



Throggs Neck Merchant Association Newsletter

September 2012

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THROGGS NECK MERCHANT ASSOCIATION 5th Annual Dinner Dance

By Frank Vernuccio

The Throggs Neck Merchant Association proudly announces that its 5th Annual Dinner Dance will be held at the Villa Barone Manor, 737 Throggs Neck Expressway, on October 18. The Cocktail hour starts at 6:30pm.

Proceeds from the event, which has become one of the most memorable evenings in the Throggs Neck community, are used to continue the outstanding work of the Merchants Association, including planning for a BID, a new streetscape, and a street festival. Among the many charitable and civic events provided by the Throggs Neck Merchants Association are savings bonds for school children, a sponsored charity softball game, and holiday lights. We are also proud of this past December's Tree Lighting event, where we were able to have Santa Claus personally hand out over 1000 toys to the Throggs Neck community children



This year's event honors Patrick Caruso, who will receive the Excellence Award; Theresa Dambinskas, who is being named Business Woman of the Year; Miguel and Jose Luna, Business Men of the Year; and Steven Squiteri, who will receive the Lifetime Achievement Award.

Tickets are only \$95, and those purchasing a full table (10 tickets) also receive a free journal ad. Reservations can be made by sending payment to the Throggs Neck Merchant Association, P.O. Box 508, Bronx, New York 10465, or by visiting the website at throggsneckmerchants.com. Checks may be made payable to TNMA.

A journal will be distributed at the Dinner. If you are interested in purchasing an ad in the journal, a journal ad form is available at the end of the newsletter.

All are invited. This is both a chance to have a wonderful evening, and a great opportunity to support the Throggs Neck Community. Insure a bright future for all who live, shop, or work in your neighborhood by attending.

For further information, please call 646-657-1312 or 718-822-0500.

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Upcoming TNMA General Member Meeting

September 26th, 2012

7:00 PM - 9:00PM

Villa Barone Manor
737 Throggsneck Expressway,
Bronx, NY 10465

Anthony's Flower Farm Pumpkin Patch

By Angela Molinini



At Anthony's Flower Farm, at 3240 East Tremont Avenue, a great pumpkin patch is blooming. Each year, owners Bobby Jaen and Joe Imperia, transform their shop's backyard into a pumpkin patch the likes of which rival pumpkin patches you would drive 2 hours upstate to find. We spoke to Bobby about this October's pumpkin patch festivities, and this is what he had to say: "Kids and adults can purchase pumpkins that they hand-pick and then paint and decorate them. For a nominal price, they can enjoy fresh apple cider, apple donuts, candy apples and caramel apples. We also provide free face painting on Saturdays and Sundays. We open the Pumpkin Patch on October 1st and close at the end of the day on October 31st. The pumpkin patch will be open from Monday to Saturday from 9 AM – 7 PM and 9 AM – 5 PM on Sundays. Schools are encouraged to schedule trips to our Pumpkin Patch by calling for an appointment."

Last year, I personally went to the Pumpkin Patch at Anthony's Flower Farm and decorated my very own pumpkin to keep on my desk. Bobby and Joe were gracious hosts and told me great stories of the kids, parents, schools, girl scouts, cub scouts, sports teams that came by. Bobby says "The very last group we had last year were teenagers with special needs. I was deeply touched watching the joy on their faces painting and decorating their pumpkins".

Celebrate the autumn harvest by visiting the pumpkin patch at Anthony's Flower Farm to decorate your very own pumpkin and get into the Halloween spirit. If you are a large group or have children with special needs, please call in advance to make special arrangements. Bobby, Joe and their staff can be reached at (718) 597-1117.

2013 TNMA Street Fair Notice

We are in the planning stages for our 2013 Street Fair. We want to make this our biggest and best Street Fair yet. This is an opportunity for you, as a merchant, to take advantage of the large turnout we are anticipating. We would like to spotlight our fine Throggs Neck restaurants, as well as, all of our other great businesses. If you would like to participate or if you have any suggestions, please contact us at (646) 657-1312 or by email at info@throggsneckmerchants.com.

Merchant softball game make TNLL a winner

By Patrick Rocchio

The real winner in this year's charity softball game was the Throggs Neck Little League.

The 4th annual merchants charity softball game, this year between the Throggs Neck Merchants Association and the Association of Merchants and Business Professionals of Westchester Square, targeted the Throggs Neck Little League for the funds raised.

The game was played Friday, July 27 at the little league field at 150 Throggs Neck Boulevard.

"This is the first time the game was a joint venture to donate money to the same organization and it will benefit the children of the little league," said Bobby Jean, owner of Anthony's Flower Farm at 3240 E. Tremont Avenue. "It goes to show that there is no politics when it comes to our children - that we take care of our children."

Jean gave special thanks to his co-organizer Joe Regina from the Westchester Square merchants, as well as Assemblyman Michael Benedetto and former merchant association president John Cerini, who both volunteered for the dunk tank to help raise extra money, Throggs Neck Merchants Association president Steve Kaufman, and many others.

The game ended in a 6-6 7th inning tie.

It was scoreless into the second inning when Westchester Square scored six runs in the top of the inning followed by two scored by the Throggs Neck Merchants Association in the bottom of the inning. The Throggs Neck came back in the bottom of the fourth to tie the game.

The groups were still tabulating the total amount raised, said Jean. An ad in the Bronx Times Reporter will soon thank all involved.

Westchester Square Merchants Association president Greg Perry said that despite a tragedy at Clarke and Son Signs where a car crashed into the store on July 12 and claimed the driver's life, the store still fielded two team members.



Throggs Neck merchants take first steps in forming BID *By Patrick Rocchio*

Throggs Neck may soon become the next Bronx nabe to be home to a business improvement district.

The Throggs Neck Merchants Association met recently with the City Department of Small Business Services and Bronx Chamber of Commerce to discuss the first steps to form a BID along the E. Tremont Avenue corridor, roughly Miles Avenue to Bruckner Expressway, with an indoor shopping mall at Bay Plaza and shopping center with a Target on Brush Avenue to open in two years.

"We are putting together a database of landlords to get them involved, and that is essential," said TNMA president Steven Kaufman, adding that officials from the Small Business Administration "are excited and are going to be assisting us."

The BID will also be getting help from the Chamber's merchant association and BID program run by Joe Regina, who was instrumental in forming the Westchester Square BID.

"We absolutely want to accomplish this," said Chamber CEO Lenny Caro. The formation of a Throggs Neck BID is "doable" since the TNMA is basically talking about making a single street, E. Tremont Avenue,

part of the effort, said Kaufman. The merchants and landlords areas where BIDs are generally benefit from having a BID, said Kaufman.

"We are seeing a resurgence in Westchester Square and we want to have one," said Kaufman. "We are going to be surrounded by two major malls: one in Co-op City and one on Brush Avenue. We need to do something to solidify our commercial strength."

Target will definitely soon be a part of the Throggs Neck area community on Brush Avenue in Ferry Point, but local merchants should be able to do well because they provide personal service that largest retailers do not provide, said Community Board 10 chairman John Marano.

"We still have time to plan ahead, so local business should be looking into their strategies about what they are going to be selling and being more creative to keep their customers coming to the local stores," said Marano.

Forming a BID takes two to three years, said Regina, with planning and legislative phases, then final authorization from the City Council.

TNMA 2012 Honorees



Miguel & Jose Luna
Businessmen of the Year
Fine Fare Supermarket

When the owners of Fine Fair, Miguel and Jose Luna, took over the property, they transformed it from a dirty, neglected space to one that was bright, and clean, making it a welcoming place for the community to shop. They later went on to give

the exterior a facelift, and replace the entire floor with ceramic tiles, giving the building a modern, streamlined look. More recently, they have installed pavers along the length of the building, giving the property the look and feel of the upscale market we want and need in Throggs Neck.

All in all, the owners of Fine Fair have shown their dedication to the store, and a commitment to the community, by operating an establishment that is clean, well-staffed, and caters to needs of the shoppers. Fine Fair Supermarket gives consumers cause to patronize their neighborhood businesses.



Terry Dambinkas
Businesswoman of the Year
Ice House Café

Terry Dambinkas was born on Long Island and lived there until she married in 1981.

In 2004, along with her husband Justin, she took over the Hammonds Cove Marina. As time went on and the marina grew so, did the Icehouse Café which started as a small trailer and has expanded into a restaurant.

The restaurant has a select menu that changes bi-weekly with seasonal specials that showcase Mediterranean cuisine with an Italian flavor with an emphasis on seafood.

The Icehouse has won several culinary awards including three wing championships as well as the best Manhattan clam chowder award at Maritime College. They were also named Best Wings in the Bronx by Daily News. Terry participates in numerous local events as well as donating to various charities in the community.



Patrick Caruso
Excellence Award
Community Board 10

Patrick Graduated from Holy Family ES, Cardinal Spellman H.S., and Lehman College with a BA in Business & Economics and a minor in English.

He had a career in the private sector for many years as Director of Operations for major national clothing and bedding manufacturers. He currently works at Bronx Community Board #10 and, for the past 5 years, has been serving in the capacity of Constituent and Business Liaison.



Steven Squitieri
Lifetime Achievement Award
Sanitation Salvage Corp.

In 1984, Steven Squitieri and his cousin Joseph Gallito opened a small cab company. They operated out of a trailer on Bronxdale Ave., and stored their handful of cars in a gas station parking lot overnight. He spent every day developing both Sanitation Salvage Corp. and Citicar, dividing his time between each company, and establishing a reputation for service and competitiveness in each industry. Now, more than 20 years later, he still works at both companies each day. The companies that grew out of Citicar are multimillion dollar corporations, recognized as industry leaders, and models of quality and service excellence.

Sanitation Salvage Corp. is a leading waste hauler in New York, serving over 8,000 customers daily, earning tens of millions of dollars annually. Steven and his cousin Joseph, and brothers, John and Andrew, still can be found at their Bronx offices each day, operating their businesses in a hands-on, old fashioned way. Their companies employ hundreds of Bronx workers, and donate many thousands of dollars annually to community and charitable organizations throughout the borough.

He is the proud father of four sons and lives with his wife, Andrea, in Westchester County. He is a Bronx boy made good. Squitieri is a sterling example of a business leader whose vision, dedication, and energy have provided bountiful opportunities to the people of the Bronx.



How do I Join the TNMA?

TNMA Application Form

If you are interested in joining the TNMA, please fill out the information below and drop it off at Bronx Tax Man, 3707 East Tremont Ave. or you can mail it to:

Throggs Neck Merchants Association, Inc.
P.O. Box 508
Throggs Neck, NY 10465

Someone will contact you to complete the process.

Business Name _____

Business Address _____

Male Female

Owner Name _____

Email Address _____

Phone _____

Business Description:

Journal Advertisement Request Form

Business Name _____

Contact Name _____ Tel. # _____

- ~~SOLD~~ \$450 - Back Cover
- ~~SOLD~~ \$350 - Inside Front Cover
- ~~SOLD~~ \$275 - Inside back Cover
- ___ \$175 - Gold Page
- ___ \$125 - Full White Page
- ___ \$75 - Half White Page

To reserve a space on the journal, please mail this completed form, a camera ready copy of your ad and a check written to **TNMA** to:

*Throggs Neck Merchant Association
PO Box 508,
Bronx, NY 10465*

You can also email a copy of your ad to:

info@throggsneckmerchants.com

Throggs Neck Merchant Association Dinner Dance Form

If you are interested in attending the TNMA Dinner Dance, please fill out the information below and drop it off at Bronx Tax Man, 3707 East Tremont Ave. or you can mail it to: *Throggs Neck Merchants Association, Inc., P.O. Box 508, Bronx, NY 10465*

Business Name (if applicable) _____

Address _____

Name _____ Male Female

Email Address _____

Phone _____

Please enter the names of all parties attending: