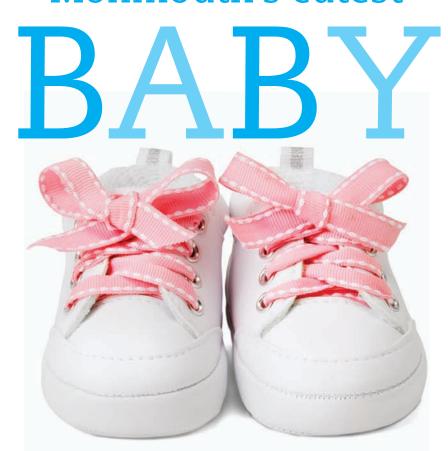
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Monmouth's cutest



Chow, Italia in Freehold • Brewed bliss in Red Bank • A Rumson home's casual elegance

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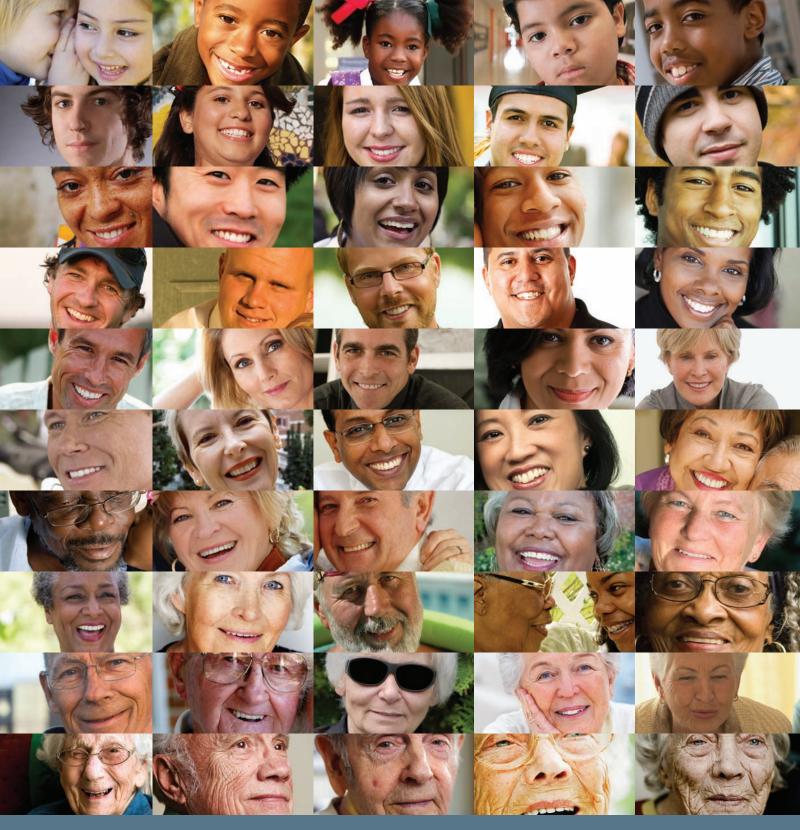






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# MONMOUTH MEDICAL CENTER LIFE HAPPENS HERE.



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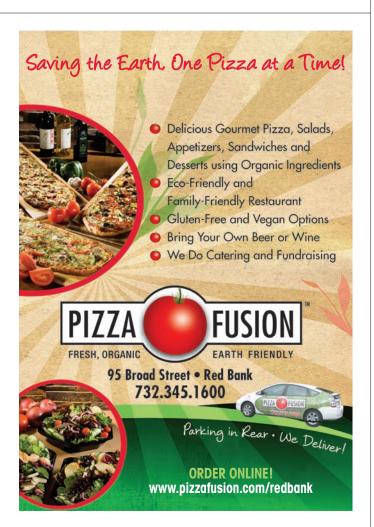


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### Welcome LETTER

### Highest-quality care

WHEN IT COMES TO PATIENT SATISFACTION, Monmouth Medical Center is leading the way with recordsetting Emergency Department scores.

In fact, Monmouth's Emergency Department continues to set the pace with consistently improving scores that now exceed our target goals for patient satisfaction.

The Centers for Medicare & Medicaid Services (CMS) partnered with the Agency for Healthcare Research and Quality (AHRQ), another agency in the Department of Health and Human Services, to develop HCAHPS—the Hospital Consumer Assessment of Healthcare Providers and Systems Survey. Hospitals including Monmouth Medical Center have voluntarily implemented HCAHPS under the auspices of the Hospital Quality Alliance, a private/public partnership that includes the major hospital associations, government, consumer groups, measurement and accrediting bodies and other stakeholders who share a common interest in improving hospital quality.

CMS and AHRQ have partnered on this initiative intended to provide a standardized survey instrument and data collection methodology for measuring patients' perspectives on hospital care. Monmouth Medical Center is pleased to announce that in this important initiative, its Emergency Department ranks in the 96th percentile among New Jersey hospitals for HCAHPS surveys returned in the most recent quarter of 2010.

HCAHPS is meant to complement the data hospitals currently collect to support improvements in internal customer services and quality-related activities. This most-recent top ranking is yet another achievement that attests to Monmouth's commitment to excellence.

It is the talent plus the dedication of our medical staff and employees that is a proven recipe for success that speaks volumes to the quality care our patients receive. We have an enviable record of superior care and service—and our recognition by our patients is a wonderful testament to these efforts.



Frank / Vozac

FRANK J. VOZOS, M.D., FACS
Executive Director
Monmouth Medical Center

ONLY 255 HOSPITALS IN THE COUNTRY EARNED THE EMERGENCY MEDICINE EXCELLENCE AWARD FROM HEALTHGRADES.

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### Editor's LETTER

### The cutest—revealed!

IT NEVER FAILS: OUR FAVORITE ISSUES OF the year are always those that rely on you, our readers, giving us a peek into your world. We love hearing your opinions and learning all about you. And now we've found that it's a blast to meet your beloved bundles of joy.

Our first-ever "cutest baby" contest was a success as well as a pleasure. A glance at page 47 will offer ample proof of that. There you'll find snapshots of all the adorable entrants—a group that was whittled down to our top six thanks to your online votes. In "Monmouth's Cutest Baby," we introduce you to the winner and runners-up.

In this issue we also take a behind-the-scenes peek at an area home's eye-catching design. In "Treasure by the Sea," we show how one designer helped a couple downsize from a large, formal home into a smaller, more laid-back abode on Rumson's waterfront. See photos of the inspiring results on page 40.

If you're looking to spruce up your own home, consider stopping by Corazza on the Asbury Park boardwalk, where you'll find a trove of carefully selected mid-century furniture and décor. Read all about the bustling shop in our Monmouth Mix section, starting on page 15. Also in Mix we share the tasty details of a Long Branch breakfast spot with a stunningly robust menu, give you the scoop on a new area jazz club with a rather impressive pedigree, tell you about a laser-tag mecca and more

For our foodie friends, on page 60 we offer a tasty recipe, plus some good-to-know info, on edamame—an Asian meal staple that has enjoyed soaring popularity in the States. And on page 62 a reviewer dishes the details on her meal at Bistro Positano in Freehold.

Here's wishing you a happy and healthy autumn. May you enjoy all of Monmouth's offerings to the fullest!



Rida Grann

RITA GUARNA Editor In Chief

# WHEN IT COMES TO SUPPORT, WE JUST CAN'T GET ENOUGH.

I was diagnosed with breast cancer at age 36 and my reaction was complete fear. While my treatments were rough, the support of my friends and family gave me hope for the future. I am grateful for the wonderful care and support of my medical team, too. I got married and even had a baby - something the doctors didn't think would be possible. Testing positive for the BRCA I gene years later, I decided to have a double mastectomy. I have gratitude for my situation because it could have gone in a different direction. My life is a miracle.

Donna, 52, Skillman, NJ



BREAST CANCER DISRUPTS THE LIVES OF NEW JERSEYANS EVERYDAY. NATIONALLY, NEW JERSEY RANKS IN THE TOP 10 FOR BREAST CANCER INCIDENCE AND MORTALITY. THROUGH YOUR PARTICIPATION IN THE KOMEN CENTRAL AND SOUTH JERSEY RACE FOR THE CURE YOU MAY BE HELPING SOMEONE WHERE YOU LIVE AND WORK. THAT'S BECAUSE 75% OF OUR REVENUE REMAINS IN CENTRAL AND SOUTH JERSEY TO FUND MAMMOGRAPHY SCREENING INITIATIVES. THE REMAINING 25% FUNDS BREAST CANCER RESEARCH THROUGH KOMEN HEADQUARTERS.

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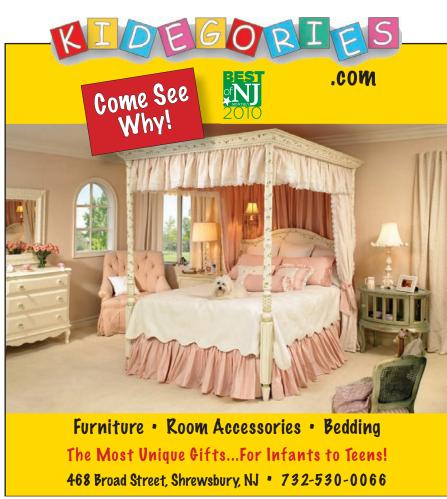
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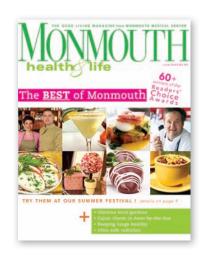


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SUMMER FESTIVAL

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Stay tuned for details about the The Best of Monmouth

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# Home lending options and the power of positive thinking

Do you still believe in homeownership? You're not alone.

According to a recent survey, expiration of the government homebuyer tax credit program won't put optimistic house-hunters in a holding pattern. This is due to the fact that aspiring buyers still have compelling reasons to feel better about the real estate market.

There is good news: interest rates are still at historic lows, home prices remain attractive and there are plenty of homes for sale to choose from. With all of these reasons to purchase a home, here are some interesting statistics to support this claim:

Survey results confirm homebuyer confidence is alive and well.

- 70% think this is a "good" or "great" time to buy a home.
- 79% expect real estate prices to increase over the next five years.
- 92% believe homeownership is a good investment.
- 75% said homeownership is better than stocks or bonds.
- 72% prefer homeownership to mutual funds. (Prudential Real Estate and Relocation Services, Inc. 4/28/2010)

In addition to working with the first time homebuyer, I specialize in helping divorcing couples. When faced with a divorce or separation, there are many aspects of this transition that can cause stress, including the problems that can arise due to money issues related to the buying, selling or refinancing of the home. If you are concerned about remaining in your home or purchasing a home without your spouse's income, I can help.

By identifying the steps you need to take, I can devise an easy to understand, step-by-step plan to obtain a loan for your future. As a divorce-lending specialist, my primary focus is to provide clear and accurate information early on in a divorce case. By doing this, I help identify ways to make your lending experience a more positive one.

For example, it is especially important to look at your credit and make certain that you maintain

the best credit scores possible, especially during times of transition. As a result, I work with clients to structure what they need to do in order to secure a loan for the present, as well as the near future, that works best for them. (For more information about credit scores, please refer to this website: www.annualcreditreport.com)

Many of you may be wondering, should I refinance now? Will rates get any lower? Is now the time to convert my 30-year or adjustable rate mortgage into a fixed-rate or lower term mortgage?

For those homeowners with solid finances, the opportunity to refinance to below 4 percent is persuading some to consider 15-year fixed loans. Those average rates are the lowest in decades. More homeowners are choosing that option because it allows them to save money in the long run, though it may cost more in monthly payments. Freddie Mac says nearly a third of borrowers refinancing 30-year loans from April-to-June picked loans with 15-year or 20-year terms. Still, savvy consumers can already find 30-year fixed rates at or near 4 percent if they are willing to pay a little more up front.

As a lending specialist, my clients have been and will continue to be my top priority. By addressing the various stages in your life and concerns that you may have in reference to lending options, you will see that my clients come first. Discover the importance of remaining positive about your home buying/ refinancing experience and how the benefits far outweigh the negatives when obtaining a loan for your future.

Please let me know if I can be of service or to answer any questions you my have in regards to obtaining a loan in the future. There is no better time than the present to secure a home loan and it would be a pleasure to assist you.

For more information please refer to my website—www.wfhm.com/donna-ranieri or my Linked In profile for articles/events—www.linkedin.com/pub/donna-ranieri/b/826/592



DONNA RANIERI Home Mortgage Consultant

DONNA RANIERI, Home Loan Consultant for Wells Fargo Home Mortgage, has been in the banking industry for over 34 years. In addition, she has been specializing in residential home mortgage lending for the last 10 years. Donna's primary goal is to utilize her position at Wells Fargo to allow her the opportunity to find a mortgage product to fit almost anyone's needs.

She is a member of the Jersey Shore Collaborative Law Group, New Jersey Fair Divorce Solutions.

IACP- International Academy of Collaborative Professionals, and she is trained in Divorce Mediation and Collaborative Divorce.

please contact Donna at phone. 732 547-3736 e-mail. donna.ranieri@wellsfargo.com web. www.wfhm.com/donna-ranieri

For a private, no-cost consultation,





### james yarosh associates fine art gallery



Established in 1996, the James Yarosh Associates Fine Art Gallery was founded upon and remains loyal to its vision: to represent fine art for art's sake and to curate gallery collections and thoughtfully present art with an artist's eye and understanding. Gallery owner James Yarosh draws upon his knowledge developed as an artist and published interior design devotee, in addition to his industry experience and variety of solid relationships with international artists developed since 1985, to offer complete fine art services for residential and corporate projects. He provides at-location consultations to give clients guidance with framing, placing, and displaying original fine art.

James Yarosh Associates Fine Art Gallery has received critical acclaim on a national level for presenting Russian fine art collections and recognizing significant art movements early on, as well as for representing original works created by New York City and New Jersey regional artists. James provides collectors, interior designers, and trade clients with fine art selections appropriate to a multitude of tastes and interests. In addition, James exhibits the solo public art installations at Garmany in Red Bank, New Jersey and a custom and decorative line of art available through the Frame of Mind Gallery in Holmdel, New Jersey. He also presides as a judge for the annual Bayonet Farm Art and Music Festival's plein air competitions in Holmdel, New Jersey; in 2009, he shared the role with his invited guest, Peter Trippi, editor of Fine Art Connoisseur magazine. Yarosh participates in various charity designer show houses, including Kips Bay, New York and Cape May, Twin Maples, and Stately Homes by the Sea, New Jersey, leading to publication in

New York Spaces magazine and multiple design features in Design NJ magazine, amongst others.

James has proudly achieved In Circle status for the gallery, with bronze level contributions for supporting the Olivia Newton-John Cancer and Wellness Center. To satisfy his passion for art and to extend his art education and experience, James travels extensively throughout Europe on a regular basis, studying art in well-known museums. James has also recently appeared on HGTV and was featured in the winter, 2008 national edition of the Art and Antiques Collector's Sourcebook in an eight page article titled "Imperial Eye," written about Yarosh's fine art collection and his involvement with notable Soviet-era and Russian art personally collected as well as offered to his clients through his New Jersey gallery.

All of the above services and presentations illustrate the essential benefits of recognizing and incorporating fine art in the home as part of the everyday living experience.



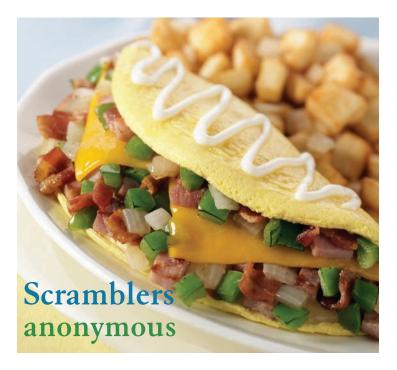
James Yarosh Associates Fine Art Gallery, located at 55 East Main Street in Holmdel, is open Saturday, 12 to 4 p.m. and by appointment weekdays and evenings. For further information, please contact James at732.993.5ART or 732.993.5278 or visit the gallery's website at www. jamesyarosh.com, where guests are welcome to register for e-card gallery show announcements, inquire about appointments to visit the gallery, and schedule in-home consultations.

www.jamesyarosh.com



## Monmouth MIX

YOUR GUIDE TO LOCAL TRENDS, TREASURES, PEOPLE & WELL-KEPT SECRETS



If you decided today to eat one omelet daily from AMY'S OMELETTE HOUSE in Long Branch (732-222-1206, www.youramys.com), you should make it through the menu by next Easter. Add another month if you'd like to tackle the pancakes too.

Owner Amy Kopsaftis, who runs the eatery with her brother, Ted, notes that the bounty of dishes are a family legacy. "My father developed most of the omelets when he owned Mariner's Cove in Brielle for 23 years," she says. "But Ted is constantly tweaking the recipes."

Beyond the kitchen, Ted is also responsible for Amy's quirky décor, which features antiques and oddities aplenty, including mounted records and vintage cereal ads. If there's a wait for a table—quite likely on weekends—you can immortalize your boredom in the working photo booth out front.

But the real draw is the food. Kopsaftis says the Belly Buster is Amy's most popular omelet. "It's ham, sausage, bacon, mushrooms, onions, peppers and cheese," she says. "The Super Belly Buster is topped with pork roll and cheddar."

Whew. But lest one think that an Amy's breakfast is all about excess, regular customer Larry Collmus of Monmouth Beach offers a level-headed alternative: "I eat breakfast here every day and order the same thing—egg whites and multigrain pancakes."

"You can also substitute fruit for the home fries," adds Kopsaftis.

And since breakfast is the most important meal of the day, Amy's serves it all day long.

### All that **JAZZ**

"It's nice to have a club on the Jersey Shore that promotes original music instead of cover bands," says Roxy Rivingston of Long Branch about **CHICO'S HOUSE OF JAZZ,** recently opened in Asbury Park (732-774-5299, www.chicoshouseofjazz.com). "Plus, this place just has a great atmosphere."

The enterprise is a labor of love for owner Charles "Chico" Rouse—son of tenor saxophonist Charles Rouse, who was a staple of the Thelonious Monk quartet for many years. As such, Rouse spent his formative years surrounded by jazz giants and fondly recalls visits to the Village Vanguard with his dad in its heyday.

"My goal with Chico's is to re-create the cool of the legendary jazz clubs, and make a special place for some special music," he says.

Setting the scene is the club's subterranean locale, just a few steps below street level, where a prominent stage is surrounded by intimate, candlelit café tables. The musical menu for a typical week might include nights of fusion, funk, bop, swing or salsa. Regular Wednesday night jam sessions draw crowds of younger musicians eager to test their chops with the house band, led by keyboard king Radam Schwartz. Chico's also welcomes a host of national touring acts such as New Orleans favorites the Dirty Dozen Brass Band and guitar virtuoso Stanley Jordan.

There's an actual menu too light offerings that include appetizers, salads, sandwiches, desserts and coffees—as well as a full bar.

### **Modern** world

Don Draper and the rest of TV's Mad Men would feel right at home at CORAZZA in Asbury Park (732-361-3179, www.corazzamodern.com), a mecca for classic mid-century furniture and accessories. Owner Kathleen Banks does all her own buying, always on the lookout for the perfect Herman Miller, Noguchi or Heywood-Wakefield piece. But she advises her customers not to fall in love with designer names alone.

"Buy what you like, live with it and use it," she says. "When I hear someone say something is 'too good to use,' I say, 'You're worth it!'"

Banks moved her shop from downtown to the boardwalk two years ago—and has found the new spot has perks beyond spectacular ocean views.

"I have a pretty established customer base, but I was amazed at the number of impulse buys from people coming in from the beach!" she says.

Corazza is also a favorite go-to for art directors and designers from Manhattan. "Set decorators

from Warner Brothers just left," Banks says. "They're shooting a remake of the movie Arthur."

Customers who like period flair but are afraid of overdoing the look, take heart—Banks has a tip: try some generational juxtaposition, like pairing an 18th century chandelier with a one of Corazza's dining tables. "Mod-

ern furniture is direct, clean and can go with almost anything!" she says.



Robert Peppard likes to call the experience at his COMBAT SPORTS LASER TAG PARK in Englishtown (866-926-6228, www.outdoorlaser tag.com) "exer-tainment."

"Laser tag combines exercise with playing your favorite video game," he says.

The "lasers" are actually safe infrared units much like a TV remote. Each player is equipped with a firing unit (with cool battle-ground sound effects) and a lightweight sensor headset. The headset picks up the beams from the firing units to record a "tag."

During each 90-minute session, players are dispersed in age-appropriate teams across the two 7- to 10-acre wooded playing fields. They'll then play five to six staff-supervised "missions" in one of 23-plus games, including Capture the Flag, King of the Hill and Team Elimination. Adult groups are given more sophisticated missions, some of which employ GPS tracking.

Jackie Grasso, trip coordinator for the Manalapan Department of Recreation's Summer Program, says Combat Sports is the most popular trip destination with day campers. "We have to run this trip at least three times a summer so everyone gets a chance to come," she says. Tenyear-old Quentin Pickering was one of her happiest campers—probably because he's pretty darn good at the games. "My favorite game is Team Elimination. I had seven 'kills' in my last mission," he reports (which, Peppard remarks, is "better than a lot of the adults do").

While Combat Sports is big with groups, walk-ons are welcome to join the fun. It's \$25 per person.

HAIL ALE! Something's brewing at BASIL T'S in Red Bank (732-842-5990, www.basilt.com), which serves up six handcrafted ales direct from its glass-enclosed brewery. "We always have five ales on tap, plus one seasonal brew," says award-winning brewmaster Gretchen Schmidhausler. "Last year's Bad Seed Pumpkin Ale was a big hit." Once hooked on Basil's brews, the next step is to join the Mug Club, where \$50 gets you discount refills for a year. Club veterans John Niemela and Tom Gibson were enjoying a Pale Ale and an ESB (Extra Special Bitter), respectively, during a recent happy hour. Gibson's tried home brewing, but now admits, "I'd rather drink it." Niemela enjoys bringing

colleagues in for a taste. "I order a sampler tray, and it never disappoints," he says.



# UNTYING the knot:

### Part II—Digging a little deeper

ow! What a response to my last article. I have come to realize that more people than not are unprepared when it comes to divorce. Mental health professionals I have spoken to say that divorcing a spouse can sometimes be more emotional than losing a spouse to death. Emotions often cloud your decision making which can lead to poor choices when it comes to finances.

Making changes to a property settlement agreement is almost impossible. There must be hard proof based on fraud, deceit or a major mistake. In other words, get it right the first time. With that said, I have met with too many individuals who were not clear on the financial outcome of their divorce.

Request a **credit check**. I recently met with a client who was unaware of a significant home equity loan balance on the marital home. The couple opened a line of credit during the marriage for emergency reasons. When reviewing the tax returns, I noticed a deduction for mortgage interest (the home had been paid off a few years earlier). By doing a credit check on herself, she would have seen the outstanding balance. By the time she found out, they were already negotiating the settlement. After selling the home and paying off the debt, both walked away with much less than anticipated. Go to www.annualcreditreport.com, a site set up by the big three credit reporting agencies in the U.S. to furnish free annual credit reports, as required by federal law.

Did you know that if you were covered for health insurance under your ex-spouses

employer's plan, you may qualify to continue your coverage for up to 36 months under COBRA? One caveat—it's not automatic.

You need to contact the

employer within 60 days of the divorce and complete the necessary paperwork.

Social Security: Did you know that you may be entitled to half of your ex-spouses social security benefits? You are entitled to a divorced spouse's insurance benefits on the worker's Social Security record if:

- The worker is entitled to retirement or disability insurance benefits;
- You have filed an application for divorced spouse's benefits;
- You are not entitled to a retirement or disability insurance benefit based on a primary insurance amount which equals or exceeds one-half the worker's primary insurance amount;
- •You are age 62 or over;
- You are not married; and
- •You were married to the worker for at least 10 years before the date the divorce became final.

If you would like more information, visit the IRS website at **ssa.gov.** For information about potential benefits on someone else's record, you need to call or visit a local social security office.

Debra Fournier Certified Financial Planner<sup>®</sup> Certified Divorce Financial Analyst<sup> $^{\text{IM}}$ </sup>

Du a Li

Debra Fournier is not an attorney and does not provide legal advice. All information is financial in nature and should not be construed or relied upon as legal advice. Individuals seeking legal advice should solicit the counsel of competent legal professionals knowledgeable about the divorce laws in their geographical areas. Securities offered through LPL Financial Member FINRA/SIPC



### Debra Fournier, CFP®, CDFA™

#### ABOUT THE AUTHOR:

Debra Fournier is a Principal of Harbor Lights Financial Group, a full service wealth advisory firm located in Manasquan, N.J. She has been providing comprehensive financial planning and fee-only asset management to affluent families in Monmouth and Ocean counties for over a decade. She is a Certified Financial Planner™ and a Certified Divorce Financial Analyst®, a professional designation that certifies her to examine the financial ramifications of a proposed divorce settlement. These services are especially productive in divorce cases where there are complicated financial issues, significant assets or an imbalance of financial knowledge between the divorcing couple.

Debra has been a frequent guest on **Good Day New York** and quoted in **Kiplinger's Personal Finance Magazine.** She is a member of the Association of Divorce

Financial Planners, Institute for Divorce

Financial Analysts and serves as an executive board member of the Jersey

Shore Collaborative Law Group.

To schedule a private, no-obligation phone consultation, please call 800-995-4534 or email debra.fournier@hlfg.com

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### **FLASH**

#### WE SURE KNOW HOW TO THROW A PARTY!

Our second-annual Best of Monmouth Summer Festival was a smash success, with food, drinks and merriment flowing freely as we honored the winners of our 2010 Readers' Choice Awards. Thanks to all those who came out to Branches in West Long Branch to celebrate with us! At Convention Hall in Asbury Park, meanwhile, Big Brothers Big Sisters of Monmouth County held its second annual Casino Night. "Gateway to India" was the theme for the American Cancer Society's 43rd annual Cancer Ball in Middletown, featuring Henna painters, Indian dancers, sitar music and more. Finally, The Chapel at the Fort at Sandy Hook was the site of the 15th annual Power of Pink luncheon, hosted by The Women's Council for the Leon Hess Cancer Center at Monmouth Medical Center.



















#### **BEST OF MONMOUTH SUMMER FESTIVAL**

- 1. Elizabeth Mee, marketing coordinator, Wainsot Media; and Craig Mahoney
- 2. Jennifer Ryan, managing editor, Monmouth Health & Life; Laura Dowden, associate publisher, Wainscot Media; Dennis Wilson, managing director, The Marathon Group; Elizabeth Brennan, director, marketing and public relations, Monmouth Medical Center; and Rita Guarna, editor in chief, Monmouth Health & Life
- 3. Rita Guarna

- 4. Christine Burke, Deborah Fournier and John Lombardo
- 5. Stephanie Victorino, Aura D'Amato, Katerina Stonge and Ann Marie Walraven
- 6. Wilkie Bushy, group publisher, Monmouth Health & Life; and Rita Guarna
- 7. Antonio Flores
- 8. Carroll Dowden, chairman, Wainscot Media
- 9. Luis Cortez
- 10. Betsy Antoniello





### **FLASH**























Think you belong in Flash? Send photos from your gala or charity event to Monmouth Health & Life, att: Flash editor, 110 Summit Avenue, Montvale, NJ 07645; or e-mail editor@wainscotmedia.com. Include your contact information, a short event description and names of all who appear. (Submissions are not guaranteed to be published and must meet the following image specs: 4x6 color prints or 300 dpi jpg, tif or eps files. Prints must be accompanied by an SASE in order to be returned.)

#### **CASINO NIGHT**

- 11. John Fardella, Mike Salerno and Rob Hofman
- 12. Charleen Artese and Katie Lederman
- 13. Michael Camoosa and Kristin Hand

#### **CANCER BALL**

- 14. Paul and Val Zableta
- Frank Vozos, M.D., executive director,

- Monmouth Medical Center, and Nancy Vozos
- 16. Stephanie Kenney and Teresa Kenney Sperber
- 17. Roseann Weber and Morgan Cline

#### **POWER OF PINK**

- 18. Lauren Vernon
- Donna Crosson, Kathleen Croddick Molyneaux, Assemblywoman Mary

- Pat Angelini and Michele Karagianakis
- 20. Ann Unterberg and Barbara Goldfarb
- 21. guest speaker Rita
  Cosby; Mitchell F.
  Weiss, M.D., chairman of Radiation
  Oncology, Monmouth Medical
  Center; and Daphne
  Halpern, vice president of development, Monmouth
  Medical Center
  Foundation



### A baby's crisis



WHEN A 10-MONTH-OLD

POSES A MEDICAL MYSTERY,

A HOSPITAL STAFF'S COMPASSION SHINES

STEVE AND TRICIA POTTER OF MANASQUAN still remember the voice they heard at one of the scariest moments of their lives—the voice of a nurse singing.

It was February 2009. Their 10-month-old son, Callan, until then a healthy baby, had suddenly begun crying from pain and holding his head. "Within a few hours he was really bad," says Tricia, a massage therapist.

At 4 a.m. the next day, Steve, who works in finance, brought the baby to Monmouth Medical Center. Tests, including a spinal tap, revealed a very high white blood cell count, indicating infection. But it wasn't clear what was wrong. "And Cal was getting sicker," Tricia recalls.

The next day, when doctors ordered a CT (computed tomography) scan, Cal's parents couldn't be at his side due to radiation.

"He was crying, we were crying—we were falling apart," says Tricia. That's when, over the microphone that

the nurses use to talk to patients in the CT machine, she heard nurse Melissa Ercolino.

"She was singing 'You Are My Sunshine' to soothe my baby," says Tricia. "She'd heard me singing it, because I'd sing it to Cal when he had his blood tests."

It was a touching moment, but the medical mystery went on. The Monmouth team, including a pediatric surgeon and resident David Dupree, M.D. (now chief resident, general surgery), and additional clinical specialists ran other tests too, but none of them showed what was wrong.

The physician team suspected a condition called Meckel's diverticulum, which can cause infections and other problems. It's a congenital abnormality, a small pouch on the wall of the lower part of the small intestine, which occurs in 2 percent of the population—and causes problems for only about 1 in 25 of those who have it.

As Cal grew worse, the whole medical center came to know of him. Tricia remembers: "The acting head of The Children's Hospital, Dr. Renuka Verma, told us, 'I am losing sleep over your son, but we're going to figure this out."

Tricia and Steve stayed at the hospital while family members cared for the couple's daughter, Briged, then 3½. On the fifth day, Dr. Dupree said Cal's infection was dangerously toxic and he needed emergency surgery. Steve told him that Cal had not yet been baptized. "So all these busy doctors and nurses just stopped while the hospital found a chaplain and we did an emergency baptism," she says.

The surgery proved the physician team had been correct. Fortunately, Meckel's diverticulum can be corrected—surgeons remove the pouch and sew up the opening. Dr. Dupree told the Potters that Cal would be fine.

"A few days later, he was a healthy, happy boy again," Tricia says. "When we brought him home, the doctors said to let him eat what he wanted—that day we took a picture of him eating spaghetti and meatballs."

As the Potter family looks back on their experience at Monmouth Medical Center, expert medical sleuthing is only part of what they're thankful for. The other part is the caring concern clinicians and staff showed their baby.

"Everyone treated Cal like family and checked on him day and night," recalls Tricia. "Dr. Dupree came in when he wasn't even on call." And as for Nurse Ercolino, "she'd been scheduled to leave hours earlier, but she stayed—even though she had a baby of her own at home—to make sure everything was all right."







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Presented by the Women's Council to benefit the Leon Hess Cancer Center at Monmouth Medical Center

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### **REGISTRATION OPEN UNTIL OCTOBER 6!**

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the women's council

Race Coordinator: Doug Rice

For more information:

www.monmouthfoundation.org

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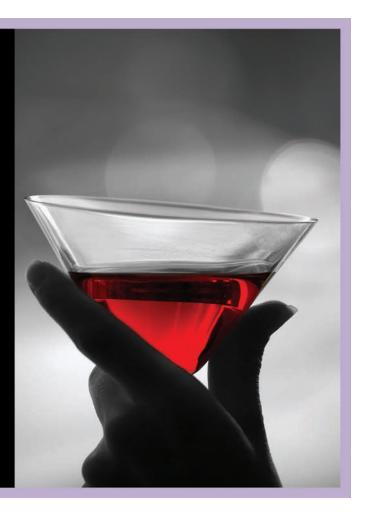
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Located 50 minutes from Manhattan and 5 minutes from the ocean, Rumson offers green spaces and an active community, replete with terrific schools, children's programs, a Junior League chapter and a welcoming committee. Real Estate Agent, Pauline Poyner, is a lifelong resident of Monmouth County and has been serving the Eastern Monmouth County area for fifteen years. She has earned the respect of hundreds of satisfied clients due to her committed efforts, knowledge, and ethical service.

Pauline ranks in the top 1% of Coldwell Banker Realtors nationwide, and she is also in the top 1% of all Realtors in Monmouth County. She holds the distinction of top Sales Associate in the Coldwell Banker Rumson office since 2001. Pauline is a Member of the International President's Elite, which places her at the highest level of achievement for sales from 2003 through 2009 totaling over \$190,000,000.

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These fine surgeons are a further example of our commitment to excellence. In addition to saving lives, they have written the first textbook on robotic prostatectomy and continue to teach and proctor other surgeons on the subject. They also have consulted with respect to the design of the da Vinci robot and its new instruments.

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# Reducing needless C-SECTIONS

#### A HOSPITAL'S DRIVE TO LIMIT SURGICAL DELIVERIES TO WHEN THEY'RE REALLY REQUIRED



#### WHEN A PREGNANT MOTHER OR HER BABY IS

in danger, surgical intervention in the form of a Cesarean section (C-section) can be a lifesaver. But far too many C-sections are performed in this country. That's why Monmouth Medical Center is leading the way in cutting the number of these operations.

In 2007, the C-section rate in the U.S. reached 32 percent, its highest level ever, the Centers for Disease Control and Prevention reported this March. And New Jersey led all states with a rate of 38 percent.

Cesarean section has become the most common operation in American hospitals. But most health experts find it hard to believe that one in three women need surgical help to give birth. And surgery increases the risk for serious complications for both mother and baby.

These new figures have many hospitals scrambling to see what they can do to bring those numbers down. But Monmouth saw this trend coming years ago, says Robert Graebe, M.D., chair of obstetrics and gynecology. For eight years it has been examining its policies, procedures and systems to improve all of the department's outcomes, including lowering C-section rates. And this effort has worked.

In the first half of 2010, Monmouth's C-section rate

### Safer deliveries, by the numbers

In frequency of induced labor, Monmouth Medical Center is about where the averages are—a strong showing given the serious cases it treats. By other measures it's far ahead.

C-SECTION RATE				
MMC (1st half 2010):	24.22%			
N.J. (2008):	39.4%			
U.S. (2008):	32.3%			
RATE OF INDUCED LABOR				
MMC (1st half 2010)	21.97%			
N.J. (2008)	20%			
U.S. (2004)	21.2%			
3RD- AND 4TH-DEGREE LACERATION RATE				
MMC (1st half 2010)	<b>2.11%</b> (3rd) and <b>0.34%</b> (4th)			
U.S. (2002)	<b>5.4%</b> (combined)			
VBAC RATE				
MMC (1st half 2010)	17.39%			
N.J. (2006)	8.8%			
U.S. (2004)	9.2%			
VBAC SUCCESS RATE*				
MMC (1st half 2010)	77.41%			
U.S. (est.)	60%-70%			

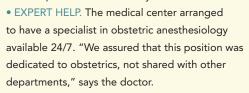
\*"Success" here means completion of a vaginal delivery; in other cases C-section was ultimately required.

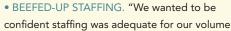
Sources: Monmouth Medical Center; U.S. Department of Health and Human Services

### How Monmouth has led the way in cutting unnecessary C-sections

ROBERT GRAEBE, M.D., MONMOUTH MEDICAL CENTER'S chair of obstetrics and gynecology, says his hospital's

success in reducing its Cesarean-section rate—now significantly lower than state and national averages—has been due in part to five changes it has implemented in recent years:





of patients, which in the past five years has increased by nearly 50 percent, from about 3,000 deliveries a year to about 4,300," he says. "Now, in addition to the residents, there are always at least two attending physicians on duty at all times—the laborist, an ob/gyn on a hospital-based shift who backs up the staff of attending physicians; and the 'doctor of the day,' the attending physician who su-

Robert Graebe, M.D.

was just 24.22 percent, well below both state and national averages, Dr. Graebe says. And the hospital has also improved by other benchmarks for birthing success, including rates of severe laceration to the mother and vaginal birth after Caesarean (VBAC) rates. (See "Safer Deliveries, by the Numbers," opposite.) Many hospitals refuse to allow women who have had a C-section to deliver subsequent children naturally. But doctors say that in many cases VBACs are safer than surgery, and in late July the American College of Obstetricians and Gynecologists issued new guidelines to make more VBACs possible. That fit with what Monmouth was already doing.

"Everyone in our department, from nurses and midwives to physicians and administration, has bought into a policy of constantly striving to improve patient safety," says Dr. Graebe. "We continually look at the medical literature for best practices and apply them to where we are and where we want to go, all in the interest of quality of care."

Several changes made in the past few years have contributed to this success, he says. (See "How Monmouth Has Led the Way in Cutting Unnecessary C-sections," above.)

Though risk can't be eliminated entirely, Dr. Graebe says, the medical center is always searching for new ways to minimize it. And its success with C-sections and VBACs proves its dedication to improvement. "We expect that repervises the resident staff. So we are staffed to handle any emergency at a moment's notice."

- AN EMPOWERED TEAM. "We made sure that the staff felt they could challenge a doctor's orders if they thought it was in the best interests of the patient," says Dr. Graebe. "A team effort that gives all members a voice in patient care helps us avoid problems."
- TIGHTER RULES. "We eliminated elective C-sections or inductions of labor for patients at less than 39 weeks' gestation (full term)," adds the doctor. "Only specified health issues, such as severe hypertension, insufficient amniotic fluid or problems with the baby's growth, could trigger induction or C-section."
- REGULAR FOLLOW-UP. Finally, a performance improvement committee was established to meet monthly and review all outcomes. "The committee evaluates patient charts and interviews the physicians whenever we have a negative outcome, such as infections, severe lacerations or readmissions to the hospital," he says. "In a few years, this process has helped cut negative outcomes in half."

cent press reports about this issue will cause the public to demand a reduction in these surgeries, but we've already arrived there," he says. "We can say, 'Been there, done that." ■

### And the improvement continues ...

1st-half-of-the- year comparisons, Monmouth Medical Center	2010	2009	CHANGE
OB admissions	2,152	2,146	+0.28%
Deliveries	2,068	2,044	+1.17%
C-sections	510	542	-5.9%
Inductions of labor	992	1,019	-2.65%

Source: Monmouth Medical Center

For information on having your baby at the Eisenberg Family Center at Monmouth Medical Centerincluding more on vaginal birth after Cesarean—call 888-SBHS-123 (888-724-7123).



### **ADVANCED CARE** for

### women's pelvic health

TODAY'S MINIMALLY INVASIVE PROCEDURES SUCH AS SILS OFFER EASIER TREATMENT—AND QUICKER RECOVERY—FOR UTERINE PROLAPSE, FIBROIDS AND INCONTINENCE



#### WHEN BARBARA MARCUS OF OLD BRIDGE

was diagnosed last fall with fibroids and a prolapsed—or dropped—uterus, bladder and rectum, her gynecologist wanted to perform major abdominal surgery to correct the condition. But she wasn't ready.

"I walked out," she recalls. "The problem wasn't bothering me that much, and I'd never had any surgery before, not even for my tonsils."

The conditions she had aren't much fun to talk about, but they're really quite common. By age 60, one in three women in the U.S. will have a hysterectomy due to fibroids, pelvic pain, bleeding or prolapse.

A woman's pelvic floor comprises a sheet of muscles and ligaments that supports the uterus, small intestine, rectum and bladder. Pregnancy, childbirth, hormonal changes or excessive weight can stretch and weaken those muscles and ligaments. If pelvic floor muscles are weak, the organs may drop and bulge into the vagina, a condition called prolapse. When that happens, a woman may feel as if something is falling out of her vagina. The problem also can cause sexual dysfunction or sensations of fullness or pain, and make it difficult to hold urine or have a bowel movement.

Marcus' symptoms got worse in March, while she and her husband, Joel, were wintering in Coconut Creek, Florida. Fibroids on her uterus grew bigger and she started experiencing bladder-control problems. Together, these conditions caused pain and a feeling of fullness that was negatively impacting her quality of life.

"It was very annoying," she says.

So she went to see Martin Michalewski, M.D., who had performed a laparoscopic hysterectomy on a friend of hers five years before. A specialist in urogynecology and advanced laparoscopic surgery, he has helped to pioneer many of the new minimally invasive procedures used to perform hysterectomies and treat



Martin Michalewski, M.D.

### "There's no muscle under the belly button, which means less pain and easier healing."

pelvic floor disorders. "I met him back when my friend had her surgery and was impressed with him," says Marcus. Dr. Michalewski examined Marcus and recommended an outpatient laparoscopic procedure—but said he couldn't do it

himself, because he was in the process of relocating to New Jersey. Initially she planned to have one of the doctor's partners do her surgery, but when she asked, "Where in New Jersey?" and he said, "Long Branch," she replied, "That's just down the road from me!"

When Joel suddenly needed a hernia procedure, she postponed her operation to help care for him, then arranged to meet Dr. Michalewski when they came back north later in the spring.

"She kind of followed me to New Jersey!" Dr. Michalewski says with a laugh. On June 9, he performed a laparoscopic hysterectomy and a pelvic floor repair called a sacral colpopexy on Marcus at Monmouth Medical Center—all through a single, tiny incision in her navel.

This so-called single-port laparoscopic surgery (SILS), approved for this use by the Food and Drug Administration in April 2009, is the latest step in the progression of minimally invasive procedures, explains Dr. Michalewski, who for a year and a half has been teaching this method to other surgeons. "We've gone from long incisions to bikini cuts to a few small punctures to robot-controlled laparoscopy and now to single-port entry through the belly button," he says. The benefits from using this method are fewer complications and quicker recovery. "Instead of a week in the hospital and six weeks' recovery, women now come to the hospital in the morning and leave in the afternoon," he says. "They can be back to their routines in a week or two."

And going through the navel has added benefits. "There is no muscle under the belly button to cut through, which means less pain, no visible scar and easier healing," the doctor says. In fact, it represents the next step in minimally invasive surgery and is a precursor to NOTES—Natural Orifice Translumenal Endoscopic Surgery, which is peformed through the mouth, rectum or vagina, and is

currently being studied for use in a variety of surgical specialties. "The belly button is a natural orifice, so this is very close to incisionless surgery," he says.

After removing the fibroid-laden portion of Marcus' uterus, Dr. Michalewski then laparoscopically stitched a mesh grid onto the pelvic floor to act as a kind of suspension system to hold the organs up. According to Covidien, the company that provides the needed equipment, this was the first such combination surgery done in this way in New Jersey.

The patient was pleased. "I moved a bit slowly up the stairs my first day home, but after that it got easier day by day," she says.

The only postsurgical care required was cleaning a less-than-1-inch wound in her belly button with peroxide. "That was it," she says. "After a day or two I just needed Tylenol for the pain. I could go to the market, the mall and restaurants with no problems. And the constant pressure I'd felt was gone right away."

Soon after, she even played golf again, something she had discontinued in Florida when her condition worsened. ("But don't ask me what I shot," she says with a laugh.)

Marcus understands some women's reluctance to talk about, or seek treatment for, these sometimes-embarrassing conditions. "But if you can have a procedure done laparoscopically, go quickly," she says. "It fixes the problem."

"Almost everything in gynecology and urogynecology can be done nowadays with laparoscopic, robotic or SILS procedures," Dr. Michalewski adds. "They're fully covered by all insurance plans, and they're elective outpatient procedures that improve your life and leave no scar. You go home the same day and you don't even need to tell people you had it done."

For more information on minimally invasive surgery, advanced laparoscopy or robotic surgery at Monmouth Medical Center for uterine fibroids, pelvic pain, bleeding, prolapse, incontinence or other gynecologic or urogynecologic conditions, please call 732-901-0211 or 888-SBHS-123 (888-724-7123).

### 'I lost 72 pounds'

A LAP-BAND PROCEDURE PUTS A LAWYER ON THE PATH TO A HEALTHIER LIFE



#### EVERYONE DEALS WITH STRESS DIFF-

erently. For Mark F. Hughes III of Rumson, food was the way to relieve the pressures of life. But too much food caused its own problems, and when Hughes reached 407 pounds, he and his family knew that he needed help, and fast.

That help came in the form of a family intervention that forced Hughes to face his problem, and the skills of Frank J. Borao, M.D., who is both the surgical director of the Gastric Esophageal Center and chief of minimally invasive surgery at Monmouth Medical Center. Dr. Borao performed a bariatric procedure called lap-band surgery on Hughes in March of 2009. Since then, Hughes has lost 72 pounds. "Our goal is to get him down to around 220," Dr. Borao says. "There's no question that he can do that."

Hughes, an attorney, has a wife, Lisa, and a son, Connor, 10. Though he was heavy as a child, he says he grew tall in sixth grade and carried 175 pounds on his 6-foot-1-inch frame through high school and college.

But while attending Brooklyn Law School and working as a legal assistant, he put on weight. "I was working in Manhattan, then going on the subway to night classes, and eating a lot of junk food," Hughes says. "I had no time for any physical activity."

After law school, Hughes got busy working on his career. In 1993, he worked as a law clerk in the Monmouth County prosecutor's office, moving into criminal defense work in 1994. He spent a number of years with his father's civil practice before returning to criminal defense. He served as a municipal prosecutor while working for a state senator and then opened his own practice in 2006.

He also got married and had a son, by which time his weight was up to 325 pounds. "I

Weight-loss surgery helped Rumson attorney Mark F. Hughes III shed health problems along with 72 pounds and choose a path to a healthier life.



Frank J. Borao, M.D.

### "We can adjust the lap band as needed, and there is no limit to the number of adjustments."

was using food to manage the stress of supporting a family while running my own business," he recalls.

Achieving professional independence didn't help. "I expected it to be better being my own boss, but

that didn't translate to weight loss," says Hughes. "Even though there were financial rewards, there is always the pressure of keeping a small business afloat. I had little time for my family and I wasn't doing anything to lose the weight."

Finally, Hughes began seeing a personal physician, who tried to help him lose weight. "This was about three years ago," he says. "She said I was digging a deep hole for myself, and broached the idea of bariatric surgery. I went to one seminar on it, but I wasn't crazy about the idea, so I didn't act on it."

His weight kept increasing and soon caused health problems. He developed high blood pressure, hyperglycemia and sleep apnea. He also suffered from a chronic skin condition called cellulitis. "Cellulitis is a diffuse inflammation of connective tissue that is associated with infection of the skin," says Dr. Borao.

At this point, with his weight around 400 pounds, his family forced his hand. "My parents and my wife came to the doctor's office with me," Hughes says. "They knew that I needed to do something drastic and offered to help in any way they could, so I agreed to do the surgery. I did not resist them at all. I saw the writing on the wall and capitulated immediately."

His doctor then referred him to Dr. Borao, and Hughes immediately started the six-month pretesting program that is required of all bariatric surgery patients. "I needed six months of attempted weight loss with a physician," he says. "When I didn't lose

any weight, I was interviewed by the staff psychologist, nutritionist and Dr. Borao." They decided to try the lap-band procedure, which entails making a small pouch at the top end of the stomach with a saline-filled band.

He scheduled the surgery for February 2009, but another bout of cellulitis sent him back to the hospital that January. His surgery was delayed until March 30, 2009.

Because it's done with minimally invasive techniques, the procedure requires no overnight stay in the hospital. "I got there about 5:30 a.m. and came home later that afternoon," Hughes says.

The surgery and subsequent weight loss quickly brought results. "He has reduced his blood pressure and hyperglycemia medications, and he's sleeping much better," Dr. Borao says. Though his weight loss has slowed in the past few months, Dr. Borao can modify the lap band to help him continue to reduce the amount he eats. "The nice thing with the lap band is we can adjust it as needed and there is no limit to the number of adjustments," Dr. Borao says. "It takes five minutes to perform and is done in the office."

Hughes now says his earlier apprehension about the surgery was unfounded. "It turned out to be very workable," he says. "It was a 100 percent positive experience. There is nothing to fear and everything to gain by pursuing this surgery if you are an appropriate candidate and follow the regimen."

Though he still feels tempted to overeat, he knows he can't take that path again. "I did some real damage to myself because of what I was eating, and I don't want to do that anymore," he says. "Surgery helped me to acknowledge I have nothing to gain by abusing food and everything to lose. I needed surgery to jar myself loose from old habits. The true value of surgery is it tells you that you can change, and I want to change. I want to be around for my son."





#### WHETHER IT'S THROWING A BASEBALL OR SWING-

ing a golf club, any repeated athletic movement can lead to a repetitive-stress, or overuse, injury. These are different from acute injuries, such as severe sprains, strains or fractures, which result from a single fall or collision. Overuse injuries develop when a series of small injuries aren't given time to rest and heal. That can lead to minor stress fractures, minimal muscle tears, chronic irritation to tendons (tendonitis) or

progressive bone deformities.



Christopher J. Spagnuola,

Just about any sport can cause overuse injuries, says Christopher J. Spagnuola, M.D., an orthopedic surgeon at Monmouth Medical Center. "In summer, injuries come from overhead movements such as baseball throwing and tennis serving, and runners develop shin splints and stress fractures," he says. "In winter,

skiers and basketball players show up with knee tendonitis. Skaters get groin strains."

Aging used to be a key risk factor for overuse injuries—though "Little League elbow" has long plagued young pitchers who throw too many pitches without proper rest and recovery. But nowadays, growing numbers of young people concentrate on one sport and play it year-round. Adult "weekend warriors," who compress all their activity into their two off-days, are also prone to stress injuries.

"If I typically play golf once a month, then suddenly play two rounds a day over two days, my elbow may not be up to the task," says Brian Torpey, M.D., another Monmouth Medical Center orthopedic surgeon.

To find out more about the treatment of exercise and sports injuries and other orthopedic issues at Monmouth Medical Center, please call 888-SBHS-123 (888-724-7123).



"The body part is caught off guard-it's asked to do things without time to recover," says Dr. Torpey, who adds that errors in training or technique can be the culprit-going too fast, exercising too long or simply doing too much of one type of activity.

Brian Torpey, M.D. Smart habits can reduce your risk. (See "7 Ways to Prevent 'Overuse' Injuries," below.) But if you suspect you have an overuse injury, stop what you're doing. "Muscles will naturally be sore after you work out, but if the pain interferes with or alters your usual activity, that's not normal," Dr. Spagnuola says.

And that old advice about playing through pain? Forget it. "If you exercise through the pain, that can lead to more serious injuries," Dr. Spagnuola says.

You can treat most overuse injuries yourself, with the time-tested methods known by the acronym RICE: rest, ice, compression and elevation. Anti-inflammatory pain relievers, such as ibuprophen (Motrin, Advil), acetaminophen (Tylenol) or aspirin, can also help. "But if you need these pain relievers for more than a few days, or if your condition doesn't improve within a couple of weeks—or gets worse see your doctor," Dr. Spagnuola says. "You may need imaging studies to see if there is more serious damage."

In those cases, doctors can offer prescription antiinflammatory medicines, try cortisone injections to reduce the inflammation, fit you for orthopedic braces and, when the pain and swelling are reduced, prescribe physical therapy to strengthen the injured area before you return to action.

"Fortunately," says Dr. Torpey, "most overuse injuries respond well to conservative care and management, so you can get back on track within a week or two."

#### ways to prevent 'overuse' injuries

1 Check with your doctor. If you have medical concerns you believe may increase your injury risk, see your physician.

2 Know your sport. Familiarity with proper techniques is key. Even if you've been playing a particular sport for years, you may benefit from a lesson from a pro now and then to correct flaws before they become injurious.

3 Protect your equipment. Keeping your gear in good condition (especially footwear) increases the chances that you'll stay in good shape too.

4 Pace yourself. Always warm up until you develop a light sweat before you play. And stretch all your muscle groups to cool down afterward.

5 Be consistent. If you're a "weekend warrior," just 30 minutes of walking and stretching every day can keep your body in better condition to tackle more strenuous Saturday-and-Sunday activities. And in the off-season, practice your sport now and then—swing a golf club in your basement, for example—to keep your body tuned.

6 Don't push yourself too hard. Whatever your sport or exercise, "ramp up slowly, by changing the intensity or duration of your workout by no more than 10 percent every week," says Brian Torpey, M.D., an orthopedic surgeon at Monmouth Medical Center. "For example, if you're a run-



ner, don't suddenly jump from a 5K to a mini-marathon. 7 Cross-train. Mix up your exercises to include two or more different types of activity. "Spend some time on a stationary bike or elliptical machine, swim, do yogaanything that's not just the same activity," says orthopedic surgeon Christopher J. Spagnuola, M.D. "That way you rest your most active muscle groups while training the others." This also helps you build all-around aerobic capacity, muscle strength, core stability and balance, all of which help prevent overuse injuries.

Sources: The American Academy of Orthopedic Surgeons; the orthopedic surgeons at Monmouth Medical Cente



# Emergency Department wins RECOGNITION

A NATIONAL STUDY OF 11 LIFE-THREATENING CONDITIONS
SHOWS THAT PATIENTS FARE BETTER IN THE TOP HOSPITAL
EMERGENCY ROOMS—SUCH AS MONMOUTH MEDICAL CENTER'S

PATIENTS IN NEED OF EMERGENCY CARE WHO choose treatment at Monmouth Medical Center, an affiliate of the Saint Barnabas Health Care System, are being treated at one of the top 5 percent of hospitals nationwide for excellence in emergency medicine, according to the results of a

national study that was recently released.

HealthGrades, the leading independent health care ratings organization providing quality assessments, profiles and cost information on the nation's hospitals, recently examined more than 5 million Medicare records of patients

# For 11 emergency conditions, top hospitals had a risk-adjusted mortality rate that was 39 percent below the average.

admitted through emergency rooms in 4,907 hospitals from 2006 to 2008 and identified hospitals that performed in the top 5 percent in the nation in emergency medicine.

Those hospitals were named as recipients of the HealthGrades 2010 Emergency Medicine Excellence Award. There were 225 institutions nationwide that received the award. Monmouth Medical Center was among the honorees, as was an affiliated hospital, Community Medical Center in Toms River.

This first annual analysis is based on risk-adjusted mortality outcomes for patients admitted through the emergency department for 11 of the most prevalent life-threatening diagnoses in the Medicare population. Comparing the group of hospitals in the top 5 percent with all others, the study found that the group had a 39 percent lower risk-adjusted mortality rate. The top-performing hospitals, including Monmouth Medical Center, improved their outcomes over the years 2006 through 2008 at a faster rate than all other hospitals.

"In a life-threatening emergency, a patient's survival may depend upon where he or she seeks emergency care," says Frank J. Vozos, M.D., Monmouth Medical Center's executive director. "The HealthGrades study just proves something we've known for a long time: Monmouth Medical Center is the best hospital in this region for emergency medicine. Our patients have a much greater rate of survival from serious complications such as heart attack, pneumonia or stroke when they come to Monmouth Medical Center for care."

Dr. Vozos says Monmouth Medical Center's Emergency Department handles a diverse mix of challenges, from minor emergencies to major life-threatening conditions. Through its Children's Hospital, Monmouth Medical Center also offers a dedicated pediatric emergency room staffed by pediatricians and nurses specifically trained to treat children.

"We are proud that our hospital and its Emergency Department have achieved this national distinction," says Catherine Hanlon, M.D., the medical center's chair of emergency medicine. "It is important for our patients to know that when they choose Monmouth Medical Center for emergency care, they are getting the best care available in the entire country."

Dr. Hanlon adds: "Our team of dedicated and skilled physicians, nurses and staff in the Emergency Department is committed to providing excellence each and every day."

According to HealthGrades, the most common causes for hospital admission through the emergency department by Medicare patients over the three years studied were pneumonia, chronic obstructive pulmonary disease and sepsis. The highest in-hospital mortality rates were among patients with a primary diagnosis of sepsis, respiratory failure or heart attack.

#### The 11 conditions examined in the study were:

- Bowel obstruction
- Chronic obstructive pulmonary disease
- Diabetic acidosis and coma
- Gastrointestinal bleeding
- Heart attack
- Pancreatitis
- Pneumonia
- Pulmonary embolism
- Respiratory failure
- Sepsis
- Stroke

HealthGrades Vice President Rick May, M.D., a co-author of the study, explains: "The Centers for Disease Control and Prevention found that 50 percent of hospital admissions now begin with hospital emergency departments, up from 36 percent in 1996, and that proportion is expected to rise because of the recent health-reform legislation. This study identifies hospitals with superior patient outcomes to educate consumers as well as to set data-driven benchmarks that other hospitals need to examine closely." 

(Turn the page for a related article about reduced waiting times in Monmouth Medical Center's Emergency Department.)

A full copy of the HealthGrades study identifying hospitals in the top 5 percent nationally for emergency care may be found at www.healthgrades.com. For more information about Monmouth Medical Center and its Emergency Department, visit www. saintbarnabas.com or call 888-724-7123.



HOW NEW POLICIES—AND TEAMWORK—
HAVE HELPED REDUCE WAITING
TIMES BY 25 PERCENT

#### IF YOU'RE SICK OR INJURED ENOUGH TO NEED

to visit an emergency room, you're already under a lot of stress. You don't need that anxiety compounded by inefficient staff or long waits. That's why Monmouth Medical Center has expanded its Emergency Department, now called the Cline-D'Onofrio Emergency Services Pavilion, and introduced new policies to assure that patients receive comprehensive care as quickly as possible.

Nobody's happy to be in the emergency room. But it only stands to reason that patients are more satisfied with their care when there's less waiting time to endure,



Catherine Hanlon, M.D.

and Monmouth Medical Center has made sure wait times have come down. The result? "Patient satisfaction" scores for the ED have gone up. They were in the 69th percentile for the last two quarters of 2008, says the survey firm Press Ganey, but rose to the 91st percentile by this year's second quarter.

"Nothing is ever routine about an ED, and you never know what's coming," says department chair Catherine Hanlon, M.D. "So if the

proper systems are in place, it makes handling whatever comes a whole lot better and easier for both staff and patients."

The first step in lowering wait times was holding staff focus groups on every aspect of emergency care. "We looked for any blocks at each point and assigned people to find ways to improve them," Dr. Hanlon says. Because the number of Emergency Department admissions has jumped dramatically in recent years, the hospital expanded the department by adding eight beds, enlarging the triage area and creating a new Quick Care section to deliver treatment for nonemergency complaints such as ankle sprains, sore throats and minor cuts and burns.

That frees up space for more serious problems, and those have been fast-tracked as well. Patients can now go right to an examining room, where a technician can take vital signs, a registrar can collect personal and insurance information and a nurse can begin treatment—all at the same time. "We have prewritten, standing orders for several conditions that the nurses can follow," Dr. Hanlon says. "They can order pre-specified blood work or imaging tests so that the results are ready by the time the doctor sees the patient. We can also fast-track X-ray studies."

Available space can pose another roadblock to satisfactory care if an emergency patient needs to be admitted. According to Dr. Hanlon, being prepared and having a streamlined process are key. "For instance, if there are no hospital beds ready and I have patients in the ED who need to be admitted, everything slows down—including our ability to get to new ED patients," she says. So new procedures were adopted to improve scheduling and facilitate quicker discharge from the hospital, freeing up beds for new arrivals.

"Every area of the hospital needs to work together to achieve these goals, and I'm proud to say that everyone is on board with our efforts," says the doctor.

New computer hardware and software at every point in the process also helps speed up care. The result: Overall wait times in the ED have decreased from about 4 hours to under 3 hours, Dr. Hanlon reports. People with minor complaints are in and out in an average of 64 minutes. For patients admitted, the average time it takes from arrival at the ED to when they're in their beds has dropped from more than 8 hours to 6.4.

Patients aren't the only ones who are pleased to see the improvements. "Staff morale has risen, because improved systems and processes make it easier for them to perform too," Dr. Hanlon says. "And I think patients pick up on that."

For more information on emergency care at Monmouth Medical Center's Cline-D'Onofrio Emergency Services Pavilion, please call 888-SBHS-123 (888-724-7123).

### Specialists in treating women

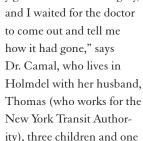
THESE SPECIALISTS BRING LONGTIME DEDICATION TO THEIR WORK AT THE BREAST CENTER

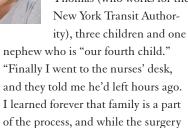
#### DEBRA CAMAL, M.D.

#### WHILE IN MEDICAL SCHOOL,

Debra Camal, M.D., the Breast Center's medical director, learned there was more to being a good surgeon than technical skill.

"My grandmother had surgery,





is important, without communication you lose their confidence." Dr. Camal was drawn to

medicine from age 5, and surgery interested her most. "I like taking things out and putting them back to fix problems," she says. After medical school at the State University of New York Downstate and an internship at Brown University, she accepted a residency at the University of Medicine and Dentistry of New Jersey.

Big Yankees fans, her family likes to travel to different stadiums to watch baseball, and a trip to Fenway Park in Boston this summer brought their total to 10, she says.

#### CYNTHIA BARONE, D.O.

#### IT'S NOT UNUSUAL FOR PHYSI-

cians to hold patents on medical equipment they invented. But radiologist Cynthia Barone, D.O., may be the only one with a patent for a laundry detergent.

After earning a B.S. in biochemistry from Cook College (now the Rutgers School of Environmental

and Biological Sciences), Dr. Barone, of Colts Neck, worked for Colgate-Palmolive for four years. There she designed a technology to keep the detergent ingredients from separating. "It was interesting work, but I'd wanted to be a doctor since ninth grade," Barone says. So she entered the University of Medicine

and Dentistry of New Jersey School of Osteopathic Medicine, then did a radiology residency at Pennsylvania Hospital of Philadelphia and a fellowship on body imaging at the Univer-

sity of Pennsylvania.

"I like radiology because you have to be knowledgeable about many medical specialties," she says. And performing minimally invasive procedures on women in the breast center

is very gratifying. "It spares the patient a more invasive operation," she says.

Dr. Barone and her husband, Michael, a nursing-home executive, have a son, Michael Joseph, 11, with whom she enjoys her little free time. She also likes to swim and travel, especially to the Caribbean.

#### ILONA HERTZ, M.D.

AFTER GRADUATING FROM THE

State University of New York Downstate Medical School in Brooklyn, Ilona Hertz, M.D., did a pediatrics residency. "But treating sick babies was upsetting, and treating well babies was boring," says Hertz, who lives in Monmouth Beach and Manhattan.

> She also wanted a family and didn't want to work nights. "Someone told me to go into radiology," she says. "I like solving problems and helping other doctors make diagnoses, so I did a radiology residency at the Mount Sinai

Medical Center in New York City."

She remained at Mount Sinai for a few years after her residency and then became a partner in Manhattan Diagnostic Radiology, a comprehensive radiology practice in Manhattan, where she was in charge of women's imaging. She stayed there 25 years. When her husband, Howard Rubenstein, M.D., died in 2008, she resigned her partnership so she could visit her family more often. She then worked in Vermont for a while, but returned to work at Monmouth this May.

"Radiology has grown," says Dr. Hertz. "We now also do biopsies and make diagnoses, and we're able to build relationships with patients we're like another primary care physician for these women," she says.

She enjoys visiting her children and grandchildren in Vermont and Florida.



RADIOLOGIST





#### IT WAS TIME FOR A BIT OF

downsizing. With two grown children, another in college and a fourth in high school, the family was moving from a formal old 10,000-squarefoot home to a 6,000-square-foot new-construction waterfront house in Rumson. This time they wanted a casual, livable space, and they knew just where to turn to help them realize their vision: designer Diane Romanowski, principal of the Rumson firm that bears her name.

You could say Romanowski had a big advantage—she'd known the clients well for 20 years. "They are very dear personal friends," says the designer. And while friendship doesn't always assure smooth collaboration, she adds: "We have similar tastes, and we actually make a good team and work very well together." She'd taken the design lead for this family several times before, on a New Jersey home and a Manhattan apartment, for example. So you could also say expectations were high.

Fortunately, the year-long project went off without a hitch. Romanowski worked on the project from the ground up with Ander-

With casual charm and a stunning seaside setting, this new-construction Rumson home was the perfect retreat for a local couple looking for a smaller space.





son Campanella Architects and builder Jeff Tilly, and she brought to her role a sure sense of her clients' wishes. "They wanted a very open feel," she recalls.

So Romanowski and her assistant, Kathleen Wallace, created an open floor plan, with two distinct sitting areas in the living room opening up to the bright, Christopher Peacock-designed kitchen. "The wife is an excellent cook and the couple likes to entertain," she says. "I broke it up into two seating groups so that someone in the living room could be talking to someone in the kitchen. You're not isolated when you're in the kitchen—you're a part of whatever is going on in the rest of the house." In keeping with the casual theme, Romanowski decided to forgo a formal dining room in favor of a simple extension of the kitchen, featuring a custom Bausman & Company table that sits up to 16 people.

Romanowski describes her clients' favored style as "traditional, with clean lines—a pared-down look, not

ABOVE: With its serene blues, browns and whites and two sitting areas, the living room maintains a cozy feel despite its open design. OPPOSITE: Bold wallpaper and an eye-catching chandelier make a strong statement in the powder room.

fussy and not overdone." To be faithful to this spirit, she chose a neutral color scheme throughout—with important exceptions. Bright whites, chocolate browns, pale yellows and baby blues claim center stage. But the formal powder room takes a dramatic turn, with a deep-blue patterned Farrow & Ball wallpaper and a Holly Hunt chandelier.

"I like a powder room to have a little bit of drama to it," the designer says. "It's a departure from the neutralness of the rest of the house." And the black-and-white checkered floor in the laundry room also gives the home a pop of personality. "I just wanted it to be fun," Romanowski says.

Elsewhere in the five-bedroom, seven-bathroom estate, classic elegance abounds. "I don't like to do things







that are trendy now but that clients will grow tired of," Romanowski says. "I try to achieve an elegant, timeless look." Her design choices prove the point, from the oakplank floor in the foyer to the mahogany vanity in the his-and-hers bathroom to the Ralph Lauren fabrics incorporated throughout the home. The study, in particular, is warm and inviting with its dark woods, Lee Jofa chairs and Vaughan sconces illuminating the space.

Artfully deployed antiques, too, contribute to the home's classic feel. Romanowski was asked to incorporate as many as possible from the extensive collection in the clients' previous home. A large world globe in the wood-paneled study and a round table in the foyer are two examples.

Drawing on her friendship with the family and her two decades in the business, Romanowski met the challenge of "making a neutral home have interest," as she says, by mixing different textures and wood elements, as well as bright and dark shades.

"When I walk in the front door, I just love it," she says. "I think the living room-kitchen-dining area is my favorite part. The layout is unique, and the view of the water is breathtaking."

Happily, her client-friends share her enthusiasm. Romanowski reports that they especially love to spend time in the kitchen and eating area, and that they enjoy the classic feel of their new home by the sea.

Says the designer: "It has a certain calmness to it." ■



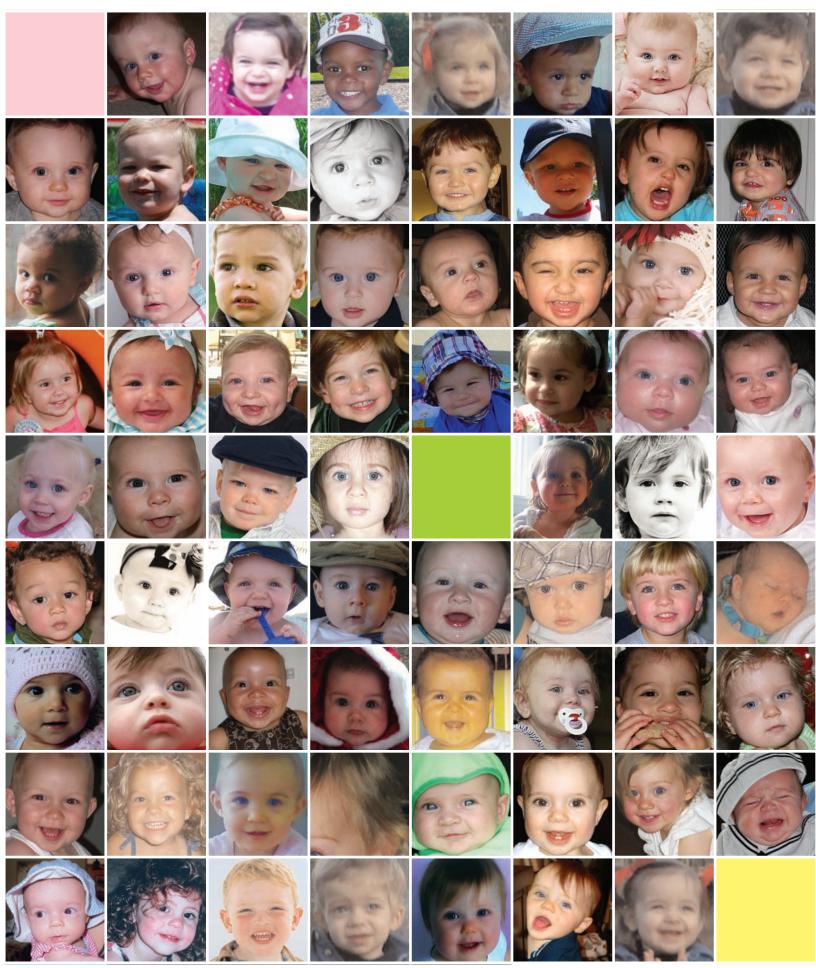


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### MEET THE WINNER AND 5 RUNNERS-UP OF OUR FIRST-EVER BABY CONTEST

t's not the hardest work we've ever done, "oohing" and "aahing" over oodles of adorable tykes. But with 69 local babes vying for the crown in our first-ever Monmouth's Cutest Baby contest, deciding on a winner wasn't easy. So we put out the call to you, our readers, to choose your favorites. When the tallies were complete, we emerged with an adorable troupe of six: one winner and five runners-up. Meet them all in the pages that follow!





continued



THE WINNER: Richie Conklin

AGE: 1

**HOMETOWN: Belmar** 

FAMILY: Parents Virginia and Brian Conklin

Readers went gaga over Baby Richie's sweet eyes, adorable smile and oh-so-pinchable cheeks. Cheerfully posing in front of a stone fireplace in the winning photo (top), Richie is used to being the center of attention, says Virginia.

"He's our first baby and the first grandchild on both sides, so he's kind of the 'king of the castle," says Virginia with a laugh. "We took this picture in a home we were staying at in Maine while attending my brother's high school graduation, and thought the fireplace made a really pretty background."

A happy, loving baby, Richie has also developed somewhat of an independent spirit. "He's very strong-willed and knows what he wants," says Virginia. That includes walking his "big brother" Rocco—the family's 70-pound bulldog. "We'll let him hold the leash, mostly just in the yard," Virginia explains. "Rocco knows to walk very slowly—it's really a sight to see!"

Also known to hide his parents' remote controls throughout the housejust for fun—Richie is still as sweet as can be. "He's a really good boy and loves to say 'hi' to everyone," says Virginia. "We love him so much."

FUN FACT: "Richie really likes music and dancing," says Virginia. "If he hears a song, he'll stop right in the middle of whatever he's doing and start to dance. The Black Eyed Peas is his favorite group to dance to on the radio, and he also likes the music on Yo Gabba Gabba!"

#### **SECOND PLACE:**

#### **Daniel Parks**

AGE: 9 months

HOMETOWN: West Long Branch FAMILY: Parents Aimee and Kieyn

**Parks** 

"In this picture Daniel is sitting in his high chair at our house with a really big smile," says Aimee. "It seems like he was just born that way—always very smiley, happy and sociable!"

FUN FACT: "Daniel is a very good traveler," says Aimee. "He's been on an airplane three times already—this summer we even took him to Tobago, where his father is from. When we're at the beach he love to splash around in the water. He's not afraid at all!"



# miss america ...

### THIRD PLACE: Brielle Warren

AGE: 11 months
HOMETOWN: Tinton Falls
FAMILY: Parents Dawn Marie and
Craig Warren

"We took this photo while Brielle was playing with her daddy in the kitchen during a Memorial Day party we were hosting," says Dawn Marie. "We decided to be patriotic and dress her up in a red shirt that says 'Miss America."

**FUN FACT:** "Brielle has a real fascination with birds," says Dawn Marie. "We've actually placed numerous bird feeders in our backyard just so she can sit out on the window and bird watch. My mother has even started teaching her bird sounds, which she loves!"



continued



#### FOURTH PLACE: Emme Testa

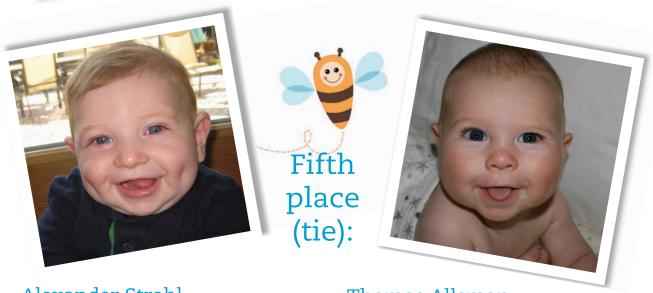
AGE: 7 months

**HOMETOWN**: Oceanport

FAMILY: Parents Michelle and Michael Testa

"We had this picture taken professionally at a studio when Emme was 3 months old, and just loved how it came out," says Michelle. "To get the perfect pose, we actually put her on my husband's lap. You can't see him in the photo because he's behind the white drape!"

FUN FACT: "Emme is very social and loves parties and being around people," says Michelle. "The only trouble we have with her is getting her to nap outside our home. I'm convinced it's because she doesn't want to miss out on being a part of the action!"



#### Alexander Strohl

Age: 1 year

Hometown: Marlboro

Family: Parents Rachel and Jordan Strohl;

brother Jeremy, 3

"During my boys' first year, I'd take a picture of them every month around the date of their birth," says Rachel. "This was taken at 6 months; I felt it showed off his blue eyes." FUN FACT: "Alexander is a big baby—he was born 9 pounds 8 ounces and is still huge compared to his friends!" says Rachel. "But he couldn't be more sweet, easygoing and gentle. He also adores his older brother and loves following him around and copying him."

#### Thomas Allsman

Age: 7 months

Hometown: Red Bank

Family: Parents Julie and Tom Allsman

"I snapped this picture of Thomas while he was in his crib and first starting to push himself up on his hands and roll over on his belly himself," says Julie. "As you can see, he was really proud of himself!"

FUN FACT: "Thomas is a very healthy eater and loves pears, apples and other fruit," says Julie. "But I must say his favorite snack is actually his own toes. He's able to fit them in his mouth completely!"











# THE BEST OF LONG THE BE

#### SUMMER FESTIVAL



The weather might have been hot outside, but there were really cool things happening inside the Best of Monmouth Summer Festival at Branches in Long Branch. Not only were guests able to taste the most awesome ribs, chocolate, tapas and other assorted goodies as voted by the readers of Monmouth Health & Life, but they were also able to peruse the exhibits of a whole host of fascinating local businesses. Just inside the front door, live jazz filled the air; farther inside, attendees were given free massages, skin analyses and even cardiac risk assessments; and proprietors of a hotel, vacuum store, animal hospital, solar energy company and host of other establishments were all there showing off their stuff. What a night!

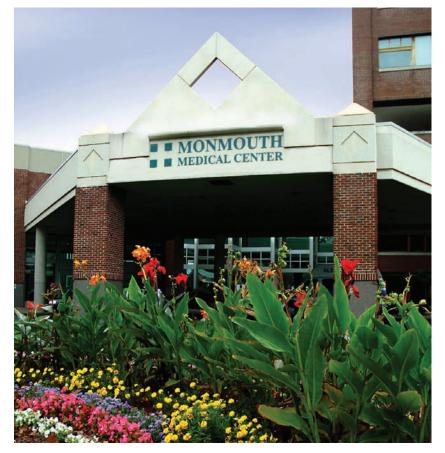
View more photos of the celebration online at

www. Monmouth Health and Life. com/Best Of



Medical excellence, every day





Monmouth Medical Center's Emergency Department RANKS AMONG THE TOP 5% IN THE NATION.

THE MERGENCY THE DAMPING NO. 1 PROMISE TO THE PROMISE THE PROMISE

AS THE BEST OF MONMOUTH TITLE SPONSOR, Monmouth Medical Center, an affiliate of the Saint Barnabas Health Care System, was front and center at the evening event with a large display proudly demonstrating the high level of quality care they deliver to the surrounding community. "We were pleased to participate in the event and support the launch of Monmouth's new Heart Failure Management Program with free online cardiac health risk assessments to anyone who was interested," says Elizabeth Brennan, Director of Marketing.

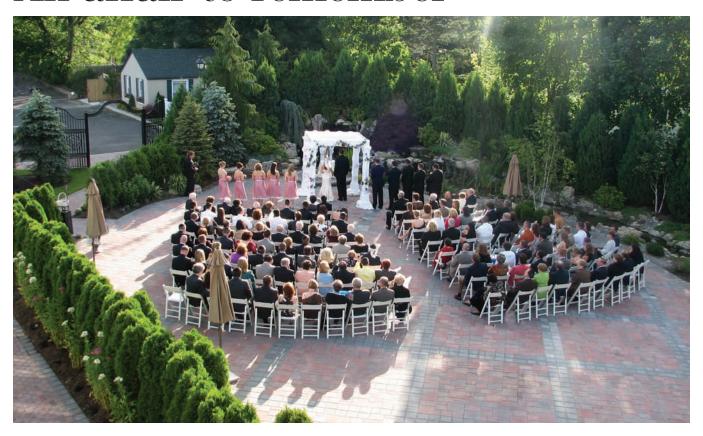
Monmouth Medical Center, a leading teaching hospital, has been tracking surgical outcomes for over 10 years and has the lowest mortality rates in New Jersey in the areas of surgery and pneumonia treatment and lower rates than the state average across the board for heart attack, congestive heart failure, gastrointestinal hemorrhage and hip fracture.

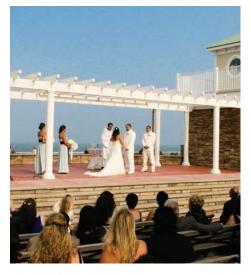
In addition, Monmouth Medical is renowned for its obstetrical care with lower Caesarean-section and higher VBAC rates that the state average. And all of the intensive care units - Adult Intensive Care, Pediatric Intensive Care Unit and Neonatal Intensive Care - have a proven track record of superior outcomes with lower infection rates than national averages.

With its progressive reputation, the medical center is also able to attract some of the top medical talent and has more than 800 members on its medical and dental staff trained in the major specialties as well as 60 recognized subspecialties. Monmouth Medical Center's ability to consistently increase the value and quality of care it provides to its patients makes it one of the best in the nation.



# An affair to remember





Branches Catering
WILL COORDINATE YOUR
BEACHFRONT CEREMONY

#### HUNDREDS OF MONMOUTH COUNTY RESIDENTS GATHERED AT BRANCHES CATERING IN WEST LONG BRANCH to celebrate readers'

choices of the "Best" the area has to offer—and there couldn't have been a more perfect venue. Branches Catering never cuts corners whether it's a corporate event, wedding, bar mitzvah, anniversary or any special event. They'll even coordinate all the permits and details for anyone who wants a beachfront ceremony with dinner back at their landmark location.

"All of our food is made from scratch, including the handmade hors d'oeuvres, and we use only fresh seafood and hand-cut meats," says John Lombardo, managing partner of Branches. "We're also best known for our creative, attended stations such as NY deli, crepes, fajitas, Viennese, salad, Chinese wok, and pasta; the menus are quite extensive and can be customized for any event."

In addition to the 14,000 square-foot facility (that includes a waterfall garden), Branches offers off-site catering through their "Off the Branch" division for intimate dinner parties, corporate lunches and dinners, and large outdoor events. Branches is also JSOR-approved to provide kosher-catered food.

John says the Branches companies donates unused food to a dozen area organizations and has reduced their waste by 80% by partnering with a composting group. Their Green Cuisine program offers clients a way to have an event while minimizing its environmental impact.



# More than just a photograph



#### COMBINING PHOTOJOURNALISM AND AN EYE FOR

**FASHION**, The Studio Photographers have developed a unique style that is highly sought after by those who understand just how well photos can capture the moment of a special occasion. "Our work is more fun and documentary in style, rather than the safe, more traditional posed shots that you often see taken at weddings," says David Solomone.

Founded 30 years ago by master photographer Frank Salomone, The Studio Photographers is a family-owned business that is well recognized as one of the premier studios in the country and has been featured on the CBS Morning Show "Wedding of the Week," repeatedly voted "Best of Weddings" by The Knot, and frequently featured in numerous national, regional and local bridal magazines.

In addition to weddings, the highly talented team of photographers creates fine art portraiture that captures the spirit of life's milestones. In fact, the award-winning studio is adding a new concept to their repertoire that encompasses multiple sessions with infants and toddlers to capture their development and growth during those precious early years.

The images taken by The Studio Photographers transcend traditional portraits and encompass the true character and emotions of the subject. In their words: "Our passion is to have the person viewing the images be moved and learn something about the client, whether it is a close relative, friend or a total stranger. Photography should be more about evoking emotion than just taking a pretty picture."



Photography should be more about evoking emotion than just taking a pretty picture.

#### THE STUDIO PHOTOGRAPHERS

104 West Main Street | Freehold 732-431-2660 | 800-439-6178 www.thestudiophotographers.com Other locations in Millburn and Staten Island



# Floral centerpieces with an artistic flare





Betsy creates
ONE-OF-A-KIND FLORAL
SCULPTURES THAT ARE NOT
SEEN ANYWHERE ELSE.

**BETSY ANTONIELLO** is one of the fortunate few who was able to transform a lifelong passion into a business she loves – Blossoms by Betsy. "As a registered nurse for over 20 years, I was inspired by the floral arrangements delivered to the hospital. I've always loved flowers and had an artistic gift of making my own creations for my family and friends. After being told so many times that I should open my own business, I decided to pursue my dream and I opened Blossoms by Betsy," she explains.

And her display at Best of Monmouth was certainly turning heads. A Bride Doll, popular for bridal showers and rehearsal dinners, wore a gown constructed of four dozen white roses and a custom-made silk bodice to replicate a real bride's gown. Also drawing a lot of attention was a magnificent, three-tiered non-edible 'cake' made with over 100 roses of different varieties perfect for anniversaries, birthdays and Sweet Sixteens. Her favorite, and most requested, is the Zen-looking "low and long" centerpiece made from lavender roses, other unusual flowers in shades of blue and purple, and textured greens. Betsy adds: "This unisex arrangement is eye catching and irresistible to the touch."

Blossoms by Betsy's prices are also competitive, and, as far as anyone knows, Betsy is the only artist who specializes in these types of floral creations. She tries to do events of 150 people or less to ensure that each centerpiece gets the personalized attention it deserves. Delivery is available to all local restaurants, catering halls and homes.

#### BLOSSOMS BY BETSY

Monmouth County area | 347-567-1270





Rick Sehein, Adam Corbin and Steve Corbin, Partners of Corbin solar solutions, LLC, one of the largest and leading certified solar installers in the state.

# Make a difference with solar energy

"THE ENVIRONMENTAL consciousness of the general public is starting to rise. People are interested in reducing their carbon footprint as well as reducing and ultimately eliminating their electricity bill," says Steve Corbin, president of Corbin Solar Solutions, LLC, one of the largest and leading certified solar installers in the state.

Steve says that, on average, a solar installation for a four-bedroom colonial costs about \$37,000, but the 30% Federal tax credit quickly reduces this amount to \$25,900. Homes of this size also generally receive between \$5,000-\$6,000 each year from selling Solar Renewable Energy Certificates on the open market, so their system should pay for itself in about four years while simultaneously incurring a minimal or zero electric bill. Affordable financing options, including no money down, are also available.

#### CORBIN SOLAR SOLUTIONS, LLC

699 Tennent Road | Manalapan 732-536-3004 | www.corbinsolar.com



CVP's award-winning team
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MATERIALS FOR INDIVIDUALS AND
ALL TYPES OF BUSINESSES.

# It all starts with a good story

WHEN FRANK FARRELL talks about the latest corporate marketing video or family montage Custom Video Production has created, his exuberance is contagious. "People come to our state-of-the-art studio and are surprised at the breadth of work we do," he says. "Each member of the team has a special talent and a passion for their work."

In fact, CVP's award-winning team creates a wide range of multimedia materials for all types of business from recognizable names such as Simon Malls, Sun Edison, Bartlett Tree Experts, Ohmsett, and GE to name a few. The same level of expertise and attention to detail is provided to individual clients as well who want to memorialize a loved one or special family event. To learn more about Custom Video Productions, visit www.cvpnj.com.

#### CUSTOM VIDEO PRODUCTIONS, INC.

15 Lake Shore Drive | Red Bank 732-936-1001 | www.cvpnj.com



# Escape from the stress of life into a greener spa

MOSAIC SALON & SPA'S presence certainly captivated the attention of attendees at the "Best of Monmouth." They are a full-serviced salon and spa offering a multitude of services! Mosaic conveniently has three beautiful locations in Avenel, Shrewsbury, and Morganville. "We provide family-friendly spa services for all ages," says Katrina St. Onge, owner.

Mosaic has registered through Matter of Trust and joined their "Hair for Oil Spills Program." This organization is sending hair clippings to help aid in cleaning the Gulf of Mexico. Mosaic believes that it is the small steps that can help the environment in a large way. The company is Going Green and eventually will have all three locations operating from wind energy.

#### MOSAIC SALON & SPA

508 Broad Street | Shrewsbury | 732-669-9880 65 Highway 34 North | Morganville | 732-772-1838 www.mosaicsalonspa.com an additional spa is located in Avenel, Middlesex County



Going green
NEVER FELT SO GOOD.

#### Clean Sweep

**QUEEN VACUUM** had their hands full at Best of Monmouth as one the attendees playfully tested their vacuums by spilling assorted debris on the carpet. But John and Rachel Decker didn't mind. In fact, they thought it was fun.

"This business has been in Red Bank for over 50 years; we took over in 2003. Many people don't know we're here until their vacuum breaks and are then surprised by the range of products we carry and repair," says Rachel. She adds that as homeowners give up their cleaning services to save money, they often realize their existing vacuum isn't so great. Thus, there's been a surprising resurgence of interest in high-quality vacuum brands like Miele that save money over time and clean much better with less hassle.

### QUEEN VACUUM & SEWING MACHINE CO.

156 Monmouth Street | Red Bank 732-747-5623 | www.queenvacuum.com



It's not easy to clean when your vacuum doesn't work well.





 $RMA\ of\ NJ$  ranks amongst the most successful programs in the country for advanced reproductive techniques.

# Help for having the baby you want

"REPRODUCTIVE MEDICINE ASSOCIATES OF NJ ranks amongst the most successful programs in the country for advanced reproductive techniques," says Cathleen Watters, RMA Physician Liaison. "We're opening our sixth facility in Eatontown this September and came to Best of Monmouth to introduce ourselves to the community."

Over the last decade, the team at RMA of New Jersey has established a reputation for unsurpassed clinical excellence and has helped bring nearly 20,000 babies to parents when simpler fertility methods weren't effective. While In vitro fertilization (IVF) and egg donation may be the most widely known of the assisted reproductive technologies, there are a number of additional advanced treatments now available to address a wide range of fertility issues such as low sperm count, recurrent miscarriage and advanced female age.

#### REPRODUCTIVE MEDICINE ASSOCIATES OF NJ

2 Industrial Way West | Eatontown | 732-935-1002

www.rmanj.com | other locations: Englewood, Morristown, Somerset, Summit, West Orange



We do a skin analysis down to the dna to determine the right combination of products and treatment.

#### Botox & Beyond

MEDISPA AT SHREWSBURY utilizes the latest in medical technology including Zerona, a noninvasive body-slimming treatment, Veleshape cellulite treatment, Titan and Intensive Pulse Light treatments. The Medispa also does all indictable such as Botox, Dysport, Juvedum and Restalyne.

Medispa's menu of services includes treatments for leg veins, cellulite, tattoo removal, skin rejuvenation, laser hair removal, medical grade facials and peels, smart lipo, and a full line of TNS SkinMedica Skin products as seen on "The Doctors." They pride themselves on the staff's high level of medical expertise. Call today for a free consultation for any one of their services and a free Visia skin analysis.

#### THE MEDISPA AT SHREWSBURY

480 Shrewsbury Plaza | Shrewsbury 732-460-0600 | 877-544-0600 www.bnbmedispa.com



#### Overnight stays in comfort



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BANK and the
beautiful Jersey
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Inn is an affordable
option for outof-town friends
and relatives,
vacationers,
business travelers
or as a venue for
your next special
event. "The Best of

Monmouth was a great way to remind people in Monmouth County where we are and what we have to offer," says Barb Youchah, sales manager. The AAA Three-Star, 81-room hotel also regularly advertises specials on their website that are well worth checking out.

#### COMFORT INN MIDDLETOWN-RED BANK

750 Route 35 South | Middletown

732-671-3400 | 877-424-6423 | www.middletowncomfortinn.com

#### Hands on winery



AT THE WINE ROOM, GROUPS OF FRIENDS, family and coworkers gather several times over the course of a year to make their own wine from grapes shipped to Manalapan from California, Italy or Chile. After destemming and crushing the grapes on authentic Italian presses, the wine is pumped into oak barrels to age. The group then reconvenes to bottle, cork and cap the wine - and add their own personally designed label. (Foot stomping is purely optional!)

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CEO: Anthony J. DeCarlo, VMD • Chief of Staff: Thomas S. Trotter, VMD

#### Customized laser skin treatments



"YOU CAN GO ANYWHERE FOR A FACIAL," says Gina Demian of

Medical Aesthetics of Red Bank. "We're not a spa or a 'feel-good' salon, but rather a results-oriented skin treatment center." Specifically,

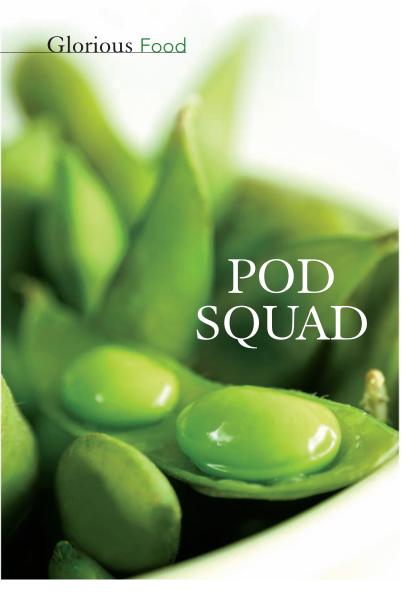
Medical Aesthetics

offers a wide menu of treatments for all skin types from light-based therapies for acne fine lines, wrinkles and sun damage; permanent hair reduction and elimination of spider veins with lasers; and other cosmetic treatments such as microdermabrasion, Botox/Dysport and dermal fillers.

#### MEDICAL AESTHETICS OF RED BANK

Red Bank Corporate Center 1 Harding Road | Suite 206 | Red Bank

732-530-3733 | www.redbanklasers.com



FOODIES APLENTY HAVE DECLARED THEIR
LOVE FOR EDAMAME, AN INCREASINGLY
POPULAR BEAN THAT PACKS A HEFTY
NUTRITIONAL PUNCH

#### TWO THINGS CATCH PEOPLE OFF GUARD

about edamame, a bright-green bean that's been slowly making its way from Japanese restaurants to the dinner tables of America. One is pronouncing the name—it's eh-duh-MAH-may. And the other is the young soybeans' somewhat fuzzy pod.

When edamame is served as an appetizer, you see, the classic first-timer's mistake is to eat the pod whole—not realizing that those "shells" are largely inedible and that most people just pop the beans right into their mouth. But however you eat it, edamame is a nutritional power-house. It contains all nine essential amino acids, as well as fiber, omega-3 fatty acids, calcium, iron, zinc and vitamin B.

The Chinese made tofu out of edamame more than 2,000 years ago; the Japanese later began eating it out of the

## Fried rice with scallions, edamame and tofu

Serves 4

- 1 tablespoon plus1 teaspoon canola oil
- 2 large cloves garlic, minced (about 2 teaspoons)
- 4 scallions (white and green parts), thinly sliced
- 1 tablespoon peeled and minced fresh ginger
- 4 cups cooked brown rice

¾ cup seeded and finely

- diced red bell pepper
- <sup>3</sup>/<sub>4</sub> cup frozen shelled edamame, cooked according to package directions and drained
- ½ cup fresh or frozen (thawed) corn kernels
- 6 ounces firm tofu, cut into  $\frac{1}{4}$ -inch cubes
- 2 large eggs, beaten
- 3 tablespoons lowsodium soy sauce
- Heat 1 tablespoon of the oil in a wok or large skillet over high heat until very hot but not smoking.

  Add the garlic, scallions and ginger and cook, stirring, until softened and aromatic, 1 to 2 minutes. Add the rice, red pepper, edamame, corn and tofu and cook, stirring, until heated through, about 5 minutes.
- Make a 3-inch well in the center of the rice mixture. Add the remaining 1 teaspoon oil, then add the eggs and cook until nearly fully scrambled. Stir the eggs into the rice mixture, then add the soy sauce and incorporate thoroughly. Serve hot.

#### Nutritional facts per serving

400 calories • 12.5 grams fat • 7 grams fiber

- 56 grams carbohydrates 465 milligrams sodium
- 106 milligrams cholesterol 16.5 grams protein

pod. But it's only since the 1990s that edamame has been a common sight in the frozen-food sections of U.S. supermarkets (sold both with and without the pods). Now it's prized by vegetarians and vegans as a meat-free protein source (a whopping 17 grams per cup), and its crisp texture and sweet, almost-nutty flavor make it a happy addition to soups, salads and stir-fries.

Prefer simply to snack? To enjoy edamame à la your favorite Japanese restaurant, boil in salted water until tender and pat dry. Just be warned that once you pop, you may not be able to stop.

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Erin Moss Curtis, O.D.



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# Italian indulgence

IT WAS, PERHAPS, THE MOST PERFECT EVENing of the year to dine outside. A rare break in summer's blistering heat wave meant that downtown Freehold was bustling this Saturday night, with locals ambling along sidewalks and a guitar player serenading a content audience. We strolled through the crowd on our way to Bistro Positano, a chic, casual Italian eatery on the main drag. Inside, the dining room was done up in warm umbers and golds, with dark wood tables, tiled floors and several open

French doors. But since we too were eager to enjoy the balmy air, we happily chose seats on the red brick patio instead.

The swift presentation of complimentary bruschetta only heightened our merry mood (also enhanced, we admit, by the wine we had toted along). It was a tasty concoction, with a sweet tang courtesy of some good balsamic.

We nibbled as we made our selections, which began with the impressively presented bistro salad. Long strips of cucumber served as a fence of sorts—bundled around a fresh tangle of tender greens topped with a colorful array of sliced mango, red onion and a

#### BISTRO POSITANO

30 East Main Street, Freehold, 732-294-1112; www.bistro1.com

#### HOURS

Lunch: Monday through Friday, 11:30 a.m.–3 p.m.

Dinner: Monday through Thursday, 4:30–10 p.m.; Friday and Saturday, 4:30–11 p.m.; Sunday, 1–9 p.m.

#### WHAT YOU SHOULD KNOW

- Entrées range from \$13 to \$25
- BYOB
- Handicapped accessible
- Major credit cards accepted

drizzle of vinaigrette (just a tad heavier on the vinegar than we'd have preferred).

Also striking to behold were the shrimp dumplings—one of several Asian touches on the menu. Set atop a bistro salad—like bed of greens, mango and onion, the ample pillows were sprinkled with crispy rice noodles and complemented by three savory dressings. While these accoutrements were delightful, the dumplings themselves were somewhat light on actual shrimp—certainly palatable, but not as stunning a dish as the presentation implied. The eggplant rollantini was enjoyable, however, if fairly standard.

We were unsure what to expect from our first entrée, the crab-crusted mahi mahi, so our hearts did a happy leap when the staggering tower emerged. The foundation was a mound of lob-ster mashed potatoes (fair warning: the "lobster" comes from a bisque-like sauce ladled on top, not from chunks whipped into the spuds). Next was

a Jenga-like jumble of julienne veggies, all topped by the seafood star. But even that held a surprise: The crab "crust" was a thick, zesty, crab cake—like layer molded atop the delicate fish. Shavings of fresh ginger and more rice noodles crowned the presentation. We might quibble that the crab slightly overshadowed the milder mahi mahi, but the overall combination of flavors was divine.

We knew we would not be eating light when we ordered the gnocchi pomodoro, but were hardly prepared for the decadence that arrived. A so-called cream sauce was, we're guessing, more butter than anything else, and so wonderfully indulgent that we gave a little sigh of guilt-filled pleasure on the first bite. The gnocchi themselves were nicely fluffy, while

> diced tomatoes and bits of spinach added colorful relief and welcome flavor contrast. Still, it took only a few bites for butter to become the dominant flavor, after which we decided we had indulged enough.

> For dessert, the Chocolate Addiction was everything you could hope for: warm cake with a nice ganache accented with a creamy vanilla gelato. But our favored finisher was the ginger-infused crème brûlée: Sweet with a pleasant, spicy bite, it was the perfect end to a lovely meal, and a nice prelude to the idyllic after-dinner stroll that awaited us.

# The Beauty Foundation FOR WOMEN'S CANCER CARE

would like to THANK YOU for making Beauty Ball 2010 such a success. Your generosity allowed us to help so many women undergoing cancer treatment.

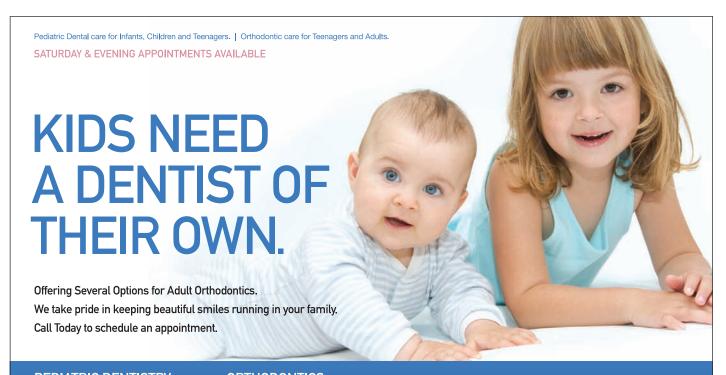
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Beauty Ball

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176 Summerhill Road • East Brunswick, NJ 08816 • 732-257-5588

### where TO EAT

If you've got a craving, there's a dining establishmentin Monmouth County (or nearby) that will satisfy it.

Turn to this listing next time you want a wonderful meal out.

#### **ASBURY PARK**

BISTRO OLÉ Latin-infused Spanish and Portuguese cuisine. MC/V/AMEX accepted. · 230 Main St., Asbury Park · 732-897-0048

#### BRICKWALL TAVERN AND DINING ROOM

American fare featuring a variety of steaks and salads. Major credit cards accepted. • 522 Cookman Ave., Asbury Park • 732-774-1264

**CARMINE'S** Italian favorites: Pasta, pizza and seafood. Major credit cards accepted. • 162 Main St., Asbury Park • 732-774-2222

JIMMY'S Italian cuisine featuring dishes like chicken scarpariello. Major credit cards accepted. · 1405 Asbury Ave., Asbury Park · 732-774-5051

 $\begin{tabular}{ll} \textbf{LANGOSTA LOUNGE} & Vacation-inspired cuisine and libations. Major credit cards accepted. \\ 1000 Ocean Ave., Asbury Park & 732-455-3275 \\ \end{tabular}$ 

MOONSTRUCK American/Italian/ Mediterranean cuisine and cocktail lounge. MC/V/AMEX accepted. · 517 Lake Ave., Asbury Park · 732-988-0123

**TAKA** Stylish Japanese eatery. MC/V/AMEX accepted. · 632 Mattison Ave., Asbury Park · 732-775-1020

#### **ATLANTIC HIGHLANDS**

JULIA'S Elegant Italian and Mediterranean Dining. BYO. Major credit cards accepted. • 91 First Ave., Atlantic Highlands

. 732-872-1007

#### **AVON-BY-THE-SEA**

**CLEMENTINE'S CAFÉ** Charming Cajun eatery. BYO. Major credit cards accepted. · 306 Main St., Avon-by-the-Sea · 732-988-7979

#### BAY HEAD

#### **GRENVILLE HOTEL & RESTAURANT**

American & French cuisine. BYO. Major credit cards accepted. · 345 Main Ave., Bay Head · 732-892-3100

#### **BELFORD**

**BELFORD BISTRO** New American cuisine. Major credit cards accepted. · 870 Main St., Belford · 732-495-8151

#### **BELMAR**

**KLEIN'S** Fresh fish, raw bar and sushi. Major credit cards accepted. • 708 River Rd., Belmar • 732-681-1177

MATISSE Ocean-front restaurant and catering. V/MC/AMEX accepted. · 1301 Ocean Ave., Belmar · 732-681-7680

#### BRIELLE

**DUE AMICI** Northern Italian with 10 nightly specials. Major credit cards accepted.  $\cdot$  420 Higgins Ave., Brielle  $\cdot$  732-528-0666

SAND BAR RESTAURANT Seafood and

American cuisine. House specialty: blackened mahi mahi bites. Major credit cards accepted. • 201 Union Ln., Brielle • 732-528-7750

#### **COLTS NECK**

#### GREEN MEADOWS RESTAURANT

Continental cuisine featuring 1954 Steak. MC accepted. · 270 Route 34 South, Colts Neck · 732-431-8755

#### **FAIR HAVEN**

RAVEN & THE PEACH International fare featuring steak. Major credit cards accepted. • 740 River Rd., Fair Haven • 732-747-4666

#### **FREEHOLD**

BISTRO POSITANO Casual Italian fare. BYO. Major credit cards accepted. · 30 E. Main St., Freehold · 732-294-1112



CAFÉ COLORÉ Unique Italian eatery. Try Veal Roberto. BYO. MC/V/AMEX accepted. · 3333 Rt. 9 North, Freehold · 732-462-2233

METROPOLITAN CAFÉ American cuisine with a Pacific Rim flair. · 8 East Main St., Freehold · 732-780-9400

#### **HIGHLANDS**

**BAY AVENUE TRATTORIA** Delightful Italian fare in a casual setting. MC/V/AMEX accepted. · 122 Bay Ave., Highlands · 732-872-9800

#### CHILANGOS MEXICAN RESTAURANT

Authentic Mexican fare. Major credit cards accepted.  $\cdot$  272 Bay Ave., Highlands  $\cdot$  732-708-0505

**DORIS & ED'S** Contemporary American fare featuring seafood. Major credit cards accepted. • 348 Shore Dr., Highlands • 732-872-1565

#### **KEYPORT**

**DREW'S BAYSHORE BISTRO** Cajun-influenced fare. Major credit cards accepted. • 58 Broad Street, Keyport • 732-739-9219

#### TRINITY RESTAURANT AND LOUNGE

Inspired American fare. Major credit cards accepted.  $\cdot$  84 Broad Street, Keyport  $\cdot$  732-888-1998

#### LITTLE SILVER

#### RAY'S SEAFOOD RESTAURANT

**AND MARKET** Fresh seafood selection. No credit cards accepted. · 123–125 Markham

Pl., Little Silver · 732-758-8166

#### LONG BRANCH

**AVENUE** Combining French and American traditions. Major credit cards accepted. 23 Ocean Blvd., Long Branch · 732-759-2900

#### MANASQUAN

MAHOGANY GRILLE Creative grill cuisine, steaks and seafood. Major credit cards accepted. · 142 Main St., Manasquan · 732-292-1300

#### MARLBORO

**SAM VERA RESTAURANT** Northern Italian fare. Major credit cards accepted. • 476 Rt. 520, Marlboro • 732-834-9889

#### **MONMOUTH BEACH**

**SALLEE TEE'S GRILLE** Pasta, seafood and burgers. Major credit cards accepted.  $\cdot$  33 West St., Monmouth Beach  $\cdot$  732-834-8999

#### **OAKHURST**

MIKE AND NELLIE'S Italian grill with entrées including prime steaks and seafood. BYO. MC/V/AMEX accepted. • 1801 Hwy. 35, Oakhurst • 732-531-7251

#### RED BANK

**BIENVENUE** Classic French cuisine featuring duck. BYO. Major credit cards accepted. • 7 East Front St., Red Bank • 732-936-0640

**GAETANO'S** Regional Italian Cuisine, featuring homemade pasta, ravioli, seafood, veal and chicken dishes. BYO. MC/V/AMEX accepted.

10 Wallace St., Red Bank 732-741-1321

NICHOLAS New American cuisine featuring signature braised suckling pig. Major credit cards accepted. • 160 Rt. 35 South, Red Bank • 732-345-9977

**RED** American menu featuring seafood, sushi and steak. Major credit cards accepted.  $\cdot$  3 Broad St., Red Bank  $\cdot$  732-741-3232

**TEAK** Stylish restaurant featuring many flavors. Major credit cards accepted.  $\cdot$  64 Monmouth St., Red Bank  $\cdot$  732-747-5775

VIA 45 Intimate Italian eatery. Major credit cards accepted. · 45 Broad St., Red Bank · 732-450-9945

#### **RUMSON**

**SALT CREEK GRILLE** American cuisine and seafood. Major credit cards accepted.

• 4 Bingham Ave., Rumson • 732-933-9272

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MCLOONE'S RIVERSIDE New American cuisine featuring large lobsters. MC/V/AMEX accepted. • 816 Ocean Ave., Sea Bright • 732-842-2894

**THE QUAY** Steak and seafood dishes with a location directly on the waterfront. MC/V/ AMEX accepted.  $\cdot$  280 Ocean Ave., Sea Bright  $\cdot$  732-741-7755

#### THANK YOU FOR VOTING Salt Creek Grille BEST OF MONMOUTH 2010

BEST STEAKHOUSE . BEST RIBS . BEST BRUNCH

BEST MARTINIS . BEST COSMOS

#### WE KNOW OUR PRIVATE DINING IS #1 AS WELL

EXPERIENCE OUR private dining room WITH panoramic views of the NAVESINK RIVER







BOOK YOUR HOLIDAY EVENT BEFORE OCTOBER 1 & RECEIVE 10% OFF



Contact Barbara Penta 732.933.9272

WWW.SALTCREEKGRILLE.COM

#### **SEA GIRT**

FRATELLO'S RESTAURANT Italian fare featuring seafood. Major credit cards accepted. 810 The Plaza, Sea Girt · 732-974-8833

SCARBOROUGH FAIR Eclectic American fare. Major credit cards accepted. · 1414 Meeting House Rd., Sea Girt · 732-223-6658

#### **SHREWSBURY**

SAN REMO Italian cuisine. BYO. Major credit cards accepted. · 37 East Newman Spring Rd., Shrewsbury · 732-345-8200

#### **SPRING LAKE**

**BLACK TRUMPET** New American cuisine featuring fresh seafood. BYO. MC/V/DC accepted. · 7 Atlantic Ave., Spring Lake · 732-449-4700

WHISPERS Modern American cuisine featuring seafood. BYO. Major credit cards accepted. · 200 Monmouth Ave., Spring Lake · 732-974-9755



#### WHERE TO EAT BY CUISINE

AMERICAN: Belford Bistro, Belford • Black Trumpet, Spring Lake • Brickwall Tayern and Dining Room, Asbury Park • Doris & Ed's, Highlands • Drew's Bayshore Bistro, Keyport • Mahogany Grille, Manasquan • Mcloone's Riverside, Sea Bright • Matisse, Belmar • Metropolitan Café, Freehold • Nicholas, Red Bank • Red, Red Bank • Sallee Tee's Grille, Monmouth Beach • Salt Creek Grille, Rumson • Scarborough Fair, Sea Girt • Trinity Restaurant and Lounge, Keyport • Whispers, Spring Lake

ASIAN: Taka, Asbury Park

**CONTINENTAL:** Green Meadows Restaurant, Colts Neck • Raven & the Peach, Fair Haven

FRENCH: Avenue, Long Branch • Bienvenue, Red Bank • Grenville Hotel & Restaurant, Bay Head

ITALIAN: Bay Avenue Trattoria, Highlands • Bistro Positano, Freehold • Café Coloré, Freehold • Carmine's, Asbury Park • Due Amici, Brielle • Geatano's, Red Bank • Fratello's Restaurant, Sea Girt • Jimmy's, Asbury Park • Mike and Nellie's, Pakhurst • Sam Vera Restaurant, Marlboro • San Remo, Shrewsbury • Via 45, Red Bank

MEXICAN: Chilangos Mexican Restaurant, Highlands

MULTI-ETHNIC: Bistro Olé, Asbury Park • Clementine's Café, Avon-by-the-Sea • Julia's, Atlantic Highlands • Langosta Lounge, Asbury Park • Teak, Red Bank • Moonstruck, Asbury Park • Teak, Red Bank

**SEAFOOD:** Klein's, Belmar • Ray's Seafood Restaurant and Market, Little Silver • Sand Bar Restaurant, Brielle • The Quay, Sea Bright



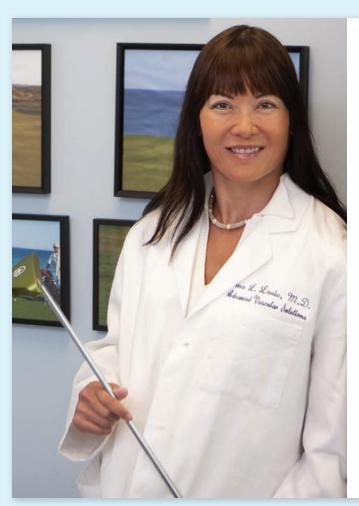
- · All Programs are developed and Implemented by Registered Dietitians
- Programs are based on your individual Medgem Metabolism Test, "metabolic fingerprint", and your body composition analysis
- We teach you the correct amount of calories you should be consuming to help you reach your weight management goals
- We teach you how to improve your health with the healing power of foods
- We don't promote or endorse quick weight loss shakes, cleanses or pills
- We can teach you how to treat your ailments such as: High Cholesterol, Heart Disease, Diabetes, High Yeast Growth, High Blood Pressure, Food Allergies, Eating Disorders and Obesity to name a few

Metabolism Testing • 2 visit initial consultation with the Metabolism test and Body Composition Analysis • 5 Week Program

7 Week Diabetic Nutrition Program • 10 Weeks to Wellness Program

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# Comprehensive Vein and Cosmetic Care

contrary to popular belief, varicose and spider veins are often an indication of a more serious medical condition, chronic venous insufficiency. The severity of the medical issue, the patient's health and other variables determine what treatment is most appropriate. Advanced Vascular Solutions recently added VEINWAVE to their repertoire of treatments. VEINWAVE is a recently approved non-invasive, outpatient procedure that utilizes thermocoagulation for sensitive areas like the face and ankles. Laser Lipolysis is a new, minimally invasive laser treatment that provides dramatic results in areas such as the neck, love handles, arms, male breasts, and saddlebags. Years can be taken off someone's appearance by permanently eliminating focal areas of fat and stimulating skin tightening. Videos and a host of before-and-after photographs can be found on Advanced Vascular Solutions' website.

#### **Advanced Vascular Solutions**

766 Shrewsbury Avenue | Suite 300 | Tinton Falls 732-345-8346 | www.345vein.com



#### **All in the Family Dental Care**

2041 Highway 35 | Wall 732-449-2228 | www.campidental.com

# Dental Excellence with Breakthrough CAD CAM Technology

#### DENTISTRY HAS EVOLVED TREMENDOUSLY

over the past few years, and All in the Family Dental Care prides itself on being a technologically driven practice providing state-of-the-art family and cosmetic dentistry. Drs. Campi pioneered several dental technologies including Digital Radiographs, Air Abrasion, Lasers and most recently E4D CAD/CAM Dentistry. Founded more than 75 years ago, the latest advancement for this progressive third-generation practice is the introduction of chairside CAD/CAM dentistry - same day crowns/inlays/onlays with the E4D Dentistry System. This allows Drs. Campi to scan, design and mill all porcelain restorations with higher precision than traditionally made laboratory crowns, all in one convenient office visit. This cutting-edge technique complements their extensive portfolio, providing the highest quality comprehensive dental care for you and your family.



#### BarterPays! Inc.

2587 Route 9 North | Howell | 732-364-4614 | www.barterpays.com

#### The Power of Barter

#### MORE AND MORE BUSINESS OWNERS ARE USING NETWORK BARTER as a tool

to survive and thrive in times of economic uncertainty. "We have approximately 700 businesses who are active traders right here in Central Jersey," says Faye Alba, director and president of BarterPays! Inc. "Credit markets have dried up and businesses are looking for alternate means of generating new sales and offsetting expenses while conserving precious cash." The five business matchmakers are experts in the field and have been successful bringing New Jersey businesses new customers for 17 years. The flexibility of network barter means you can trade to one member and buy from another, without laying out cash. BarterPays! generates approximately \$10 million in annual barter sales for its members and guarantees new members complete satisfaction.



# balance \* harmony \* health \* longevity

#### "PILATES IS NOT JUST STRETCHING

but a challenging workout that starts with the core muscles and moves to the surface muscles," explains Pilates on the Edge owner Joan Lachiewicz. "We customize programs to the needs and goals of each individual so they can become stronger and move their bodies with less effort, which helps thwart many of the typical symptoms associated with aging." In fact, Joan says that in addition to her regular clients, many people come to her to improve their strength and motion after an injury or surgery. Pilates on the Edge is also the only certifying studio in New Jersey for the PhysicalMind Institute to train other pilates instructors.

#### Pilates on the Edge

273 Highway 34 | Colts Neck 732-431-8760 | www.pilatesontheedge.com

# Bethere

#### **SEPTEMBER**

#### FREE September 11 and 12—

Enjoy food, shopping, live entertainment and more at ASBURY PARK

OYSTERFEST 2010, 11 a.m. to 7 p.m.
on Cookman Avenue. Call 732-7757676 or visit www.asburypark
chamber.com for more information.

**September 18**—Head out for a day of Celtic tunes, step-dancing, Irish food and more at the IRISH FESTIVAL AT THE JERSEY SHORE, 10 a.m. to 6 p.m. at the Sea Girt National Guard Armory in Sea Girt. Tickets: \$7 in advance, \$10 at the gate, FREE for children under 12. Visit www.njshore irishfestival.com for more information.

September 25—View more than 100 British cars as you stroll Ocean Grove's Main Avenue at the 13th annual BRITS ON THE BEACH summer event hosted by Positive Earth Driver's Club, 10 a.m. to 4 p.m. The event is FREE for spectators; participants will be charged \$12 to register in advance, \$15 the day of. Call 732-477-3878 or visit www.pedc.org for more information.

#### OCTOBER

October 1 through 30—

Learn some spooky local history on a RED BANK GHOST TOUR, departing Fridays and



#### **FREE** BELMAR PRO SURFING COMPETITION

**September 11 through 19**—Watch amateurs and pros alike attempt to catch some waves at this event held on the 16th Avenue beach. Call 732-681-6405 or visit www.belmarpro.com for more information.

Saturday nights at 8:30 p.m. from the front of the Dublin House on Monmouth Street. Tickets: \$12 for adults, \$10 for children 10 and under. Call 732-500-6262 or visit www. jerseyshoreghosttours.com for more information.

free October 2—Enjoy German food, beer aplenty, fireworks, live music and more at Highlands 10th annual OKTOBERFEST, 2 p.m. to 10 p.m. in Veterans Park. Rain date: October 3, noon to 8 p.m. Call 732-291-4713 or visit www.highlandsnj. com for more information.

October 8 and 9—Go back in time with a spooky, interactive adaptation of THE LEGEND OF SLEEPY HOLLOW, 7:30 p.m. at the Allaire Chapel, part of the Historic Allaire Village in Allaire State Park. Tickets: \$15. Call 732-919-3500 or visit www.allairevillage.org for more information.

October 9—Get ready for some high-spirited roller-derby fun with the JERSEY SHORE ROLLER GIRLS, 7 p.m. Asbury Park's Convention Hall. Tickets: \$17. Visit www.jerseyshore rollergirls.net for more information.

Send event listings to: Monmouth Health & Life, 110 Summit Avenue, Montvale, NJ 07645; fax 201-782-5319; e-mail editor@wainscotmedia. com. Listings must be received four months in advance of the event and must include a phone number that will be published.

#### **IDINA MENZEL**

October 12—Attention, "Gleeks"! Catch this Tony Award–winning actress—aka Rachel Berry's mom on Fox's *Glee*—as she performs with the New Jersey Symphony Orchestra, 8 p.m. in Red Bank. Tickets: \$50 to \$145. Call 732-842-9000 or visit www.countbasie theatre.org for more information.





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November 7, 2010
The Poland Springs Arena at The Ritacco Center, Toms River
November 14, 2010
Brookdale Community College, Lincroft

For More Information Check Us Out At: www.Weddingsetgo.com or Call 888-435-7773









#### CHILDBIRTH PREPARATION/PARENTING

Programs are held at Monmouth Medical Center, 300 Second Avenue, Long Branch. To register, call 732-923-6990 unless otherwise noted.

- One-Day Preparation for Childbirth September 19, October 17, November 21, 9 a.m.-4:30 p.m. \$179/couple (includes breakfast and lunch).
- Two-Day Preparation for Childbirth (two-session program) September 11 and 18, October 2 and 9, November 6 and 13, 9 a.m.-1 p.m. \$150/couple (includes continental breakfast).
- Preparation for Childbirth (five-session program) September 28, October 5, 12, 19 and 26, November 9, 16, 23, 30 and December 7; 7:30-9:30 p.m. \$125/couple.
- Two-Day Marvelous Multiples October 24 and 31, 9 a.m.-1 p.m. For those expecting twins, triplets or more. \$150/couple (includes continental breakfast).
- Eisenberg Family Center Tours September 12 and 26, October 24, November 7 and 21, 1:30 p.m. Free. (No children under 14 years old.)
- Baby Fair October 14, 7–9 p.m. Free. For parents-to-be and those considering starting a family, featuring Eisenberg Family Center tours, refreshments, gifts. To register, call 888-SBHS-123, then choose prompt #4. (No children under 14 years old.)
- Make Room for Baby September 18, October 16, November 13, 10–11 a.m. For siblings ages 3 to 5. \$40/family.
- Becoming a Big Brother/Big Sister September 25, 10-11:30 a.m. For siblings age 6 and older. \$40/family.
- Childbirth Update/VBAC September 15, November 10, 7:30-9:30 p.m. Refresher program including information on vaginal birth after cesarean. \$40/couple.
- Baby Care Basics (two-session program) September 16 and 23, 7:30-9:30 p.m.; October 16 and 23, noon-2 p.m. \$80/couple.
- Breastfeeding October 7, 7–9:30 p.m. \$50/couple.
- Cesarean Birth Education October 13, 7:30–9:30 p.m. \$40/couple.
- Grandparents Program September 13, November 8, 7–9 p.m. \$30/person, \$40/couple.
- Parenting Young Children Through S.T.E.P. (fivesession program) September 22, 29, October 6, 13 and 20, 7–9 p.m. Systematic Training for Effective Parenting from infancy to age 6. \$75/person or \$100/couple.
- Adoptive Parenting Private, two-session programs conveniently scheduled to accommodate your needs. \$150/couple.
- Gestational Diabetes Education Program Onesession class for women who develop gestational diabetes during pregnancy. Convenient appointments available; call the Center for Diabetes Education at 732-923-5025. Fee required.

#### JUST FOR KIDS

(Also see sibling preparation programs above.)

■ Safe Sitter (one-session program) September 25, November 6, 9 a.m.-4 p.m. For 11- to 13-year-olds on

responsible, creative and attentive babysitting. Monmouth Medical Center. Call 888-SBHS-123, then choose prompt #4. \$50/person. (Bring snack and bag lunch.)

#### GENERAL HEALTH

- Cover the Uninsured/Open Enrollment Day September 8, 11 a.m.-1 p.m., Monmouth Medical Center, ground floor lobby, 300 Second Avenue, Long Branch. Free.
- Self-Hypnosis for Stress Management September 13, 7-8:30 p.m., Spring Lake Public Library, 1501 Third Avenue. To register, call 732-449-6654. Free.
- Minority and Multicultural Health Fair September 22, 11 a.m.-1 p.m. Monmouth Medical Center, ground floor lobby, 300 Second Avenue, Long Branch. Free.
- **Chronic Fatigue Syndrome Conference** October 17, 11:30 a.m.-5 p.m., Sheraton Eatontown Hotel Conference Center. To register, call the NJCFSA Infoline at 888-835-3677. Fee required.
- CPR for Family and Friends November 20, 9 a.m.— 1 p.m. Babysitters, parents and grandparents are encouraged to attend. At Monmouth Medical Center, 300 Second Avenue, Long Branch. To register, call 732-923-6990. \$40/person.
- Diabetes Self-Management Series Four-session diabetes education program focusing on diet, nutrition, glucose monitoring, medications, meal plans, prevention/ treatment of complications, dining out and exercise. For dates and times, call the Center for Diabetes Education at 732-923-5025. Fee required.

#### SENIOR HEALTH

- Diet and Nutrition for Older Adults September 10, 2-3 p.m., Navesink Harbor Retirement Community, 40 Riverside Avenue, Red Bank. To register, call 732-842-3400, Free.
- Knee Replacement September 15, 1 p.m. Presented by Arthur K. Mark, M.D., orthopedic surgery. SCAN.\* Free.
- ■Shoulder Pain October 13, 1 p.m. Presented by David R. Gentile, M.D., orthopedic surgery. SCAN.\* Free.
- Low Back Pain October 20, 1 p.m. Presented by Marc S. Menkowitz, M.D., orthopedic surgery. SCAN.\* Free.
- ■Celiac Disease October 21, 11–11:45 a.m. At Howell Senior Center (age 60 and over), 251 Preventorium Road. To register, call 732-938-4500, ext. 2554. October 27, 1 p.m. SCAN.\* Both programs free and presented by Margaret Weiss Masiello, R.D., clinical coordinator, Kogan Celiac Center.
- Heart Attack Prevention Strategies November 3, 1 p.m. SCAN.\* Free.
- Hip Replacement November 5, 2 p.m. Presented by David L. Chalnick, M.D., orthopedic surgeon. SCAN.\* Free.
- Hearing and Hearing Aids Across the Lifespan November 10, 1 p.m. Presented by Alan B. Gertner. Ph.D., audiologist. SCAN.\* Free.
- \*SCAN Learning Center (Senior Citizens Activities Network, age 50 and over) is located at Monmouth Mall. To register, call 732-542-1326. SCAN membership is not required.

#### SAVE THE DATE



THE 39" ANNUAL
Monmouth Medical Center
Foundation

CRYSTAL BALL

PRESENTS



Saturday, October 30, 2010

6:30 p.m.

Ocean Place Resort and Spa

Long Branch, New Jersey





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Join us as we welcome the industry's top bridal professionals all under one roof for New Jersey's most anticipated Bridal Show!

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The decision to have a baby is as wonderful and exciting as any decision you'll ever make. And for those experiencing fertility problems, reproductive medicine has advanced to the point where we can offer safe and effective treatment options for many couples.

At RMA, we're thrilled that over the past thirteen years our founding partners and staff physicians have helped bring close to 20,000 babies to loving parents. This incredible record of success makes us one of the largest and most experienced centers for infertility treatment in the world.

As a patient at RMA, you are attended to by a medical team with unmatched skills and experience using the most effective options to treat infertility: State-of-the-art laboratories for embryology, endocrinology, andrology and pre-implantation genetic diagnosis (PGD). Just as important, you will be introduced to a focus on superior care and compassion that is simply unparalleled.

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