



South Brunswick Economic Development Committee

October 2021 Newsletter

Dear South Brunswick Business Community,

As the holidays are quickly approaching, we are excited to announce our upcoming Networking and Wine Tasting event scheduled for Tuesday, November 16, 2021 from 5:00-7:00 pm at the Grape Escape in Dayton, NJ. We are co-hosting this event with the Middlesex County Regional Chamber of Commerce (MCRCC). Details and save the date are noted below. More information and a registration link will be sent shortly.

This event is created to offer an exciting and relaxing networking opportunity for our businesses to network with other businesses in our area, develop new connections, and grow your business.. all while helping to support the South Brunswick Social Services Department.

There will be wine tasting, hors D'oeuvres, a 50/50 raffle, and a Giving Tree. All proceeds and donations made on behalf of the South Brunswick Social Services Department are tax deductible, and will greatly assist our local residents with some much-needed relief this holiday season.

The cost is minimal, and we would ask that you please bring a donation from the list provided below under the Social Services section. We look forward to seeing you at the networking event, and to toasting not only our community relationship, but the holidays and all the work that our Social Services Department provides to our community!

Did you know there are multiple ways to see our updates? You can reach us on the South Brunswick home page, under the Community tab, look for EDC [Click Here For Details](#)

We can also be found on the [Planning department left side menu](#). or find us on [Facebook](#).

As a reminder, the SBEDC is here to assist our businesses. If you or another South Brunswick businesses could use the resources of the SBEDC, please feel free to share our information or reach out to us at info@southbrunswickEDC.com.

We value your relationship and hope you and your families are continuing to staying

healthy and safe.

Regards,

Allison Clancy
Chairman
South Brunswick Economic Development Committee

South Brunswick EDC Networking and Wine Tasting Event



SAVE THE DATE!

FALL NETWORKING EVENT
November 16, 2021 • 5-7pm

WINE TASTING

RAISE A GLASS WHILE WE RAISE DONATIONS

Enjoy fine wines and great food while networking with other South Brunswick businesses and raising funds to support South Brunswick Social Services this holiday season.

WHERE: THE GRAPE ESCAPE WINERY
12 Stults Rd., Dayton, NJ • 609-409-9463 • thegrapeescape.net

There is a \$10 registration fee and seating is limited to 100 guests. Donations are tax deductible. Registration information coming soon.

See you there!



For information, contact Jeff Hermann at
732.322.2371 or jmhermann@hermannntds.com.



Middlesex County Regional
Chamber of Commerce
Convention & Visitors Bureau

HERMANN
TOTAL DISTRIBUTION SERVICE

Spotlight on Business

Create Street: Screen Printing & Embroidery

Proud small business of South Brunswick, NJ

Create Street was founded in 2018 with a mission to supply high quality, decorated apparel to surrounding businesses and schools, while also surpassing their expectations with a professional level of customer service unmatched in our area. Create Street specializes in:

- Screen printing
- Embroidery
- Graphic Design
- Custom online stores for school fundraisers and spirit wear
- Fulfillment
- Customer Service
- Uniforms



Our goal is to continue to keep our community looking sharp with affordable pricing. We provide free artwork / graphic design for our local schools and free school store setup.

We help small businesses to save money by keeping our prices low and offering free delivery.

Have an idea but can't seem to bring it to life? Scribbling on napkins, but need help making

that art professional looking? Contact one of our creative leads to help make that dream a reality.

Think of us as your very own art department and impress your boss, staff, peers, or colleagues with your creative ideas. If you can dream it, we can create it.

Give us a call today to help make your creative dreams a reality!

We are CREATE STREET!

Owner: Mark Ragnoli

Phone: 908-239-3607

Web: www.createstreet.com

Email: contactus@createstreet.com

Social: Instagram @createstreet



Grand Openings

Let's give a "warm bagel" welcome to our old friends at The Bagel Basket and visit their new location. Whether it's breakfast or lunch, dining in or taking away, the **Bagel Basket** is the place for you. Located at 4095 US 1.

Monmouth Junction. (South Brunswick Square Mall near The Home Depot) Visit www.bagelbasketsb.com or better yet, visit in person. Their normal business hours are Monday-Friday 5AM -4PM or Sat and Sunday 6AM -3PM, or call (732) 438-0303. As always, please support our local businesses.



News from the Township Administration

The 2021 final / 2022 preliminary tax bill (blue & white) will be mailed within the next 7 days. The due date for the fourth quarter is November 1, 2021; the first quarter of 2022 is February 1, 2022; and the second quarter of 2022 is May 1, 2022.

Social Services/Food Pantry Update

We are preparing for the upcoming Holiday Season. Our department runs a Holiday

Program where we distribute food and gifts for Thanksgiving and the Winter Holidays. If you would like to donate a gift card(s) to be given to a family in need, please contact Jeanne Wert at (732) 329-4000 Ext 7674 or jwert@sbtnj.net. We are collecting gift cards from the following stores:

- Grocery Stores: Shop Rite, Stop and Shop, Aldi
- Clothing/Housewares, etc: Target, Walmart, Kohls, Amazon
- Gas Stations/Food: Wawa, Quick Check
- Pharmacies: CVS, Walgreens
- Any local restaurants
- Visa gift cards



If you are interested in donating food, the following food items are needed to make Holiday food boxes for our clients:

- Stuffing
- Potatoes- boxed, canned or fresh
- Rice
- Peanut Butter
- Jelly
- Canned meats- tuna or chicken
- Boxed baked goods
- Shelf stable milk
- Oatmeal
- Turkeys

If you would prefer to order from our Amazon Wishlist, please visit the link below. All items purchased from our Amazon Wishlist will ship directly to our office. [Click here for details](#)

Monetary donations are always greatly appreciated. Funds are used to purchase food and gift cards for the food pantry, as well as assist residents in a financial crisis. If you would like to make a tax-deductible credit card donation online, please scan the QR Code above. We also accept cash and checks. Checks should be made payable to "South Brunswick Township" with "Food Pantry" to be written in the memo line.

We are greatly looking forward to partnering with the EDC for their November Networking Event. Staff will be on hand to collect donations and meet all of the wonderful people in our business community! We are looking forward to seeing you at The Grape Escape on November 16, 2021.

Contact: Jeanne Wert, Director of Social Services at jwert@sbtnj.net

News From Fire Safety

NATIONAL FIRE PREVENTION WEEK

National Fire Prevention Week is observed every year during the week of October 9th, in commemoration of the Great Chicago Fire which began on October 8, 1871 and lasted for 2 days. More than 250 people were killed, more than 100,000 people were left homeless, more than 17,400 structures were destroyed, and more than 2,000 acres of land were burned.

On October 8, 1871, as the Great Chicago Fire was roaring away, the “Greater” Peshtigo Wisconsin fire, occurred. To this day the Peshtigo fire, nick named the Forgotten Fire, is the deadliest fire in U.S. history. This one-day long fire consumed more than 1 million acres, destroyed 16 neighboring towns, and killed more than 1,200 people.

In 1925, President Calvin Coolidge proclaimed Fire Prevention Week a national observance. It is the longest running observance in the United States. Every year the National Fire Protection Association comes up with a theme for the campaign. This year, the theme is Learn the Sounds of Fire Safety. Search [nfpa.org/Press-Room/News-releases/2021](https://www.nfpa.org/Press-Room/News-releases/2021), NFPA announces “Learn the Sounds of Fire Safety”. There you will find a 1-minute 38 second long video describing the theme. Help educate yourselves, family members, friends, and coworkers to know the sound difference of a smoke alarm in alarm and a carbon monoxide alarm in alarm. At your homes and places of business test/inspect your NON-fire alarm system smoke and carbon monoxide alarms. Push the test buttons. Make sure they sound the alarm. Check the date of manufacture and warranty period. Are your alarms out of warranty? If so, replace them. If your battery-operated alarms use 9 volt batteries, replace them with 10 year sealed battery type alarms.

Contact: John J. Funcheon, Fire Marshal at: jfuncheo@sbtnj.net

South Brunswick PD Update

Continuing our conversation about criminal acts, we previously discussed PREVENTION, and last time we spoke about PREPARATION in some detail. This month we will be discussing RESPONSE to critical incidents.

Although the PREVENTION of crime is certainly preferred, and the PREPARATION for a potential criminal act is a necessity, the fact remains that at some point, you may be faced with the dilemma of how to RESPOND to a criminal incident at the time it is occurring, or possibly shortly thereafter.

As your stress may be at epic levels during an actual incident, it is best to think about how you may respond now, before the incident, so that you can rationally think about your actions while you are calm, and have time to consider your options.

In the event of an incident, and when it is safe to do so, we want you to do the following things:

1. Report suspicious behavior or incidents immediately. Call 9-1-1 or (732)329-4646. Please remember that you do not have to be sure that a crime is being committed to call police. If you witness suspicious behavior and report it, police will respond, and we may stop a criminal act before it progresses, or make a timely arrest if the crime has already been committed.
2. Do not resist unless you need to defend yourself from an act of violence, and even then use force only as a last resort. It is safer to run away from the threat if you can. When faced with a property crime like theft, give the aggressor what they want. It is not worth putting yourself in harm’s way to protect against theft. Remember that things are replaceable, but you are not.
3. Although this will be a highly stressful incident, try to stay calm; excited behavior may aggravate the aggressor. Staying calm will also help you think rationally about your response options and choose the best course

- of action.
4. Be observant, but do not stare. If you can safely do so, be a good witness and be prepared to give a detailed description to responding officers. Make notes after the threat has passed so you do not forget the important details. If possible and you can safely do so, take pictures. A photo of an aggressor's fleeing vehicle may help officers more easily identify the vehicle. A picture is worth a thousand words.

Consider that while the aggressor may initiate the incident, it is likely your response and the actions you take during the encounter that will determine the outcome. Your primary goal should always be personal safety. Give up any items demanded and fight back only as a last resort to protect personal safety. Be a good observer and let police do the dangerous work of confronting the aggressor.

Next month we will discuss MITIGATION techniques.

Lieutenant Rickle may be contacted at erickle@sbtnj.net

News from the South Brunswick Public Library

The South Brunswick Public Library was recently awarded a New Jersey State Library +Partner Literacy grant made possible by the American Rescue Plan Act (ARPA) funds.

The project creates a statewide network of 3 Hub libraries and 12 Spoke libraries to provide digital literacy training and certification for adults looking to enter or advance in the workforce.

SBPL will be serving as a Spoke Library and in the near future will have set drop in and scheduled hours to assist community members with one-on-one technology help, support and assessment for certification such as IC3 (Internet and Computing Core Certification) and Microsoft Certified Professional.

The goal across the state is to leverage and strengthen the library's role in workforce development and increase access to free high-quality digital training toward industry recognized credentials. Participants will benefit from self-improvement, greater employment and training opportunities and reach their full potential, while employers will benefit from a higher quality pool of applicants and 21st century ready workforce.

The library routinely offers resume writing classes and job searching assistance. We host a community job board and welcome job advertisements for current openings you may be trying to fill. Ads can be emailed to ccarbone@sbpl.info for posting.

Contact: Chris Carbone, Library Director at ccarbone@sbpl.info

Middlesex County Regional Chamber of Commerce

In addition, the South Brunswick EDC partners with the Middlesex County Regional Chamber of Commerce. See below for information and links to helpful resources from the MCRCC.

2021 Hermes Expo International

October 20 @ 12:00 pm - 6:00 pm
Grand Marquis, 1550 Route 9 South
Old Bridge, NJ 08857 United States

Hermes Expo International (Hermes Expo) is a leading business expo and networking company in America, which has been promoting commerce, communications, and culture between America and Greece since 1992. Date & Location: October 20, 2021, at the Grand Marquis, Old Bridge, NJ Hermes Expo acts as a catalyst for businesses seeking new business opportunities and network expansion. Hermes Expo serves as a live marketplace for businesses and professionals to come together and meet face to face, renew client relationships, demonstrate...

[Find out more »](#)



Cyber Security Awareness Training: The Silent Danger of the Dark

Web October 20 @ 12:30 pm - 1:30 pm
Virtual

The Middlesex County Regional Chamber of Commerce Presents “Cyber Security Awareness Training, Empowering the first layer of defense, “The Silent Danger of the Dark Web” as part of the Chamber’s Technology and Business Development Series: Cyber Security Awareness Training. Employee Webinar Series are the first steps to help educate and transform a business’ weakest link into their strongest defense. Empowering the first layer of defense, one employee at a time.

[Find out more »](#)



Women’s Leadership Summit

October 22 @ 9:00 am - 1:00 pm

This year's Women's Leadership Summit focuses on the Theme of "Rebound with Resilience: Ready to GO!" Success is different for every person and is especially relevant when one considers the diversity of New Jersey, particularly Middlesex County, and the events of the past year plus. Therefore, it was important to select a wide variety of topics that affects individuals on a professional, personal and wellness level. This allows the event to be a "one-stop-shop" which takes a holistic approach to...

[Find out more »](#)



[SBA Disaster Assistance Program](#)

SBA offers disaster assistance to businesses and residents of New Jersey affected by remnants of hurricane Ida. Deadline November 4, 2021.

[Click here for details](#)

[New Guidance Issued on COVID-19 Vaccines and Incentives](#)

The various federal agencies with oversight have recently issued several rules and guidance pieces addressing key issues for employers to consider as they develop and implement COVID-19 vaccine and testing policies. These include vaccine mandate plans and guidance from the Occupational Safety and Health Administration (OSHA), as well as agency guidance on the applicability of the Health Insurance Portability and Accountability Act (HIPAA) privacy rules to COVID-19 vaccination information and the legal status of COVID vaccine premium surcharges and incentives. [Click here to read more!](#)

[Email List](#)

As always, we are trying to grow our business database and network. If there is someone within your organization or another business that you feel would benefit from our emails, please feel free to provide us with his/her email and respond to info@southbrunswickedc.com.

South Brunswick Economic Development Committee | 540 Ridge Road, 540 Ridge Road,
MONMOUTH JUNCTION, NJ 08852

[Unsubscribe dan.mandell@southbrunswickedc.com](mailto:dan.mandell@southbrunswickedc.com)

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