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Throggs Neck Merchant Association Newsletter

May 2014

In This Issue

- 1 - Throggs Neck Street Fair
- 2 - Local Talent at TNMA Street Fair
- 2 - New Members
- 2 - Got Hair? Now you can get rid of it!
- 3 - How TNMA Is Working For You
- 3 - 2014 TN St. Patrick's Day Parade Photo
- 3 - The B2C Dating Process
- 4 - 2013 - Our First TNMA Golf Outing
- 4 - Join TNMA For The 2014 Golf Outing

TNMA Schedule of Events

- May 17, 2014 - Throggs Neck Street Fair
- May 28, 2014 - TNMA General Meeting
- Jun 12, 2014 - TNMA 2nd Annual Golf Outing
- Jun 25, 2014 - TNMA General Meeting
- Oct 30, 2014 - TNMA Annual Dinner Dance



THROGGS NECK STREET FAIR

SAVE THE DATE

MAY 17, 2014 11am - 5pm



It's been a long cold winter this year, But the warm days of Spring are finally here, and the event that will be the highlight of the season takes place on May 17!

The abundant commercial and entertainment offerings of the Throggs Neck community, including some of the region's best restaurants, amusements, products, and services, will be highlighted along East Tremont Avenue.

The Throggs Neck Merchant Association is producing a unique event; which has grown in success over the last five years. In addition to a generous array of family activities and an extraordinary assortment of services from local merchants and vendors, there will be top-shelf musical entertainment as well! The 2014 Street Fair will be hosting a

free concert featuring Top 40 Dance Music from Tony T Entertainment with Guest Vocalist, Louis Vanaria, who is best known from his role in the film, "A Bronx Tale" and his work on the HBO Series "Boardwalk Empire." (See separate article on Tony T Entertainment on Page 2 of the Newsletter). This year's Street Fair is sure to have something for everyone.

East Tremont Avenue, from Dudley Ave to Miles Ave, will be lined with opportunities to sample mouth-watering selections from some of the most sought-after eateries in the area. While strolling from one delicious site to another, shopping enthusiasts can indulge in the numerous offerings of the area's prime retailers.

You can be productive while having a great time, for there will be numerous opportunities to make the afternoon as useful as it will be pleasurable. Among them, The NYPD will provide child and cell phone ID protection. Exercise those muscles that slept all winter on a rock-climbing wall, also provided by the NYPD. You can even adopt a dog at the event!

Be sure to bring the kids, as they will be face painting, the Bronx Children's Museum Van, free hot dogs, Bounce Castles, Carnival Games, and plenty of costumed characters to keep the youngsters as happy as can be.

Don't worry about getting to all the abundant attractions. Free bus rides will transport you along the avenue.

You can find out more about this East Tremont Avenue spectacular, May 17, from 11am to 5pm, by logging on to www.throggsneckmerchants.com.

To download a map of activities scan the QR Code or go to <http://qrs.ly/s441ujc>



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Local Talent Highlighted At 2014 Throggs Neck Street Fair

By: Rosemarie Traina-Moreno

This is my second year working on the Throggs Neck Merchant Association (TNMA) Street Fair and I am always delighted to introduce local talent to our community for this annual event. When I was asked again this year to select the entertainment, I immediately thought that it would be a great idea to reach out to some of my Broadway friends and bring them to the Main Stage for the TNMA Street Fair. The first call I made was to a dear childhood friend; renowned Drummer and Band Leader, Tony Traina who has a solid history of working on Broadway productions for over 25 years. I honestly didn't think he would be available for our event, but he was!

Tony Traina is no stranger to the Bronx. Like myself, he grew up in Throggs Neck with his family and knows only too well the importance of giving back to his neighborhood. Starting as a Broadway Musician in 1983, Tony T. combined his talents on Broadway with a plethora of his musician friends and formed Tony T. Entertainment. In addition to working on Broadway, his entertainment company also provides a variety of musical genres for both private and corporate events; including Swing, Jazz, Ballroom and Latin. Although Tony's company has grown increasingly popular and is booked over a year in advance, he always seems to make himself available for local events. When I first spoke to Tony about performing in his old neighborhood at the 2014 TNMA Street Fair, he didn't hesitate a moment and just replied, "Yes! Whatever you need!" That's the kind of spirit that makes our community so vital. I am thrilled that Tony T. and his band will be performing Top 40 Dance Music for our local community at this year's event; which will be held on Saturday, May 17, 2014 from 11:00 a.m. to 5:00 p.m. I hope to see many of my friends and fellow TN residents again at this year's Street Fair.

(Disclosure: Rosemarie Traina-Moreno is a Fundraising Strategist and Managing Director at R.T. Moreno & Company. Although our last names are the same, Tony Traina and I are not related. For a music sample please visit: <http://www.tonytgroup.com/Live-Videos.html>).



New Members

St. Joseph's School for the Deaf - An educational institution for the deaf that maximizes the potential of each student and fosters competence in literacy, critical thought, citizenship and personal independence through educational experiences that are purposeful, equitable and engaging. <http://www.sjsdny.org> / DArles@sjsdny.org / (718) 828-9000

R.T. Moreno & Company - Specializing in Event Production and Event Planning, R.T. Moreno & Company, helps to develop fund-raising strategies for non-profit organizations and higher education. <http://rtmorenoco.wix.com/rtmorenoco> / rtmorenoco@aol.com / (917) 816-1574

Tony T Entertainment - Tony T. Entertainment provides a variety of musical genres for both private and corporate events; including Swing, Jazz, Ballroom and Latin. <http://www.tonytorchestra.com> / (917) 337-2740

Throggs Neck Vision Associates - Providing quality eye care to the Throggs Neck, Pelham Bay and Morris Park areas since 2002, Dr. Lomonaco's services include comprehensive vision exams, medical eye exams, eyeglasses and contact lenses. drleyedoctor@gmail.com / (347) 293-8585

Trump Golf Links at Ferry Point - An 18 hole public golf course located in the Throggs Neck section of The Bronx, with beautiful views of the Manhattan skyline. This Jack Nicklaus Signature Design is currently slated to open in 2015, which includes plans for a \$10 million clubhouse and a state of the art driving range and practice facility with lights for nighttime use. The Trump Organization is working very closely with elected officials for this to become the greatest public golf course and facility in New York City. http://www.trump.com/Golf_Clubs/Bronx/bronx.asp

Got Hair? Now You Can Get Rid Of It!

Got Hair? LLC is your one stop for all of your Medical Aesthetic needs. From Electrolysis and Laser Hair removal to Botox/Fillers and Sclerotherapy, we can take care of it all for you. We are all beautiful, but we don't always feel that way. Let your inner beauty shine through with innovative beauty technology to make you as beautiful as you are, ALWAYS....Inside and Out!

Come visit and meet, Sharon Camilleri and Albert Graziosa MD, two Bronx Natives that are helping women and men feel beautiful every day!

Those pesky unwanted hairs never seem to stop growing. And with the cost of razors and products for smooth skin, over time you will spend a fortune for nice smooth, hairless skin. At Got Hair? LLC, we use the latest technology to remove hair safely while still protecting the skin.

Depending on what you are looking for, a free consultation will tell you if Laser Hair Removal or Electrolysis is best for you. Results may vary depending on hair type and may require multiple treatments to obtain optimum results.

To read the rest of this article or to watch a brief video, go to: <http://qrs.ly/bz41uh7>





How TNMA Is Working For You

Making our community the best it can be, the enhancement of property values, and the creation of the best environment for our local merchants to do business is the reason the Throggs Neck Merchants' Association (TNMA) was formed.

Working as a dedicated group of volunteers, the TNMA meets regularly to review local issues and respond to important challenges.

Indeed, there are a number of major challenges coming, and coming very soon. New malls at Bay Plaza, the Target site, on the property of the Whitestone Cinema, and at the former sports center near Gun Hill Road, along with the new Trump golf course, will produce enormous traffic.

The TNMA has been working diligently to study these matters. Our goal is to turn this potential problem into an opportunity.

The most effective way to accomplish that task is the creation of a Business Improvement District, known as a "BID."

If you have visited Westchester Square lately, you probably noticed an extraordinary improvement. That's the result of the establishment of a BID.

Official documents note that "New York City is home to the nation's largest, most comprehensive network of Business Improvement Districts (BIDs) in the country. Business Improvement Districts are a key public/ private partnership in New York City and have helped revitalize neighborhoods and catalyze economic development

By Frank Vernuccio

throughout the City. The City's... BIDs annually invest more than \$100 million worth of programs and services in neighborhoods across the five boroughs."

According to an important Manhattan Institute study, "The BID movement is one of the most important developments in local governance in the last two decades. There are anywhere from 1,000 to 2,000 such districts nationwide, and the number grows monthly. BIDs have unleashed an enormous amount of private sector creativity towards the solution of public problems....BIDs have returned to an earlier set of values regarding public space. They understand that simple things...matter enormously to the urban quality of life."

Small property owners interviewed by the Manhattan Institute in places like the South Bronx and East Williamsburg view BIDs as worthwhile investments.

Many of the issues faced in the Throggs Neck commercial area can be more effectively and timely addressed by BIDS than through any other means. This is a key point; big changes are coming to our area within a very short period of time, and our community must ensure that they are dealt with in a manner that provides opportunities, not problems.

The Throggs Neck Merchants Association is working to create a BID that would extend along East Tremont Avenue from the Bruckner Expressway to Myles Avenue. We appreciate your support.

2014 TN St. Patrick's Day Parade



Throggs Neck Merchants Association Board Members enjoy a beautiful day during the Throggs Neck 2014 St. Patricks Day Parade. Carrying the banner for TNMA is Ed Angelino, TNMA Vice President and a mortgage broker from Power Express Mortgage Bankers; Lilyana Pekic, TNMA Event Coordinator and employed at Keppler Title; and Angela Molinini, TNMA Secretary and owner of Fig Leaf Wellness.

The B2C Dating Process

Ethan Chazin, a business coach and previous presenter to the TNMA Merchants about "Managing Your Business In These Turbulent Times", now has a weekly radio program about business practices that may be of interest to you, our merchants. The radio program is called "CHAZIN THE DREAM", and in one episode he spoke about how the process of acquiring and keeping customers happy is JUST like the FOUR stage dating process:

- **AWARENESS** : Whether its a an online dating service or you get introduced through a mutual friend, they won't "DATE" you if they don't know you're out there. Same goes with client engagement. That's where **MARKETING** comes in. After you identify your customer in detail, your marketing qualifies potential customers for sales to follow up with (and close).
- **TRIAL**: In relationships it's called **DATING**. With potential customers, you've got to offer them a free trial, give them a no-commitment consultation or provide them with a way to try your product/service.
- **COMMITMENT**: In relationships, the commitment comes with the signing of the marriage certificate. In client retention, it's the contract.
- **DISSOLUTION**: With customers, as with marriage, a large percent simply don't work out. They dissolve (end).

If you want to listen to the radio program, go to:

<http://urbusinessnetwork.com/category/chazin-the-dream-radio-show-and-podcast>

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Throggs Neck Merchants Association Golf Outing

By Hussein Nouri

On September of 2013, The TNMA held its first ever Charity Golf Outing, and it turned out to be a great success despite the clouds and brief rain shower.

The day started out with some registered golfers first heading over to Turtle Cove Golf Center to hit some practice shots. If you haven't been to Turtle Cove since the renovations, you really have to visit them to appreciate the changes. Besides the driving range and some great instructors, they have a miniature golf course, batting cages and a great open air patio to enjoy some food and refreshments from their café. You can get more information by visiting their website at <http://www.turtlecovegolfcenter.com>.



After some practice shots, players headed over to Pelham Bay and Split Rock Golf Courses. Once registered for the golf game, the players enjoyed a quick lunch before heading out to the Pelham Bay course for 18 holes of great golf. Although some thunder clouds rolled in and drenched some players, this did not deter any of the players. In fact, many enjoyed the short rainfall because it cleared the air and eliminated the earlier humidity.



At the conclusion of the game, the players enjoyed a wonderful dinner at the golf course. During dinner, team Kaufman, that's Stephen Kaufman's brother, was announced as having the best score and Mike from Printwell Printing had the longest shot.



During dinner a silent auction was also conducted, where anyone wishing to do so, can place a bid on any of the many pieces of artwork and sports memorabilia. Because of the large selection of items to bid on, many walked away with some great deals.

The night ended with many golfers and attendees enjoying themselves and winning many great prizes that were provided by some of our merchants and other generous donors. Some of the prizes included 2 complete sets of golf clubs with golf bags, a Calloway Golf Bag, many sets of vouchers for foursomes at Split Rock, jewelry, wine and liquor bottles, as well as many other great prizes.



The Throggs Neck Merchant Association would like to thank all of our sponsors, attendees, and volunteers for making this a great success.

To see a list of the sponsors of the 2013 event, go to <http://www.throggsneckmerchants.com/searcha.php?article=29>

To view the photo gallery of the event, go to <http://www.throggsneckmerchants.com/photogallery.php>

Join TNMA This Summer for the 2nd Annual Golf Outing

If you love to golf, join us on June 12, 2014 for a spectacular day of golfing. Enjoy the day golfing amongst your fellow business people, and, if you don't own a business this is a great chance to rub elbows with business leaders in your community and around the Bronx.

Anyone can play, you don't have to own a business or be a politician. A round of golf includes lunch, 18 holes of golf, the use of a golf cart (shared with one other player), a Gift Bag, and Dinner. Prizes will be raffled off during the dinner portion of the event.

Prices: Golf Game (with everything mentioned above) - \$185 / Dinner Only - \$75 / Foursomes - \$700

Sponsorship opportunities are available for businesses (even they don't play that day). For more information on sponsoring the Golf Game, download this PDF File: <http://www.throggsneckmerchants.com/media/events/2014-TNMA-Golf-Sponsors.pdf>

For tickets or additional information regarding this Golf Outing, contact:
Gerri Colon @ 646-334-0127 or Angela Molinini @ 646 337-5069



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