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Summer 2010

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Dear Friend:

The weather is turning warmer, and thoughts turn to vacation. But there are plenty of places to discover and things to do right here in Burlington County, and that's what this edition of *Burlington the Beautiful* is all about.

For starters, consider the "21 places in your backyard" that you and your family could visit to earn your official "Passport to Burlington County." And if you are truly into local history, maybe it's time to pay a visit to historic Smithville Park in Eastampton, where this turn-of-the-century factory town underscores what the Industrial Revolution was all about.

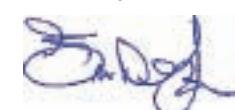
Then there's Roebling Village, where you'll find a unique museum that pays tribute to the John A. Roebling Sons Co. ironworks of the early 1900s, which provided the steel wire and ropes that hold up bridges across the continent from the Verrazano in New York to the Golden Gate in California.

In this edition we also touch on recreational opportunities, providing insight on the local farmers' markets that offer the very best in Jersey Fresh produce.

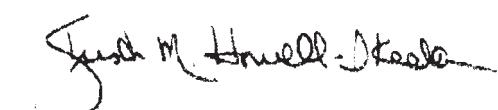
Businesses enjoy calling Burlington County home, and in this publication we enjoy recognizing some of those who are exploring energy-saving "green" initiatives, as well as those companies and businesspeople who have contributed in no small way to our economic success, but also to the community at large.

The Burlington County Board of Chosen Freeholders is pleased to partner with the Burlington County Chamber of Commerce by offering you this colorful publication. Enjoy!

Sincerely,

A handwritten signature in blue ink, appearing to read 'Bruce D. Garganio'.

Bruce D. Garganio
Freeholder Director

A handwritten signature in blue ink, appearing to read 'Kristi M. Howell-Ikeda'.

Kristi M. Howell-Ikeda
President/CEO
Burlington County Chamber of Commerce

"COMMITTED TO THE FUTURE OF BURLINGTON COUNTY"

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Your ultimate Burlington County calendar.

Born in 1878, Elizabeth White did not let her gender dim her entrepreneurial spirit. Little, who noticed a tiny wild blueberry on her father's cranberry farm, enlisted the help of agricultural expert Frank Coville to create a commercial product.

As a result of their efforts, the farm and village, called Whitington, is the home of the nation's first cultivated blueberry, says Joyce Goldsmith, coordinator of the Burlington County Division of Cultural Affairs and Tourism.

The important site is also part of the Passport to Burlington County campaign, which encourages residents to discover the culture and history in their hometowns. The promotional year spans from 17 to 27 participating sites, including nature centers, historic landmarks and villages.

The program was born in 2007, when a spike in gas prices forced many to take "staycations." "We jumped on the bandwagon," says Joe Laufer, the Burlington County historian who organizes the program with the Division of Cultural Affairs and Tourism. "We want people to enjoy history in their own backyard—you don't need to go all over the country."

The locations are diverse, yet these are some common themes. For instance, historic Babka Village, like Whitington Village, was developed to support a local business. Babka supported the iron- and glass-making industries rather than the blueberry.

There are several homes on the passport, including Atson Mayhew's built in 1808 as innkeeper Samuel Richardson's summer home, and Rouselle, the family home of Alon Paul, who helped spearhead the campaign for the women's vote. There are several nature centers participating in the program, and two sites—the Air Victory Museum and Air Reserve Mobilization—focus on military efforts.

"The sites entice people to the rich overall history of our area," Laufer says. "It also has to do with local pride. Many local historical societies have restored these places or created these museums just to capture their history."

Goldsmith agrees. "It is about who we are and where we came from." And where America came from. In many instances, the sites have national significance.

Visitors to each location receive a "stamp." Earn between five and 10 stamps to receive recognition, which ranges from a certificate of participation to a grab bag of souvenirs. As if the reward of exploring the cultural and historical riches of Burlington County weren't enough.



Mr. Laufer's Museum
60 Stoney Manes Blvd., Cinnaminson, NJ 08027-4488
airvictorymuseum.org

Aircraft, including an F8F8 and a P-47D, military uniforms, engines and artifacts are on display at this museum, which celebrates achievements in aviation. See the wind tunnel built in the early 1950s under the Wright Brothers' inspiration.

Local Miller Museum of Historic Babka Village
204 Loring St., Southampton, NJ 08088-3852
babkamuseum.org

An avid collector of farm and country artifacts from the 1700s to the 1900s, Jack Alter's dream came true when the area became a museum collector. Don't have contributed more artifacts over the years.



Historic Babka Village Museum
Route 542, Washington Township, NJ 08060-0024
babkamuseum.org

A slice of days gone by, the village features such attractions as an iron furnace, a smelti, a gristmill, a general store, a blacksmith and the 32-room mansion that once housed generations of innkeepers.

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SPOTLIGHT ON



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Burlington the Beautiful COUNTY OF OPPORTUNITIES

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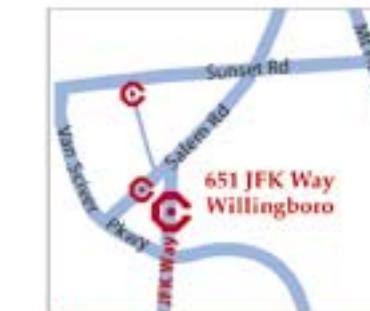


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*Source - CMS 2007 Cost Reports

(Spotlight On Roebling)

Company Town

Roebling and its new history museum bring a rich industrial heritage to life.

By Beth D'Addono



merica wouldn't be what it is today if it weren't for Roebling, New Jersey. While that may seem a grand claim, consider: The steel wire and rope fashioned at the John A. Roebling Sons Co. ironworks in the town of Roebling, a sister to the company's original Trenton plant, holds up more than 37 American bridges, including the Brooklyn, Manhattan, Williamsburg and Verrazano in New York and New Jersey, the Golden Gate in California and, over the mighty Ohio river, the Covington and Cincinnati Bridge, renamed the John A. Roebling in 1984 after its designer. Roebling cable stays held the Wright brothers' first airplane together, making the very idea of American aviation possible. The company also manufactured the cables that pulled San Francisco's first iconic cable cars. Its super strong spun wire powered the rise of the Otis Elevator Company; its cables were key to the construction of the Empire State Building in 1931. Instrumental in both World Wars, Roebling spun steel wire was used in applications including the fashioning of fine underwater nets to snag German submarines. The saga of how this family-owned company trans-

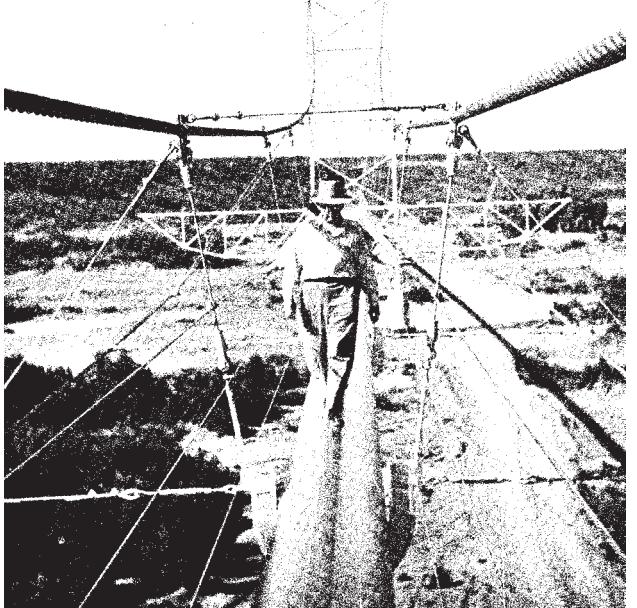
The old gatehouse of the John A. Roebling Sons Co. ironworks now houses the Roebling Museum.

formed a town—and a nation—will finally be told at the new Roebling Museum, which officially opens its doors July 2. A work in progress for 12 years, the museum tells the story of the products and engineering that literally built America, and of one the most successful and benevolently run "company towns" in America, a throwback to a bygone era.

The museum is housed in the plant's original gatehouse, through which as many as 8,000 workers once passed. The 7,000-square-foot building was meticulously restored by the Environmental Protection Agency, as part of the Superfund clean-up of the 240-acre Roebling mill site that began in 1983.

Turned over to the Township of Florence and the Roebling Museum in June 2009, the museum site sits on seven acres; the rest of the former mill land is eventually destined for development. In total, the project cost \$6.3 million, divided between historic restoration, exhibit design and program development, which included capturing thousands of hours of oral histories from former mill workers and their families. Outside the museum, visitors

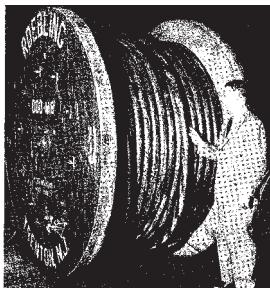
(Spotlight On Roebling)



can peruse a "sculpture garden" of industrial mill yard artifacts, including a 3/4-mile-long rope-stretcher, a behemoth piece of machinery used to create uniform tension in steel cables and wire.

"It took a bunch of ham-and-eggers more than 12 years to make this happen," said museum board member and docent George Lengel. "Without this museum, a major player in our country's Industrial Revolution would just be gone." Lengel's passion for the project is personal. Born in Roebling to a Hungarian father and Romanian mother, he was raised in the shadow of the ever-present steel plant. His father worked for the company for 48 years. "So did my mother, my uncles, the whole family worked there."

The company town was born in 1904, when Charles Roebling decided to build an ambitious new steel and wire manufacturing plant along a rural stretch of the Delaware then known as Kinkora. He realized that he'd need to provide housing and services to the large number of workers



"Without this museum, a major player in our country's Industrial Revolution would just be gone."

—George Lengel, Roebling Museum board member

necessary to run the plant.

"It's a phenomenal story," said Lengel. "Every one of the 767 homes is still standing." Laid out in a neat grid design along 100-foot-wide streets, the brick homes had indoor plumbing, electricity and central heat. "Imagine that in 1910," he said. Workers paid a nominal rent, and the company took care of all maintenance. Beyond the sturdy housing, the town also offered an array of recreational and basic services, from a 900-seat theater ("It had central air conditioning in 1915!") to shops, parks and sponsored sports teams, a tavern, hotel, restaurants, library and health and fire services. The majority of the population, up to 70 percent, was Eastern European immigrants and their families.

That history still echoes throughout Roebling, now a bedroom community to Trenton, Philadelphia and its suburbs. The same seven streets and 767 homes that housed the Roebling mill workers are at the hub of Roebling today. Home to about 3,200 people, this village in Florence Township has retained its charms. "It seems that young professional women and young couples are our largest demographic," said Lengel. "Most of the homes are rows and duplexes, which make great starter homes." Although lacking a main retail center, a leafy park and a handful of locally owned pubs and eateries offer diversion. "This is a great little community," said Lengel. "We haven't forgotten our blue collar roots."

The Roebling museum traces not only the town's history, but also that of its founding family. It's a legacy that includes its share of triumphs and tragedies. Founder John A. Roebling was killed in 1869, succumbing to tetanus after his foot was crushed while he was working on the Brooklyn Bridge. A grandson went down with the Titanic. In 1953, in part due to foreign competition and outdated manufacturing techniques, the Roebling Company was sold to Colorado Fuel and Iron, which still uses the Roebling name on some of its cable and wire rope.

Through changing exhibitions and vast archives, the Roebling Museum will aim to cover all that and more.

"Our mission is to tell the story of the family, the company and the town," said museum director Patricia Millen. "When you worked for the Roebling Company, you were set for life. That part of Americana just doesn't exist anymore." ♦

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(Spotlight On Evesham)



At a Crossroads

On the cusp of a metamorphosis, Evesham is looking to become the biggest small town in South Jersey.

By Lauralee Dobbins

Like any other town that's been in existence since colonial times, Evesham Township, also known as Marlton, has been through its share of changes. Largely farmland in the '50s and '60s, and more recently a retail destination, this 39-square-mile town, bisected by two major South Jersey arteries, (Route 70 and Route 73), is once again reinventing itself.

Fueled by the Vision 2020 study, the brainchild of homegrown mayor Randy Brown, Evesham Township is applying Mayberry sensibilities to a sprawling suburb of more than 50,000. "My vision is to make Evesham a destination like Haddonfield or Collingswood, to be the biggest small town in South Jersey," said Brown.

The study, conducted in 2009, helped the township pinpoint residents' dreams for their town, like a walkable town center, more community events and recreation options similar to those of their Camden County neighbors.

"We heard that people want to stay here, so we conducted this study, using state funding, to find out how to help them do just that," said Sandy Student, chairman of the Marlton Economic Development Commission. "We want to control our own destiny by being a good host to businesses that share our vision, and by being responsive to our residents' needs."

Some of those dreams and desires are already being realized, as evidenced by the Evesham Celebrations Foundation, which organizes

The children's bike parade is one of many popular Independence Day events in Evesham.

(Spotlight On Evesham)



Clockwise from top left: Children watch the 4th of July parade; the Pedal from the Promenade is an annual fall cycling event; military representatives marching on July 4; and the annual Marlton Mayor's Cup 5-K race.

ambitious July 4 festivities. The foundation also produces the Taste of Evesham festival each spring, and the Pedal from the Promenade bike ride in the fall.

The civic-minded community has also united behind Leslie Drummond, who founded Evesham's Yellow Ribbon Club. Starting with her own son, Michael, who was deployed with his Army unit to Afghanistan and returned in 2008, Drummond and her 500-plus volunteers have organized more than 150 "rock star-style" homecomings for Evesham Township soldiers.

According to Student, those shared moments, events and traditions are the glue that makes a town more than just a nice place to live.

Yet, the township's volunteer environmental commission is working hard to make sure Evesham is just that. Evesham is working on an Open Space and Recreation Plan that would link walking and biking trails around downtown Marlton. They've begun by cleaning, clearing paths and leading introductory hikes in Black Run Preserve, a parcel of Pinelands that abuts Kings Grant.

Even the much-maligned reconfiguration of that T-Rex of civil engineering, the Marlton Circle, is getting the small town touch in the midst of the construction maelstrom.

"We convinced the Department of Transportation to allow our police to control traffic around the construction area," explained Student. "Our guys can help motorists

get anywhere they need to go, even with construction detours. A state policeman who lives an hour away and is posted at the circle for one shift won't be able to provide that kind of service to a frustrated resident or visitor."

The new intersection will eventually be called the Evesham Crossroads, and, with planned big city features like an overpass in store, the town fathers are hard at work helping to ensure that the small-town feel remains. Sculptures and green space—and ultimately traffic relief—should ease the transition. "Improving the Route 70/73 corridor will open opportunities for businesses to move here," said Brown.

Other initiatives aren't quite as visible: Amending outdated ordinances and zoning laws that strangle business; efforts to improve services for Evesham's vital demographic of senior citizens; and improvements like rehabbing the abandoned municipal building into a high-end apartment building to attract young professionals.

The idea of small town America may seem simple enough, but achieving it in the 21st century, in a township the size of Evesham, takes local officials who are all rowing in the same direction, an army of committed volunteers and the participation of residents and the business community to make it a reality.

Evesham Township, both literally and figuratively at a crossroads, is more than prepared for the challenge. •

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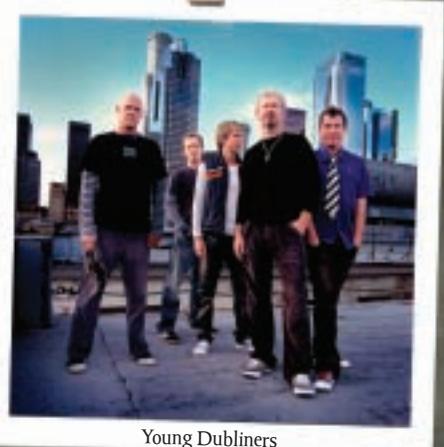
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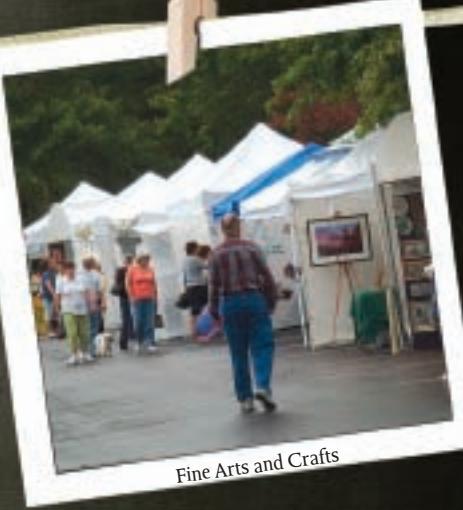
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Young Dubliners



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With hands-on activities for kids, live performances, fabulous art displays and crafts, Smithville's "Arts in the Park" Festival appeals to visitors of all ages!

Burlington County's Arts in the Park festival, a free annual event celebrating music, theater, dance, fine art and crafts will return to Historic Smithville Park on Sunday, September 26, 2010 with some exciting new attractions and headliner performances.

Sponsored by the Burlington County Freeholders and dubbed the largest free arts festival in New Jersey, the popular event will be held from 11 a.m. to 5 p.m., rain or shine, and once again admission and parking are free.

As always, visitors will find much to explore and enjoy during Arts in the Park, including a variety of live entertainment that will be presented throughout the day on four outdoor stages.

New this year will be an appearance by the Young Dubliners performing high-energy Celtic rock that's sure to be a crowd-pleaser. With a fervent fan base, the highly-

acclaimed band that has toured the United States and Europe is known for the whirling "jig pits" that erupt at its live shows. The group has released eight albums, including *Saints and Sinners*, *With All Due Respect – The Irish Sessions*, and *Real World*.

Other scheduled performers include national recording act Grey Eye Glances, The Slomski Brothers with their vaudeville-style comedy, and singer/songwriters Dan Wythoff and Aaron Hehl. In addition, a variety of dancers will entertain the crowd.

Visitors will also be encouraged to explore the arts through free interactive activities, including a "chalk the walk" project that will let children showcase their artistic ability right in the park.

And once again, a variety of juried fine art and crafts, including paintings, photography, jewelry, wearable art, pottery, and

glass are expected to be for sale.

Also, throughout the day, the 34th Annual Juried Art Exhibit featuring "the best of the best" from the tri-state area will be on display inside the Smithville Mansion Annex Art Gallery. The exhibit is expected to feature the work of artists from throughout New Jersey, Pennsylvania and Delaware, including watercolors, oil paintings, acrylic paintings, mixed media, and sculpture.

Historic Smithville Park is located on Smithville Road in Eastampton, three-quarters of a mile off Route 38. Funding has been made possible by the Burlington County Freeholders and the NJ State Council on the Arts, a partner agency of the National Endowment for the Arts, through a grant to the County Division of Cultural Affairs and Tourism. Persons in need of special accommodations are requested to give two weeks' advance notification.

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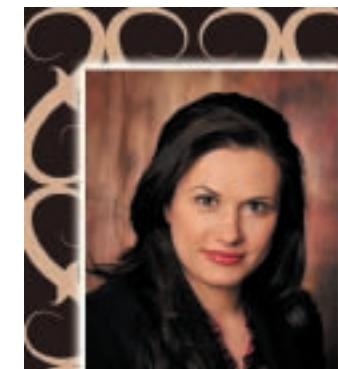
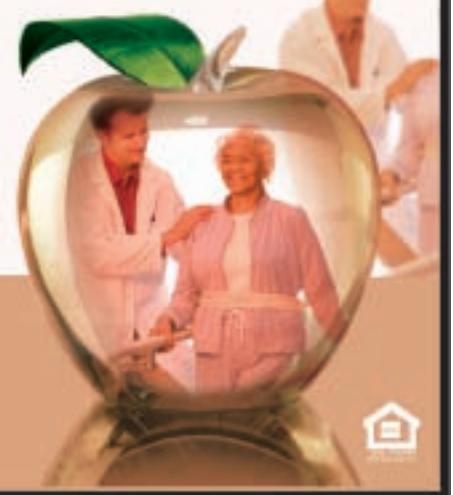
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SIGHTS TO SEE



Jersey Fresh

From crop-sharing CSAs to pick-your-own fruits and fun-filled farmers' markets, there are more delicious ways than ever to eat local in Burlington County.

By Robert DiGiacomo

When it came to joining a Burlington County CSA crop-sharing program, the third year proved the charm for Alison Rooney.

"I've been wanting to join a CSA since I moved to South Jersey two years ago from Center City Philadelphia, but every time I thought of it, it was already spring and the good, established places were sold out already," says the newly married Mount Laurel resident.

This year, Rooney submitted a timely application for Honey Brook Organic Farm (609-737-8899, honeybrookorganicfarm.com), which distributes its weekly shares of produce to some 2,700 members at sites in Moorestown and Bordentown, as well as at its farm in Chesterfield. (With a CSA, which stands for community-supported agriculture, members pay an upfront, seasonal fee to receive allotments of whatever's been picked each week. For many, it's a good idea to apply as early as the beginning of March.)

The Honeybrook CSA and those operated by Fernbrook Farms (609-298-4028, fernbrookfarmcsa.com) and the Burlington County Community Agriculture Center (609-892-1284, growinghomecoop.com) are among the many ways Burlington County residents can put their own local spin on "Jersey Fresh" produce and other farm-raised goods.

If you like to get your hands dirty without all the watering and weeding, you also can pick your own fruit at some 20 spots around the county. Or for an even easier farm-to-table route, shop one of three farmers' markets in Columbus, Maple Shade and Moorestown (see sidebar on page 19).

Pick-your-own options include berry-centric operations like Conte's Farm in Tabernacle (609-268-1010), Haines Berry Farm in Pemberton (609-894-8630), North Branch Blueberries in Browns Mills (609-893-5693) and Reeves Berries in New Lisbon (609-726-1794).

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SIGHTS TO SEE

For more variety, try Johnson's Corner Farm in Medford (609-654-8643, johnsons-farm.com), where choices include corn, peaches, nectarines and cherries; Budds K-n-P Farms in Pemberton (609-894-4817), which follows organic practices in raising crops such as string beans, cucumbers and tomatoes, and Riverside Homestead Farm in Cinnaminson (856-829-4992), which grows organic raspberries, blackberries, pears and tomatoes.



As for farmers' markets, Maple Shade (856-482-8200, msmsnj.com) attracts 15 to 20 vendors on Saturdays from 9 a.m. to 1 p.m. through October, around the gazebo at Main Street and Forklaming Road. Each week, there's live music, and the third Saturday of each month brings a different kid-focused activity.

For general shopping choices, there's nothing quite like the sprawling Columbus Farmers Market (609-267-0400, columbus-farmersmarket.com), with its hundreds of outdoor stalls, 60 permanent stores and "Produce Row." At the latter, you'll find three farm stands, which are open from Wednesday through Sunday (hours vary each day).

For Rooney, joining a local CSA is something she's wanted to do since she first encountered the concept nearly a decade ago through a friend who lived in the Berkshires in Western Massachusetts.

"One of my favorite cooking memories is standing in my friend's kitchen, washing and washing and washing and then cooking a trash-bag-size allotment of spinach from her CSA," she says.

"I've been waiting for this idea to make it down our way—I'm happy to see how much it's caught on," she says. ♦



Farm to Table

Community is key at the Burlington County Community Agricultural Center farmers' market.

Anyone who stops by the former Winner Farm in Moorestown on Saturday mornings will find the requisites of any good farmers' market: 30 vendors featuring a mix of local, seasonal produce, baked goods, meats and dairy products.

But this particular market, which is operated under the auspices of the Burlington County Community Agricultural Center, has a bigger mission beyond bringing the juiciest strawberries and ripest Jersey tomatoes to the public.

The county-owned property at Hartford and Centerton roads is all about "connecting the community to agriculture and all the benefits that come from that," says farmland preservation program coordinator Dan Kennedy. "That's why the community is in the title of the center. We want to re-create those connections."

The 68-acre site, which was purchased by the county in 2005, is deed-restricted to be maintained for agricultural use. The working farm includes acreage leased for a CSA program, and other parcels set aside for grain and sheep farming and community garden plots.

All but three of the regular vendors hail from Burlington County; the trio of outsiders offers items like mushrooms from Kennett Square, Pa., and heirloom tomatoes from Spinella Farms in Berlin, Camden County.

The BCCAC market also boasts an all-weather advantage: The stalls are under cover, in a renovated cow barn that's open on three sides. There's also a picnic area, with tables and benches where you can dig into a barbecue lunch, fresh fruit or a cupcake from one of the vendors.

"Moorestown has a great agricultural heritage," Kennedy says. "Although we can't change what's happening in that area as far as development, we can preserve a little bit of it."



If you go
BCCAC Farmers' Market
500 Centerton Road,
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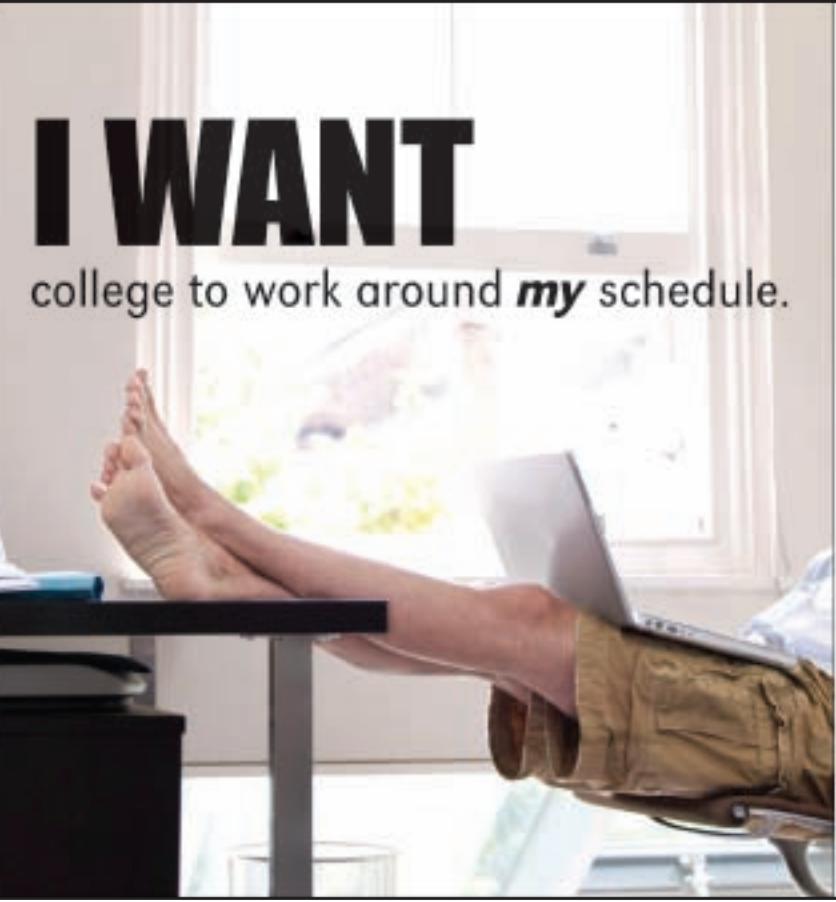
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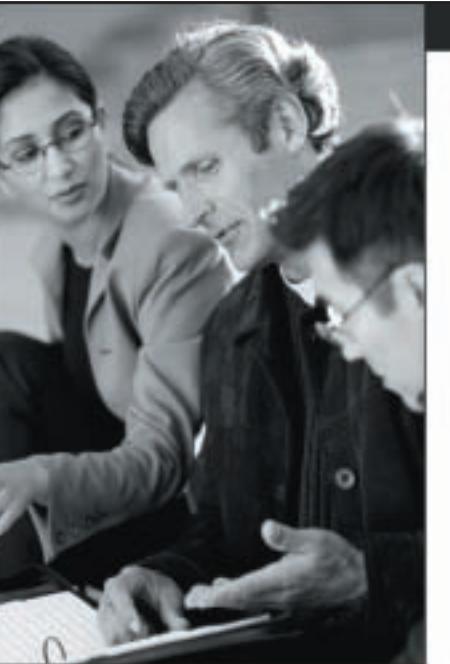
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It's Easy Being Green

Burlington County companies are finding green innovations are good for the environment—and good for business, too.

By Terri Akman

WHEN IT COMES to caring for the environment, Burlington County businesses are taking action. And with a number of financial incentives, programs and services in place to help businesses save energy and the environment, there are more reasons than ever to be eco-conscious. The state's Clean Energy Program, PSE&G's Environmental Grant Program and the Natural Resources Conservation Service are among those leading the charge with support for green initiatives. Consequently, a growing number of companies are dis-

covering how to reduce their carbon footprints, save money and in some cases even generate revenue by going green.

An obvious first step is installing solar panels. But over at Sea Box, an East Riverton company that sells and leases shipping containers, they've taken that concept all the way, with a two-megawatt solar energy system. They're investing more than \$6 million in the project, set to be complete by the year's end. According to David Jaxheimer, Sea Box's financial controller, it will be one of the largest such systems in South Jersey. "It's also a cost savings and revenue producer to us, so



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business

it's a win-win across the board," he said. The panels will provide enough solar power to run their operation, with projected savings of about \$200,000 a year on electricity alone. Sea Box will also earn revenue by selling solar renewable energy credits to other businesses.

Solar isn't the only innovation being implemented at eco-minded South Jersey companies. Those involved with new construction are increasingly drawn to the Leadership in Energy and Environmental Design (LEED) Green Building Rating System. LEED recognizes performance in five key areas of human and environmental health: sustainable site development, water savings, energy efficiency, materials selection and indoor environmental quality.

Whitesell, a commercial real estate company that owns and manages about 9 million square feet of commercial space, incorporates many green technologies into their new buildings. They chose not to seek LEED certification for their new professional office building in Lumberton due to the additional administrative costs of the official certification. However, Whitesell's president, Rick Cureton, points out that his company has been implementing green technologies for a number of years, even without an official LEED certification.

"It's the right thing to do," he explains. "There are a number of little things that we're adopting just because they make more sense and the tenants will get the benefit of it. Do we get more rent because of it? No."

But Whitesell's green technologies do save energy and money at the same time. For example, by installing a white roof with reflective characteristics, the building's solar heat gain is reduced. Skylights provide better lighting efficiency and energy savings. Multiple HVAC Zones and thermostats offer energy efficiency, as do T-5 fluorescent warehouse light fixtures. And drought-tolerant non-irrigated plant materials reduce water consumption.

But you don't have to be high tech to help save the environment. School teachers are key to the effort, and they're receiving help through PSE&G's Environmental Education Grant Program. "The goal of the program is to help inspire teachers to implement an interdisciplinary approach to teaching about the environment and foster new ideas," PSE&G spokeswoman Denise Denk explained.

The grants of up to \$3,500 have gone toward initiatives like establishing and maintaining a colony of Purple Martin swallows in front of Har-

rington Middle School in Mount Laurel. A second grant in 2008 supported eighth-grade students' efforts to expand the colony. It also funded the installation of more gourds, an annual Purple Martin Festival, and a live webcam trained on the birds' home.

Just as crucial are the efforts being implemented in the Burlington County agricultural community. The Natural Resources Conservation Service (NRCS) provides technical assistance, a wide range of programs, and financial grants to help farmers conserve and manage natural resources. "We're helping them improve the air, soil, water, plants and everything on the farm, in the environment and within the watershed," explained Nicole Cicaglione, NRCS District Conservationist. "All of our practices have a net positive effect on the environment. They will also save money, time, and energy from labor and fuel."

Those eco-savvy upgrades include energy efficient, clean irrigation engines; manure storage facilities that keep waste clear of ground and surface water; and buffer strips and windbreak plantings to protect crops. The NRCS also offers grants to farmers to create pollinator habitats, the increasingly scarce areas where bees, butterflies and other insects can pollinate flowers.

But such initiatives are not limited to the public sector—or to large-scale innovations. Virtua has instituted a mandate to incorporate green technologies throughout their hospital system, according to Virtua Memorial Hospital's chief operating officer, Stephen Kolesk. "Our system is very interested in going green and lowering the environmental impact we have on our planet," he said.

One of those initiatives is organic waste recycling, turning food scraps into fertilizer, fuels, lubricants and planting materials. These products are then sold commercially, and Virtua receives either compensation or a discounted trash hauling rate. They also recycle computers, televisions and ink cartridges, and donate packaging materials to animal shelters to be used for bedding and crates.

"We have a system-wide committee that constantly looks for other things that we can start doing," notes Virtua's Diana Amey. "We are going to start looking at energy reduction and efficiencies with our utilities, and also create some pharmaceutical waste initiatives that will remove pollutants from the water."

It's initiative such as those that are making Burlington County—not to mention the world—a better, greener place. ♦



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PASSPORT TO BURLINGTON COUNTY

21 great places to visit in your own backyard

By Pam George



Born in 1872, Elizabeth White did not let her gender dim her entrepreneurial spirit. White, who noticed a tiny wild blueberry on her father's cranberry farm, enlisted the help of agricultural expert Frank Coville to create a commercial product.

As a result of their efforts, Whitesbog is the home of the nation's first cultivated blueberry, says Joyce Goldsmith, coordinator of the Burlington County Division of Cultural Affairs and Tourism.

The important site is also part of the Passport to Burlington County campaign, which encourages residents to discover the culture and history in their hometowns. The promotion this year jumps from 17 to 21 participating sites, including nature centers, historic mansions and villages.

The program was born in 2007, when a spike in gas prices forced many to take "staycations." "We jumped on the bandwagon," says Joe Laufer, the Burlington County historian who organizes the program with the Division of Cultural Affairs and Tourism. "We want people to enjoy history in their own backyard—you don't need to go all over the country."

The locations are diverse, yet there are some common themes. For instance, Historic Batsto Village, like Whitesbog Village, was developed to support a local business. Batsto supported the iron- and glass-making industries rather than the blueberry.

There are several homes on the passport, including Atsion Mansion, built in 1826 as ironmaster Samuel Richards' summer home, and Paulsdale, the family home of Alice Paul, who helped spearhead the campaign for the women's vote. There are several nature centers participating in the program, and two sites—the Air Victory Museum and Air Reserve Mobilization—focus on military efforts.

"The sites orient people to the rich overall history of our area," Laufer says. "It also has to do with local pride. Many local historical societies have restored these places or created these museums just to capture their history."

Goldsmith agrees. "It is about who we are and where we came from." And where America came from. In many instances, the sites have national significance.

Visitors to each location receive a "stamp." Earn between five and 15 stamps to receive recognition, which ranges from a certificate of participation to a grab bag of souvenirs. As if the reward of soaking in the cultural and historical riches of Burlington County wasn't enough.



Air Victory Museum

68 Stacy Haines Road, Lumberton; (609) 267-4488; airvictorymuseum.org

Aircraft, including an F-86L and a Fisher FP-404, military uniforms, engines and artifacts are on display at this museum, which celebrates achievements in aviation. See the wind tunnel built in the early 1900s under the Wright Brothers' supervision.

Jack Allen Memorial Early Country Living Museum

224 Landing St., Southampton; (609) 267-8382; allenmuseum.org

An avid collector of farm and country artifacts from the 1700s to the 1900s, Jack Allen's dream came true when the items became a museum collection. Donors have contributed more artifacts over the years.



Historic Batsto Village Museum

Route 542, Washington Township; (609) 561-0024; batstovillage.org

A slice of days gone by, the village features such structures as an iron furnace, a sawmill, a gristmill, a general store, a blacksmith and the 32-room mansion that once housed generations of ironmasters.

North Pemberton Railroad Station Museum

3 Fort Dix Road, Pemberton; (609) 894-0546;

pineypower.com/pemberton_rr.htm

Built in 1892, the station was active until 1969, when rail service between Camden and Pemberton ended. Today it salutes area history with artifacts related to the area, the railroad, and the cranberry and blueberry industries.

Peachfield

180 Burrs Road, Westampton; (609) 267-6996; colonialdamesnj.org

Peachfield, established in 1674, suffered two house fires in its history. Architect R. Brognard Okie (1865-1945), known for his Colonial Revival style, is responsible for the current mansion, which was built upon the original foundation with original stone.

Historic Whitesbog Village

120-34 Whitesbog Road, Browns Mills; (609) 893-4646; whitesbog.org

The birthplace of the cultivated blueberry makes for a scenic walking or five-mile driving tour around bogs, blueberry fields and pine forests. Start your tour at the general store.

Palmyra Cove Nature Park

1300 Route 73 North, Palmyra; (856) 829-1900; palmyracove.org

Located just south of the Tacony-Palmyra Bridge, the 250-acre park boasts woodlands, wetlands, a tidal cove and a wild river shoreline. This is a must-see destination for birders.

Woodford Cedar Run Wildlife Refuge

4 Sawmill Road, Medford; (856) 983-3329; cedarrun.org

Founded in 1957 on 184 acres around Cedar Run Lake, the refuge is devoted to wildlife rehabilitation, education and habitat preservation. A nature center holds classrooms, exhibits and a library, and there are trails through the uplands and wetlands.

Rancocas Nature Center

794 Rancocas Road, Mount Holly; (609) 261-2495; njaudubon.org/centers/rancocas

Run by the New Jersey Audubon Society, the center is home to the Children's Victory Garden, suitable for kids ages 2 to 4, and a picnic area. There are four marked trails and a natural history museum with live reptiles.



Kirby's Mill

275 Church Road, Medford; (609) 654-7767; medford-history-nj.org

William S. Kirby in 1877 purchased the gristmill and sawmill complex, which dates back to 1778. The Medford Historical Society, which purchased the property in 1969, has supervised the restoration, which includes a country store, milliner's shop, print shop and carpentry shop. There's also a working blacksmith shop and sawmill.

The Roebling Museum

1495 Hornberger Ave., Roebling; (609) 499-7200; roeblingmuseum.org

The 7,000-square-foot museum is dedicated to the town, its industry and its namesake, John A. Roebling, a German-born civil engineer famous for wire-rope suspension bridge designs, including the Brooklyn Bridge.

Historic Burlington County Prison Museum

128 High St., Mount Holly; (609) 265-5476; prisonmuseum.net

Completed in 1811, the prison was designed by Robert Mills, one of the first well-known American-born and American-trained architects. The prison was in use until 1965.

John Woolman Memorial House

99 Branch St., Mount Holly; (609) 267-3226; woolmancentral.com

The John Woolman Memorial Association operates the home as a tribute to the Quaker who built it. It's been a tea-house and bed and breakfast. Now it is a historic site that hosts workshops and tours—not to mention a destination for generations of Woolmans who trace their genealogy back to this site.

An advertisement for Ocean Spray. It features the company's blue and white logo at the top. Below it is an aerial photograph of a large industrial facility with several buildings and parking lots. In the center is a group photo of many people in blue shirts standing in front of a white banner. To the right is a close-up image of many red cranberries. Text on the right side reads: "Ocean Spray's Team Bordentown is Committed: To each other for Safety; to our Grower-Owners as Stewards of the Bordentown Facility; to the Community as Good Neighbors; and to the Consumers for Quality Production of Ocean Spray Cranberries' Products." The address "104 East Park Street • Bordentown, NJ 08505" is also listed.

An advertisement for Bennett Family Chiropractic. It features a male doctor in a white shirt and tie on the right, pointing towards a diagram of a human skeleton on the left. The diagram highlights the spine and muscles in blue and red. The text "BENNETT FAMILY CHIROPRACTIC" is at the top. Below it, "Dr. Bennett provides comprehensive care that is suitable for your particular condition." and "Our office specializes in the treatment of any musculoskeletal conditions: • Low Back Pain and Leg Pain (Sciatica) • Mid and Upper Back Pain • Neck Pain and Headaches • Numbness and Tingling • Shoulder and Arm Pain • Joint Stiffness • Stress and Fatigue • Muscle Spasms • Scoliosis • As well as numerous other conditions" are listed. "Most Insurance Accepted" and "Specialized gentle treatment for the frail and elderly" are also mentioned. The address "2193 Riverton Road • Cinnaminson, NJ 08077" and phone number "(856) 786-2222" are at the bottom, along with the website "www.drgeorgebennett.com" and the note "(Located one block in from the walk bridge on Rt. 130)". The logo "ACB" is at the bottom left.

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Vincentown-Tabernacle Telephone Museum

17 Mill St., Vincentown; (609) 859-4016;

southamptonnj.org/shshome

The museum, housed in a structure that also served as a milliner and a tin shop, contains old switchboards, telephone poles and other artifacts related to the Vincentown-Tabernacle Telephone Co., the last independent phone company in South Jersey until 1930, when the New Jersey Bell Telephone Co. purchased it.



Pinelands Visitors Center

17 Pemberton Road, Southampton; (609) 859-8860; pinelandsalliance.org

The Pinelands Preservation Alliance's Pinelands Visitors Center is the ideal starting spot for those interested in the New Jersey Pine Barrens. Here you'll learn about the attractions and conservation efforts, and you can tour historic structures, including a farmhouse, barn and carriage house. There are walking trails and a bookstore with more than 100 titles.

Burlington County Historical Society Museum

454 Lawrence St., Burlington; (609) 386-4773; burlingtoncountyhistoricalsociety.org

Stop here to learn about the BCHS properties and collections, including the Corson Poley Center, which houses a genealogical library and a museum. You can also visit the James Fenimore Cooper House, named for the *Last of the Mohicans* author and Burlington native. The house includes period furnishings, a tea



Photograph courtesy of Pinelands Preservation Alliance

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July 29 • 10 AM & 7 PM

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set from the Federal period, and a Joseph Bonaparte room, which includes artifacts from the Bordentown Point Breeze Estate of Napoleon's older brother. Or, swing by the Captain James Lawrence House, designed to evoke the times of the War of 1812 naval hero.



Army Reserve Mobilization Museum

6501 Pennsylvania Ave., Fort Dix; (609) 562-6983; dix.army.mil

Formerly the Fort Dix Museum, this attraction is now dedicated to the history of Army Reserve mobilization from 1776 to the present, using Fort Dix as an example in the 20th and 21st centuries. The collection includes equipment, photographs, artillery and a Jeep. The museum is currently undergoing renovations and should open in the fall.

Underground Railroad Café, Art Gallery and Education Center

16-18 E. Union St., Burlington; (609) 386-4343; ugrburlington.webs.com
Sip a latte and learn about the Underground Railroad experience, and how it played out in Burlington County. The

attraction offers a coffeehouse, artworks, and a look into the life of Underground Railroad conductor Dr. William Still of Medford, who was called "the Black Doctor of the Pines."



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Paulsdale and the Alice Paul Institute

128 Hooton Road, Mount Laurel; (856) 231-1885; alicepaul.org

Tours of this famous suffragette's family home start with the 15-minute film, *The Life of Alice Stokes Paul, 1885-1977*. You will learn about Paul—who earned a remarkable six college degrees—as well as the farm that once surrounded the house, which is now used as a girls' leadership center. ♦

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The Mansion and Museum at Smithville Park

3801 Smithville Road, Eastampton; (609) 265-5068; smithvilleconservancy.org
Listed on the National and New Jersey Registers of Historic Places, historic Smithville Village watched as its small mill grew into a major industrial plant. The 312-acre park includes the 22-acre Smithville Lake, hiking, boating, fishing and canoeing, along with the historic district and museum.

Atsion Mansion and Village

744 Route 206, Shamong; (609) 268-0444
Samuel Richards built both his summer home and a thriving ironworks business here. Joseph Wharton bought the land in 1892, and the state purchased it in 1954. Now part of Wharton State Forest, the village includes the mansion and other historic structures, as well as recreational facilities.



Paulsdale and the Alice Paul Institute

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Burlington County Bridge Commission

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- Pooled Lending/Conduit Financing: Provided financing on behalf of 25 municipalities/towns/districts of more than \$382 million saving taxpayers more than \$14 million
- Financial Assistance to the County ~~with~~ 2010 budget matters and assumption of Economic Development responsibilities
- Planning/Grant Writing firm (CGP&H) retained by municipalities: \$9.3 million in grant monies obtained since 2000 across 23 towns, with 23:1 return on Commission investment
- Hosted, with Freeholders, First Energy Conservation Summit, explaining energy-saving programs, grants available to fund program applications, and financing options to implement green initiatives
- Built environmentalify friendly vehicle wash bay for use by towns surrounding Palmyra; a second planned for Burlington City
- Performed municipal aid/COAH analysis and regionalization on small town aid on behalf of 25 towns; assisted in meeting revised COAH requirements
- Developed and provided stormwater management plans, saving towns \$100,000 each

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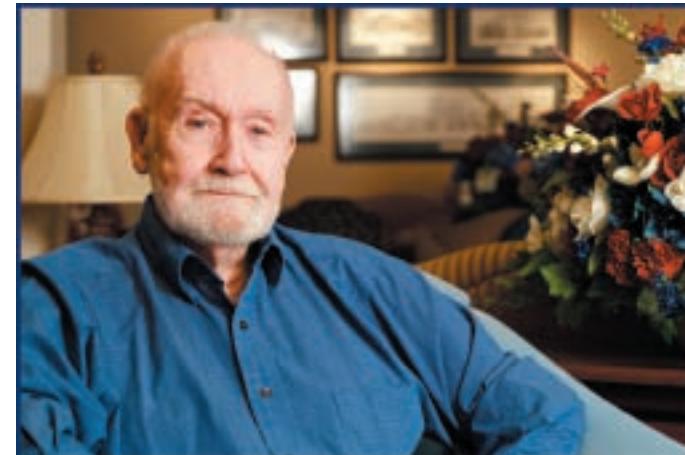
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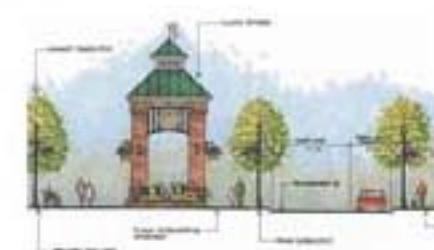
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Joe Carita, Burlington County Chamber of Commerce Chairman of the Board; Bruce Conway, Voice of Business Committee Chair; John Hall, Vice President of Government Banking, Beneficial Bank; Kristi Howell-Ikeda, Burlington County Chamber of Commerce President and CEO.

Big Business

The Burlington County Chamber of Commerce's
Voice of Business Awards
honor standout companies throughout the community.

Need proof that Burlington County is a great place to do business? Then look no further than some of the topnotch organizations that have made Burlington their home. The Burlington County Chamber of Commerce highlighted the most innovative, inspiring and all-around excellent companies and individuals in the region—and beyond—with the Voice of Business Awards.

In their 18th year, the awards honored new businesses, companies that gave back to the community, and individuals who have led the county's economic growth.

Back when the awards were initiated in 1992, they honored just one or two of the county's most eminent leaders. "In 2006 we expanded the program to recognize a multitude of businesses, because we were finding we had a lot of recipients worthy of recognition," says Kristi M. Howell-Ikeda, president and chief executive officer of the Chamber of Commerce. "We had new businesses that were making great strides and we had elected officials who were doing really great things. We're hoping to raise awareness of the very different types of businesses in our county that work together to make our county thrive."

The awards ceremony was held on April 19, and this fall, you'll be able to nominate your favorite entrepreneurs and community leaders for the 2011 Voice of Business Awards. Ikeda hopes honoring diverse businesses ranging from Crossroads Programs, which invests in the youth who could one day be county business leaders, to Pro Computer Service, which keeps local companies' technology humming, will illustrate the vital importance and incredible synergy of the Burlington County business community as a whole. "We wanted to recognize all the different facets of the local economy," she said, "all the cogs in the wheel that make our county work."

Here, meet the winners.

JOHN C. HALL

Voice of Business Award winner

For more than 34 years, John Hall has been an active advocate and voice for Burlington County. Hall's first true introduction to the Burlington community began when he was hired as chief executive of what was then Mount Holly State Bank, where he worked with the community for 17 years. He moved on to a number of other roles, including a government banking position at Commerce Bank and ultimately, in 2008, the post of vice president of government banking at Beneficial Bank. In those roles, "he was able to impart financial wisdom and guidance to townships, boards of education, municipal authorities, and other municipal entities, ultimately helping to spur the growth of the region's economy," the Chamber noted. Hall has also served on boards and committees including the Committee of 50, the Burlington County Military Affairs Committee; the Burlington County College Foundation Board; and the Lenape Regional Performing Arts Center, where he still serves as Treasurer. "In his 34 years as an active leader in Burlington County, John has provided a strong voice to the community through his outreach in both his business dealings and board affiliations," the Chamber added. "He has successfully created economic growth, business development and community enrichment for all of Burlington County." Hall received the Voice of Business Award—the Burlington County Chamber of Commerce's premier honor—for his dedication to helping the county's economy grow strong.

CROSSROADS PROGRAMS

Community Enrichment Award winner

In 1978, a group of interfaith community leaders came together to build a shelter for homeless and runaway youth. For the past 31 years, the Crossroads Programs mission has not only been kept alive, it's been expanded to reach all at-risk youth. The Burlington County Chamber honored Crossroads with the Community Enrichment Award for its work to make a positive impact on the lives of Burlington County residents. Across community and residential programs, Crossroads has helped hundreds of youth transition successfully to adulthood. "In almost every instance," the Chamber's citation noted, "goals—such as completing high school, securing employment, or promoting self-sufficiency—are met and exceeded."

SNJ BUSINESS PEOPLE

New Voice Award winner

The first South Jersey publication devoted exclusively to covering local enterprises, *SNJ Business People* launched in September 2007 and has been publishing monthly ever since. Publisher Jenny Ryan's business news magazine, interactive website and virtual networking site have done a great deal to

spotlight the best businesses in Burlington County and beyond. "Some 32 months [after the launch], Ms. Ryan publishes the most widely read and enthusiastically received source of business news in the region," the Chamber noted. The magazine mails to 10,000 business owners, and the e-mail newsletter reaches 16,000 computers each month.

BENEFICIAL BANK

Business Excellence Award winner

Beneficial took home the Chamber of Commerce's award for business excellence among companies with 100 or more employees, a fitting tribute given Beneficial's history. The company was founded in 1853 as a place where disadvantaged immigrants could not only keep their money safe, but learn how to manage it. That's the same ethos that drives current Beneficial initiatives, including \$200,000 in donations last year to 60 Burlington County organizations and events. Beneficial also encourages employees, termed "Blue-Gooders," to volunteer in their communities. "Whether they volunteer at local nonprofits, help to build homes for individuals in need with Habitat for Humanity, or teach financial literacy in nearby school districts, Beneficial employees are making a lasting impression in Burlington County," the Chamber noted. Headquartered in Philadelphia, the bank now has more than 30 locations and nearly 255 employees in Burlington County.

WILLIAM HAINES JR.

Public Voice Award winner

William Haines Jr. has held a broad range of titles: cranberry farmer, mayor of Washington Township, Burlington County freeholder and, now, Public Voice Award winner. The award, which is presented to an elected official who has been an ally to the business community and helped enrich economic development in the region, recognizes Haines' 15 years of service as freeholder. "An aggressive advocate of land preservation through the Farmland and Open Space programs, then-Freeholder Haines oversaw the Department of Resource Conservation, which also included ongoing development of the County Park System and watershed management, as well as Cultural Affairs and Tourism. Burlington County ranks first in the state and sixth in the nation in farmland preservation as a result of his efforts," the Chamber noted. Haines, who has served his final term as a freeholder, still runs the Pine Island Cranberry Company in Washington Township, as well as the Haines Family Foundation for education and land preservation.

PRO COMPUTER SERVICE

Business Excellence Award winner

The award for a company with 25 employees or fewer went to a scrappy little IT business run

by Anthony Mongeluzo. Mongeluzo set up shop in 2002 at age 22, running Pro Computer Service out of his parents' house. Now, he's backed by a staff of 18, with four offices serving five states. Recognized by *The Philadelphia Business Journal* as one of the region's fastest-growing firms for three years running—and by *Inc. Magazine* as No. 88 on the 2009 list of fastest growing IT companies in the country—PCS has clearly hit its stride. The company has partnered with county businesses including Burlington County College, Braddock's Tavern and Primepoint, and supported community initiatives including the local YMCA Strong Kids Campaign. "Pro Computer Service is also working hard to foster entrepreneurial spirit and by creating and hosting the Young Entrepreneur of the Delaware Valley Awards along with Entrepreneurs Forum of Southern New Jersey and Rowan University," the Chamber noted.

MAPLE SHADE BUSINESS ASSOCIATION

Economic Development Award winner

Since its founding in 1997, the Maple Shade Business Association has more than doubled its membership to 115 businesses, and developed the local economy by helping the business community work together. Its "Think Local-Buy Local" campaign, launched in September 2008, further strengthened the local economy by reminding residents of the ripple effects of patronizing small businesses within the community. "The program reminds people to keep their money in their neighborhood, embrace what makes Maple Shade unique, foster local job creation, support community organizations and ensure that Maple Shade stands out from the crowd," the Chamber said.

MARK MORGAN

Chairman's Award of Excellence winner

As president of the Moorestown Business Association, (MBA), Mark Morgan must be doing something right. After all, membership has doubled during his four-year tenure, and programming has increased with the addition of evening networking events. That's why Morgan, who is also the producing artistic director of the Moorestown Theater Company, was selected for the Chairman's Award, which recognizes a significant contribution to the Burlington County Chamber of Commerce as well as to the overall business community. Since Morgan took over the MBA in 2006, the Chamber noted, it "has greatly increased the number of sponsorships that support a variety of events for residents of Moorestown and Burlington County, including the Easter Egg Hunt, ArtWalk, Moorestown Day, Autumn in Moorestown Arts & Crafts Festival, the Halloween Parade and Candle Light Night."



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save the date

From theatrical performances to art festivals, food events to concert series, there's no shortage of things to do this summer and fall in Burlington County. Here's what's in store.



Riverton's Independence Day celebrations include a raft race (center) and a parade filled with bagpipers, bicyclists and much more.

July

3 Riverton's Independence Day events kick off a day early on July 3 at 7 a.m. with a 5K race followed by the Main Street Parade at 10 a.m. The festivities last until 5:30 p.m. with soapbox races, pet pageants and kids' entertainment like pony rides and puppeteers. riverton4thofjuly.com

9 The Moorestown Business Association hosts the fifth season of ArtWalk, as artists and entertainers set up along Moorestown's Main Street from 6 p.m. to 9 p.m. on second Fridays. Events also run Aug. 13 and Sept. 10. moorestown.com/mba

11 Travel back in time at historic Kirby's Mill in Medford for a day of old-time activities like broom-making, basket weaving, doll-making, spinning and more. The action lasts from 12 to 4 p.m. on July 11, admission is free and refreshments will be served. (609) 654-6485

15 Moorestown Theater Company's Main Stage presents *The Music Man* from July 15 to 24, at the William Allen Middle School. In addition, MTC's Summer Stage Musical Theater Camp students present a full slate of musical productions this summer, starting with Disney's *Beauty And The Beast, Jr.* from July 7 to 9. *G2K Oklahoma!* is on stage from July 28 to 30, and Disney's *Camp Rock: The Musical* will entertain from Aug. 18 to 20. All three musicals will be at the Hope Community Church. moorestowntheatercompany.org

29 Delanco's Summer Concert Series kicks off along the creek at Hawk Island Marina. The free concerts run on Thursdays at 7 p.m. with appearances by USA Band (July 29), Two Feet Pete (Aug. 26), Charlie Zahm (Sept. 2) and more. delanco-recreation.org

August

9 The free Art Show and Sale at Kirby's Mill in Medford will showcase paintings, pottery, photography and textiles, from 11 a.m. to 4 p.m. Holly@Leafpile.org

14 The Festival of Lights runs from noon to 10 p.m. at the Riverfront Promenade in Burlington City. At dusk, revelers can enjoy the lighted boat parade and fireworks in addition to amusement rides, carnival food, music and more. Admission is free. Tourburlington.org

September

16 Get a Taste of Medford at Freedom Park from 12 to 3 p.m. This outdoor event showcases the best of Medford restaurants and businesses. Tickets are \$5 for children, \$15 for adults. MedfordBusiness.org

Maple Shade's Annual Sidewalk Sale
gets a boost this year with its first ever Car Show, running from 9 a.m. to 3 p.m. MapleShadeABC.com

26 Burlington County's 34th Annual Arts in the Park features free music, theater, dance, children's activities and juried art at the Historic Smithville Park from 11 a.m. to 5 p.m. burlcoarts.com

October

2 Oktoberfest comes to Medford, bringing a mile of fun, music, food and beer to Stokes Road. The Fest runs from 3 p.m. to 7 p.m.; \$10 buys three beer tokens. ShopsOnStokes.com

9 The Moorestown Business Association hosts the 17th Annual Autumn in Moorestown Festival, which features a juried arts and crafts show, an Antique and Classic Car Show, scarecrow making and pumpkin painting, as well as food and fun for all ages. moorestown.com/mba

16 Downtown Riverside is hosting two fun events from 4 p.m. to 8 p.m. First up is the Antique and Classic Car Show. And, there's also the Artisan Show & Marketplace featuring fine arts, crafts, jewelry, pottery, woodworking and more. RiversideTwp.org

Businesses to Watch



Deborah Heart and Lung Center

Deborah Heart and Lung Center, Burlington County's only licensed cardiac surgery center, draws thousands of patients a year, who come for outpatient and inpatient specialty heart, lung and vascular care. Deborah's nationally renowned reputation is based on a combination of the latest technology, top-notch facilities, highly trained specialists and a superior level of nursing and bedside care.

The hospital's fully integrated program has not gone unnoticed. Deborah has received numerous state and federal awards and recognitions that praise the hospital on many levels: low hospital infection rates, exceptionally high patient satisfaction, top overall hospital rating, best place to work and top-quality surgery program, among many other accolades.

Fully licensed and accredited, Deborah draws more than 50,000 outpatients a year who come to the hospital's comprehensive-services clinic for expert cardiac evaluations; congestive heart failure follow-up and monitoring; device therapy check-ups; pulmonary and vascular assessments and high-tech treatment options; balance disorder evaluations and therapies; sleep disorder diagnosis and treatment; and a host of other heart, lung and vascular services.

With state-of-the-art operating rooms, cath labs and electrophysiology suites, the more than 6,000 patients who are admitted to Deborah are treated to the very latest in minimally invasive procedures, the most skilled surgeons, the latest in pacemaker and defibrillator technology, and highly specialized and trained staff who are current with the cutting edge of research and treatment modalities. It is for these reasons, as well as because of Deborah's nationally recognized program, that patients from throughout the East Coast seek out Deborah for their care.

In addition to Deborah's intervention programs, the hospital is also committed to preventive medicine, helping patients improve their quality of life with a variety of wellness initiatives and outreach events. Deborah also has programs to target specific groups, including women and adults who have had heart repairs as children.

Deborah Heart and Lung Center's campus, nestled in the Pine Barrens in Browns Mills, is easily accessible, offering free parking, comfortable and affordable overnight accommodations for patients' families, and an easy drive without fighting big-city traffic. A recent partnership with Lourdes Medical Center of Burlington County has brought a brand-new Emergency Department to the Deborah campus. With a full-service Emergency Department on the premises, patients are now assured easy and quick access to comprehensive heart care if needed. During a medical emergency, that can mean the difference between life and death.



For more information about Deborah and its full range of services, visit deborah.org. Find us on Facebook, or call (800) 555-1990.



L.J. DiCicco Builders

Founded by Lawrence John DiCicco in 1994, L.J. DiCicco Builders is a full service design/build firm that provides high quality renovations, upgrades and additions to homes, specialty retail shops and professional offices throughout Southern New Jersey and beyond. The company is also a builder of new custom homes.

"There are many South Jersey homeowners interested in renovations, whether it is an older home that needs to be updated or a new house where it was built using only standard materials and fixtures," says DiCicco.

L.J. DiCicco Builders highlights its work within a new 11,000-square-foot showroom, alongside other upscale partners, to provide a one-stop design/build destination. Clients, who often arrive with an idea or two, are able to browse more than 25 working vignettes, including kitchens, baths and fireplaces. Together with the skilled DiCicco team, they can also review a vast library of options and discuss needs, likes and styles.

Based upon this fact-gathering conversation, L.J. DiCicco Builders will design the space. Lawrence John DiCicco himself remains personally involved with all projects, overseeing the designs and materials used in each renovation. Through a commitment to value engineering, they are able to plan and stretch budgets without negatively impacting the quality of work.

To complement DiCicco's services, on-site partners include specialists in granite and tile as well as natural stone. The second floor of the showroom is home to a premier Kohler and upscale fixture gallery. In addition to working with homeowners directly, L.J. DiCicco Builders can coordinate efforts with interior designers and builders. The goal: to provide the best possible customer service and the most spectacular end product.

"Today's design trends are numerous but there are some worth noting," adds DiCicco. "Within the kitchen, homeowners are looking for more furniture-style and two-tone cabinetry. For baths, many people like the new shower options, including body sprays, drenching shower heads, steam saunas and custom marble seats."

L.J. DiCicco Builders is a member of the National Association of the Remodeling Industry (NARI). Its new, expansive showroom is located at 1641 Route 70 East in Cherry Hill at the intersection of I-295 and is open Monday through Saturday from 10 a.m. to 5 p.m., and until 8 p.m. on Thursdays. Private appointments are also available. For more information and to view the company's portfolio of work, clients may call (856) 354-2135 or visit DiCiccoBuilders.com.



Family Service

Family Service, a private, nonprofit agency, serves the behavioral health care needs of individuals throughout southern and central New Jersey. Over the past 40 years, Family Service has made great strides in rebuilding the shattered lives of young children, helping families create stable loving environments and reducing the isolation experienced by so many older adults in our communities.

Family Service is driven by the mission to provide proactive, comprehensive behavioral health and social services to vulnerable children, adults and families, to improve their quality of life. In 2009 the agency continued to expand to meet society's ever changing needs, by offering more than 60 essential programs throughout nine different counties.

Programs focus on community integration, integrated substance abuse treatment, strengthening families, preventing hospitalization and improving long-term outcomes. Service areas include adult developmental disabilities, specialized foster care, housing development, adult community services, children and families community services, children's residential services, and the food pantry/free store.

Through each of life's challenges and passages, Family Service strives to provide a sense of hope to consumers during the darkest of times. President and CEO Bob Pekar explains, "We believe every person who walks through our doors has the capacity to change and eventually reach his or her full potential. Each day is seen as an opportunity to encourage another person to make healthy choices, achieve personal goals and move toward a future filled with endless possibilities."

Family Service continuously works to enhance community education and improve awareness. By engaging new advocates and building a solid support system, the agency can better serve the behavioral healthcare needs of community members with commitment and compassion. For more information about Family Service programs or to learn how you can make a difference, visit fam-serv.org.



Family Service administrative offices are located at 770 Woodlane Road in Mount Holly. If you or someone you know needs behavioral health services, please call the confidential point of entry: (800) 963-3377. To make a donation, please visit fam-serv.org or call the development department at (609) 267-5928.



Home Visit Physicians

During his 20 years in private practice, Dr. Kenneth Giacobbo has developed a keen appreciation for the hardships endured by senior and homebound patients and their families. He realized that, often, the patients requiring the most care were the same individuals who found it most difficult to make routine visits to the doctor's office. In an effort to ease that burden, Dr. Giacobbo founded HomeVisit Physicians.

Along with his experienced staff of board certified physicians and nurse practitioners, Dr. Giacobbo treats patients in Burlington, Camden and Gloucester counties, coming to the aid of those with a broad array of illnesses.

"The home care that we provide consists of complete medical and diagnostic services using the latest technology in order to achieve the same level of care that would be found in a primary care office," Dr. Giacobbo said. "Our convenient, coordinated, preventative care greatly reduces the risk of declining health conditions and significantly decreases the likelihood of a trip to an emergency room or a hospital stay."

Those services include complete history & physical evaluations, electrocardiography, pulmonary function testing, geriatric & competency evaluations, palliative care assessments and medication orders and adjustments. HomeVisit Physicians also assists patients with in-home lab studies, mobile X-rays, in-home nursing services, aides and companion services and coordinates with primary care physicians or social work and elder health legal services as needed.

As the American healthcare system becomes ever more difficult to navigate, Dr. Giacobbo is determined to offer a new standard of care, one that harks back to a time when patients—not insurance companies—came first. As homecare-only practitioners, he and his staff pride themselves on building relationships with their patients, and being there for patients when needed.

"Our caring, experienced healthcare providers deliver a more convenient form of comprehensive medical services to senior and homebound patients in order to help them live a healthier, peaceful and more meaningful life," Dr. Giacobbo promises.

The qualified providers at HomeVisit Physicians are currently helping patients with Alzheimer's Disease, Multiple Sclerosis, gait abnormalities, strokes, kidney disease, brain injuries, Parkinson's Disease, diabetes, hypertension, osteoarthritis and osteoporosis. They also offer pain management and palliative care in the home.

Dr. Giacobbo is joined in his practice by Carolyn Cavuto-Carnivale, D.O.; Frederic Stieg, M.D.; and nurse practitioner Leonard A. Cebula, APRN. This competent team of health care professionals is dedicated to providing convenient, high-quality medical care, treating every patient with personable and individualized care.



Home visits are provided Monday through Friday 8 a.m. to 4 p.m. Call (856) 222-3292 or toll free at (877) 392-3728 to make an appointment. The providers are available to their patients by phone 24 hours per day. HomeVisit Physicians accepts Medicare assignment and is credentialed with most major insurance companies. www.homevisitdocs.com

Businesses to Watch

SPECIAL ADVERTISING SECTION



Cathy Ann's Domestic Service

With an unmatched reputation for consistent quality, Cathy Ann's Domestic Service is unlike any other house cleaning company. Their diligent cleaning crews are known for getting on their hands and knees to make sure that your living space is absolutely spotless from top to bottom.

Now, Cathy Ann's is offering a unique franchise opportunity for entrepreneurs looking to start up their own cleaning business in Camden and Burlington counties. These franchise opportunities often attract single mothers who always wanted to start their own businesses, or women who are reentering the workplace for the first time in years.

Cathy Ann's has redefined the way house cleaning is done in the 21st Century. All existing franchises have had at least an 85 percent customer retention rate, which they achieved by following the company's system and providing premium service tailored to the customers' needs and schedule. The philosophy is simple: Do what you agree to do.

"The cleaning was phenomenal; it was just phenomenal!" one recent client said. "Why didn't I [hire Cathy Ann's] three years ago?"

Cathy Ann's Domestic Service offers an extensive support system to franchisees. All they need is an energetic spirit, ethics and dedication to Cathy Ann's advice. All newcomers start with the three "M's, the company's founding principles.

The first is "Methods." Cathy Ann's Domestic Service trains each franchisee in all aspects of running a franchise, including six to eight weeks of hands-on training in their clients' homes. The company also contributes as a guide for years to come.

The second is "Means." All new franchisees are provided with clients through Cathy Ann's. Cathy Ann focuses on the marketing and sales while franchisees focus on giving the best service possible to their new customers. This brings a great return on investment, along with many rewarding client relationships.

The third is "Money." Have no fear, financing is here! For those who are worried about not being able to break out and fulfill their dreams of being business owners, Cathy Ann's helps pave the way financially.

For new business owners and clients alike, Cathy Ann's Domestic Service promises a win-win..

Cathy Ann's Domestic Service currently serves clients in Camden and Burlington counties. For custom cleaning or more information about franchising opportunities, call (856) 596-2584 or visit cads-nj.com.



The Gardens At Cross Keys

The Gardens at Cross Keys is a hidden paradise in Washington Township for seniors in need of assisted living services or memory care programs. Ideal for individuals and couples, the community practices a pampered approach to build caring, personal relationships with its residents.

"Our philosophy is one of 'aging in place' and enabling residents to live here as long as possible," says the community's Executive Director, Denise Fasano, CALA. "The Gardens is the perfect balance of independence, quality care and a friendly, experienced staff."

The Gardens' supportive assisted-living environment offers spacious, one-story apartments, each with a full bath and kitchenette. Residents are encouraged to make their apartments homelike, bringing furniture, personal items and even the cat. For those with Alzheimer's or other memory impairments, The Gardens' Stepping Stones program provides the additional specialty services and amenities to ensure a dignified and secure home.

The Gardens prides itself on offering an array of structured social activities, including a culturally rich schedule of events. Seniors enjoy outings to area shopping venues and out of the ordinary adventures like the Flyers' practice, happy hours, and crafting sessions. "Even the residents like to help each other with activities. One learned to paint by numbers at the age of 100 from another—what a thrill," Fasano adds. "Together, we also participate in local community efforts, and recently our seniors helped to raise \$2,000 for the American Cancer Society."

But it's not all about routine. Residents can enjoy the restful courtyard or "sit on the stoop" (the rocking chairs on the front porch) and greet visitors and families, who are welcome any time. The Gardens also boasts a fireside library, cozy living rooms and an on-site beauty salon and spa.

"From nutritional needs and medication management to the superior arts and entertainment program, our professional leadership and staff ensure that your loved ones are cared for with every ounce of love and respect they deserve," Denise says passionately. "We like to think that coming to live at The Gardens is like starting a brand new chapter in the story of your life. Our residents' are encouraged to thrive with the notion of 'can do' and forget about the negative connotation of 'cannot.'"

The Gardens at Cross Keys is located at 3152 Glassboro-Cross Keys Road in Washington Township and visitors are welcome to call or stop by for a private tour. For more information, call (856) 307-2100 or visit TheGardensAL.com.

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