grounded in time with tested and tangible principles through hard work and dedication. We know these things are true. We learn them and we love them.

Over the last 13 years, it has been my honor and privilege as Chairman of the Economic Business Council to be a wonderful part of Grand Openings of businesses in our town. I relish seeing men, women, husbands, wives, or total families excited about the prospects of opening up the business of their dreams. The entrepreneur's hopes, aspirations, hard work, dedication, and love to what their business brings to our community and our town is truly inspiring. I remember walking side by side with my grandfather, a true entrepreneur, and he told me, "If you want to be a successful business man, then provide a service that makes someone's life easier every day", which sticks with me to this day. I get to see first-hand the American Dream born every time these businesses open, as well as the economic prosperity it brings to our town.

We need to support these hard working dedicated individuals; we need to support their dreams, and enjoy the services that they bring each and every day to make our lives just a little bit easier every day. Take the time to meet business owners in our town, befriend them, learn what they are all about; it is truly inspiring. In this month's newsletter, let us take action to support our local businesses, as they continue their journeys to achieve the American Dream, and provide economic stability to our town.

"I ended up traveling the country visiting different car washes, equipment manufacturers, attending conventions and networking in roundtables with industry leaders to optimize our process. Another major component was trying to figure out how to prioritize and incorporate environmental sustainability. Most customers aren't aware we're 80% powered by solar energy with rooftop panels and that we plant a tree for every review" Jason said.

Their investment and dedication to eco-friendly practices sets them apart in the industry, making Aberdeen Car Wash a trusted destination for both car enthusiasts and environmentally conscious individuals. "We want to be to a shining example of a business that combines tradition, with innovation, all while prioritizing customer service and environmental responsibility" Jason says. "It's a great feeling when you go somewhere and someone recognizes you as 'Hey! You're the car wash guy!' or when a customer tells you they drove over 25 minutes to experience us." Not much has changed in the concept of washing a car over the past 60 years, but the industry itself has continued to evolve to meet changing customer and automotive needs. "We strive to create a positive experience for our customers, ensuring their vehicles receive the utmost care and attention without burdening their wallets in this current economy. We still have many more upgrades scheduled for 2023 that we can't wait to share" Jason said.

Congratulations to Aberdeen Car Wash on reaching this significant milestone, and here's to many more years of providing impeccable service to the community!



ABERDEEN WELCOMES LOVELY LITA!

Aberdeen is happy to announce the opening of Lita, a modern Iberian restaurant that began business in April of 2023. It is the third Aberdeen venture of the successful restaurateur duo of Neilly Robinson and Chef David Viana. These noteworthy entrepreneurs are the minds behind the town's beloved Alternate Ending Brewery as well as Heirloom Kitchen in Old Bridge.

The menu is full of Spanish and Portuguese classics. There are a variety of tapas, and a variety of dishes both of vegetables and meats, many of which are prepared on the open fire hearth situated in the center of the dining area. From piri-piri chicken to paella, Lita has it all!

Largely because of the help and resources of the Aberdeen Economic Business Council, new businesses such as Lita are encouraged to come and thrive within Aberdeen, as well as expanding within the Township. Come and have a bite or two!

REQUEST A RIBBON CUTTING FROM ABERDEEN ECONOMIC BUSINESS COUNCIL

Opening a new business? Please let us offer you a hand. The Aberdeen Business Council and Aberdeen Township will cut a ribbon to celebrate your grand opening. During these ceremonies, Mayor Fred Tagliarini and township officials cut a ribbon on your business. Pictures and video are uploaded to the Aberdeen Township website, Facebook, Instagram and even placed in the township newsletters to ensure everyone in the township knows you are open. To request a ribbon cutting, simply scan this QR code or visit our township website at www.aberdeennj.org and look under Business Tab, where you will an option to **“Request a Ribbon Cutting”**.

“We are willing to do whatever we can to ensure any new businesses that open up in Aberdeen Township thrive,” said Economic Business Chairman Carmine Viscone. “These ribbon cuttings help businesses establish relationships with both the township and the public who will ultimately patronize their business.”

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**.

