

1st Quarter 2019

HEALTH FAIR TO FEATURE OVER 25 VENDORS

Aberdeen's first-ever Health & Wellness Fair will take place on Saturday, April 6 from 11 a.m. to 3 p.m. at Matawan Regional High School. Currently, more than 25 vendors have signed up to participate from Aberdeen and surrounding communities representing the medical, dental, physical therapy, behavioral health and exercise fields, along with social service organizations and merchants who carry health products. Representatives from Aberdeen's police, fire, CERT, first aid and public works departments will also be on hand.

Coordinated by the EBC, Township Council, Matawan Regional High School, Monmouth County Health Department and Hackensack Meridien Health, the free family event will feature an array of healthcare providers offering free screenings and other services, food samplings, cooking demonstrations, and activities for children.

"The fair promises to be an outstanding opportunity for healthcare providers and businesses who carry health-related products, healthy foods or provide other health or wellness services to showcase their services and/or products to adults and children from Aberdeen and neighboring communities," said EBC Chairman Carmine Visone.

"We are pleased by the response from local health care providers and merchants," added EBC member Dr. Leonard J. Somarriba, DPT, who helped coordinate the event. "A good mix of health care professionals and other health-oriented businesses have signed up."

Along with the chance to participate, sponsorship opportunities were offered, with all net proceeds being donated to The Janet Fund, an organization which makes automated external defibrillators (AEDs) available to schools, playing fields and youth sports events throughout New Jersey. The group recently donated two automated AEDs for use by Aberdeen organizations.

A total of 18 local businesses and health care providers signed on as sponsors. Banner sponsors include Addison Park; American Family Care Urgent Care; Cunningham Orthopaedics; Hackensack Meridian Health, LLC; Home Away From Home Academy; Livoti's Old World Market; ProPhysio Physical Therapy; Smoothie King; The Cambridge Club of Aberdeen; and Veritas Recovery Center.

In addition, the following businesses, health care providers and groups signed on as sponsors: Aberdeen Town Square; Ani Medical Group; Grace Abounds Counseling, LLC; Matawan-Aberdeen Chamber of Commerce; Jonathan Min, DDS; William Moskowitz, DDS, FAGD, LLC; Pivotal Pilates; and Rejuvenate Center for Medical Aesthetics, Health and Wellness.

"It was gratifying to see the warm response to our sponsorship opportunities," said EBC member Jim Dolan, who also serves on the board of the Janet Fund and also helped coordinate the health fair.

DREW PISCATELLI APPOINTED TO EBC

The Aberdeen EBC has announced its newest member, real estate executive and developer Drew Piscatelli.

Known primarily for his work in the medical real estate arena, Piscatelli is a Principal with Hillcrest Development & Management, whose properties include Commerce Plaza on Route 35 in the Cliffwood section. Hillcrest presides over a portfolio of more than 100 shopping center, industrial and apartment properties, as well as hospitals and medical malls in three states. With 50,000 square feet of gross leasable area, Commerce Plaza is anchored by Flight and Fit Trampoline, Acadia Healthcare and Buy Rite Liquor.

Upon graduating from Wagner College, Piscatelli entered the financial markets as a commodity trader on the NYMEX, in New York City. He made the move to real estate in 2001, carving out a niche in the medical properties segment. After successfully redeveloping four defunct hospitals in New Jersey, Piscatelli also became a consultant to other medical property developers, as well as investors and lenders on projects in multiple states.

“Drew’s expertise in the areas of construction, finance, governmental regulations, legal issues, leasing, and facility management will be invaluable to the EBC,” said EBC Chairman Carmine Visone. “His background will surely compliment those of our current members, who have experience in the finance, real estate, health care, private education, public relations, specialty grocery and foodservice fields.’

He joins the appointed committee that, along with Visone of Home Away From Home Academy, includes Eugene DeMarco, DeMarco’s Catering and Gourmet Deli; Jim Dolan, Florham Realty Management, LLC; Bill Parness, Parness & Associates Public Relations; Maxine Rescorl, Aberdeen Township Planning Board & Zoning Board Secretary; Dunkin Donuts franchisee David Shah; and Dr. Leonard J. Somarriba, PT, DPT, CSCS, co-owner of ProFysio Physical Therapy. They are joined by township representatives Mayor Fred Tagliarini and Township Manager Holly Reycraft.

NEW BUSINESSES WELCOMED

EBC members and township officials were on hand to welcome two new business to town with grand opening ribbon-cutting events: Frutta Bowls, the second store to open at The Link, the new residential-retail transit village at the Aberdeen-Matawan NJ Transit station; and American Family Care, a provider of urgent care and occupational medicine, which opened on Route 34, just north of Lloyd Road.

SAVE THE DATE FOR ABERDEEN DAY 2019

Aberdeen Day, the township’s annual town-wide celebration, will take place on Saturday, September 28. Details to follow in the coming months.

MAYOR’S MESSAGE

Dear Business Owners,

Members of the Economic Business Council (EBC) continue to address the business of doing business in Aberdeen. As Mayor, I meet regularly with the EBC on initiatives to make Aberdeen one of the most business friendly towns in Monmouth County.

Throughout the year, your EBC serves as an important element that connects the business community with Town Hall. During our regularly scheduled meetings and informal conversations, the group provides vital feedback and guidance to the Township Council and Administration on ordinances, redevelopment of vacant commercial properties, and other issues impacting local businesses as well as the overall quality of life for our residents.

The EBC is currently working on a 2019 agenda that will include our first Aberdeen Health & Wellness Fair on April 6th and Aberdeen Day 2019 on September 28th.

In other business news, I'm happy to report that LA Fitness has been signed as an anchor tenant for the former A&P shopping center on Route 35 in Cliffwood. The national chain will occupy a portion of the vacant A&P building, giving property owner Basser Kaufman a strong foundation for its long-awaited redevelopment of the entire center. We expect LA Fitness to fill a void for residents of Cliffwood, Cliffwood Beach and surrounding towns seeking a first-class, fully-equipped fitness center within close proximity of their homes.

I cannot tell you how important the EBC is to our community. You should always know that the EBC, Township Council and I are available to help you.

Best regards,
Fred Tagliarini
Mayor