

By PAUL J. PEYTON
Talking Business

Kushner Companies of Florham Park has acquired the **Duncan Hill Apartments** in Westfield from Keller Associates of Texas and New York.

According to the Westfield Tax Assessor's Office, the property was sold for \$13.28 million.

Duncan Hill has 135 apartments featuring one- and two-bedroom layouts as well as three-bedroom duplex homes, 200 on-site and covered parking spaces, a swimming pool and a community pool house.

The acquisition marks the first sale of the apartments since the complex was built in 1953 and expanded in 1960, according to Robert Ploshnick, Senior Vice President of Livingston-based Gebroe-Hammer which brokered the deal for Keller.

According to company spokeswoman Caryl Bixon, the acquisition adds to the more than 10,000 apartment units owned and managed by Kushner in New Jersey, New York, Pennsylvania and Florida.

"Duncan Hill Apartments occupies a prime location and has been very well designed and maintained," said Richard Stadtmayer, Managing Director of Kushner.

Duncan Hill is located on a nine-acre landscaped site along Central Avenue, three blocks from the Westfield train station and within driving distance of the Garden State Parkway in neighboring Clark.

"As a result, the complex has historically maintained high occupancies and is currently close to 100 percent leased," the spokeswoman disclosed.

The Garden State Parkway, which passes through Union County at several points including Exit 135 in Clark and Exit 138 in Kenilworth, will be the E-ZPass system at the Hillsdale Toll Plaza in Bergen County late November or early December, according to a published report in *The Bergen Record*.

E-ZPass allows motorists equipped with special electronic tags to pass through tollbooths without stopping, thus reducing traffic delays. The system electronically deducts from pre-paid accounts of motorists.

The \$500 million system is aimed at dramatically reducing backups at the 11 toll booths along the 173-mile highway.

The system made its debut in the state on the Atlantic City Expressway last year.

Wildwood, which is located at the Southern tip of New Jersey in Cape May County, will be the last to be equipped with the system, New Jersey Highway Authority officials revealed. The Authority operates the Parkway.

E-ZPass is expected to be expanded to the New Jersey Turnpike by next April. The system has been available to motorists in New York state for years.

During the start-up of the program, about half the Turnpike and Parkway lanes are expected to be fitted with the system.

NJ Transit is looking for a restaurateur to open a new "high quality" food service establishment in the historic Netherwood Train Station in Plainfield. The South Avenue station, built in 1894, is one of the stops on NJ Transit's Raritan Valley Line which services Westfield, Fanwood and Cranford.

The station that will house the restaurant has recently undergone a \$1.6 million renovation project that included the restoration of the building and grounds. Anyone interested in this opportunity must submit their written "expressions of interest and qualifications" by 3 p.m. on Friday, July 30, to Vivian Baker of NJ Transit's Real Estate Division, One Penn East, Newark, 07105-2246.

Marcisart Media, Inc. (MMI) of Scotch Plains, was recently recognized for a public relations program for public education it designed and produced for the Woodbridge-based-Rahway Valley Sewerage Authority.

The firm won the Association of Environmental Authorities' (AEA) Wave Award for Outstanding Multi-Media Public Relations Campaign category.

The AEA award is given for efforts that further public awareness towards clean water, waste water and solid waste area. Marcisart's program has included newsletters, brochures and press releases. These efforts have kept residents in the 10 towns covered by the sewerage authority, including Westfield, Scotch Plains and Mountainside, informed of its services, on-going projects, budgets and capital expenditures.

MMI also won a Silver Award for Best Logo Design in the Summit Creative Awards, an international competition for small advertising agencies. The design was done for Single Search North Jersey, a dating service. Last year, MMI was awarded the Bronze award for a brochure it did for Berkeley Heights-based Runnells Specialized Hospital.

Founded in 1982, MMI is a full-service agency specializing in integrated marketing including advertising, graphic design and public relations. The company caters to business and professional communities.

Gary Schwarz of Fanwood has been named Manager of External Operations for the AAA New Jersey Automobile Club, according to Frederick L. Gruel, President and Chief Executive Officer of the Florham Park-based club.

In his position, Mr. Schwarz is responsible for recruiting and monitoring local service facilities that provide AAA emergency road service. He also manages the club-owned fleet of emergency road service vehicles and its communications system.

Mr. Schwarz has been with the AAA since 1996 and is a member of the Garden State Townman's Association. He previously served as the club's emergency road service coordinator.

Frank X. McDermott of Westfield recently participated in a week-long National Security Seminar sponsored by the United States Army War College in Carlisle, Pennsylvania.

Republican Committee and a former New Jersey State Senator, Mr. McDermott is currently Chairman of the New Jersey Turnpike Authority and is a practicing attorney.

He was one of 160 business, government, media and academic leaders from across the country who took part in the seminar held June 7-11. The five-day annual event is the capstone of the 10-month curriculum at the Army War College, the Army's senior educational institution.

Participants in the seminar met with members of the college's Class of 1999 to discuss national security issues. The Class included 250 officers from the Army (active, reserves and National Guard), Navy, Air Force, Marine Corps, Coast Guard and 40 foreign officers and 29 senior civilian employees of the Federal government.

Westfield resident Stephen Barcan moderated a recent "Annual Land Use Program" for the Institute for Continuing Legal Education at Mayfair Farms in West Orange.

A partner with a Woodbridge-based law firm of Wilentz, Goldman & Spitzer, he is Co-Chairman of the firm's Land Use Environmental Department. He is also Secretary of the Land Use Practice Section of the New Jersey State Bar Association and is a member of the Environmental and Civil Practice Sections.

Dr. Walter I. Chinoy, a general dentist in Scotch Plains since 1979 and a former commissioned officer in the United States Public Health Service, has been re-elected to his ninth term as Speaker of the New Jersey Dental Association's (NJDA) House of Delegates.

The election was held at the NJDA's Annual session held at the Atlantic City Convention Center from May 21-23.

Buck Dopp of Mountainside has been promoted to the position of Area Vice President and General Manager at Comcast.

He is responsible for Comcast's northern New Jersey cable systems.

Mr. Dopp will continue to have full day-to-day responsibilities for Comcast's northern New Jersey operations, which serve 45 communities for the company's northern New Jersey operations, covering Union and Essex Counties.

In his new position, Mr. Dopp's responsibilities have been expanded to the Jersey City and Meadowlands region.

Mr. Dopp has worked in the cable industry for 19 years, the past 11 with Comcast.

Robert F. Smith of Fanwood has been promoted to Regional Director of Public Affairs for Comcast's Northeast Region.

He had been Director of Public and Government Relations for the company's northern New Jersey area since 1994.

Mr. Smith serves on the Board of Trustees for the Union County Arts Center in Rahway and on the Board of Directors of the New Jersey Cable Telecommunications Association.

Shirley R. Feuerstein of Scotch Plains has renewed her membership in the New Milford, Connecticut-based Association of Bridal Consultants.

Ms. Feuerstein operates **Affairs and Arrangements**, located on Mountain Avenue in Westfield, which serves brides in Metro New York, New Jersey and Connecticut. Ms. Feuerstein is a full-service wedding planner.

She has been an Association member since 1996 and has earned the title of Professional Bridal Consultant for her work in the Association's educational programs.

Talking Business is published periodically by The Westfield Leader and The Times of Scotch Plains and Fanwood.



SPECIAL RANK...The rank of Eagle Scout, the highest in scouting, was awarded to Scotch Plains-Fanwood High School senior Andrew Salvati, in a special ceremony in his honor at Immaculate Heart of Mary Church on May 23. Scotch Plains Mayor Geri M. Samuel presented Andrew with a Township Resolution recognizing his achievement during the Township Council meeting on May 25.

Andrew Salvati Awarded Boy Scouts' Highest Rank

SCOTCH PLAINS—Andrew Salvati, a senior at Scotch Plains-Fanwood High School, received the rank of Eagle Scout — the highest rank bestowed by the Boy Scouts of America — at a special ceremony in his honor at the Immaculate Heart of Mary Roman Catholic Church in Scotch Plains on May 23.

As a member of Troop No. 111, Andrew, a Scotch Plains resident, not only completed proficiency in 21 separate fields of endeavor, but also a commu-

nity service project.

The project consisted of organizing and supervising others in the construction and strategic placement of wooden holiday decorations on the grounds of Children's Specialized Hospital in Mountainside.

During the Scotch Plains Township Council's May 25 meeting, Mayor Geri M. Samuel presented Andrew with a Township Resolution recognizing his achievement.

Eardly Petersen Co. Praises Efficiency of Miele Vacuums

WESTFIELD — Keith Petersen, spokesman for the Eardly T. Petersen Company in Westfield, has announced that his company, as a premier Miele dealer, was invited to send representatives to the recent unveiling of the new, multi-million dollar Miele USA headquarters on Route 1 in Princeton.

Mr. Petersen said the new building, designed by internationally-known architect Michael Graves, is distinguished from others along the highway by its unusual colors and architectural features.

"Miele itself is a 100-year-old German manufacturer of high-end appliances such as washing machines, dishwashers, stoves and vacuum cleaners," explained Mr. Petersen.

"The new facility provides a large showroom for the entire product line, up-to-date diagnostic and testing facilities, a state-of-the-art kitchen for cooking demonstrations, and all the administrative offices," he added.

"As well, there are training facilities for Miele dealers, including Internet capabilities at each desk. It is an impressive setup."

According to Mr. Petersen, a good vacuum must satisfy four basic requirements. It must have a high water lift (suction); filter well; not be awkward to use, and have a long lifespan.

"Our customers come back and tell us that they have never used any other vacuum that works anything close to the way a Miele performs — and that the Miele vacuum is so unbelievably quiet, as well," he stated.

"Vacuum cleaner performance — especially filtration — is a big issue today," Mr. Petersen remarked. "Of 10 popular vacuum cleaners tested, the Miele vacuum, with sealed HEPA filtration (99.97 percent efficiency at point three micron size establishes HEPA filtration) showed over 99 percent effectiveness at removing particles down to 3 microns (the average size of a human hair is about 125 microns thick). HEPA is an acronym for High Efficiency Particle Arresting.

"The other machines, even including so-called HEPA filtration units, emit-

Peter Hogaboom Named To Special Club at ReMax

WESTFIELD — Peter Hogaboom, Broker/Associate of RE/MAX Gold, was recently awarded membership in RE/MAX of New Jersey's 100 percent club.

Mr. Hogaboom qualified by generating more than \$100,000 in commissions in 1998.

A resident of Westfield, Mr. Hogaboom has been selling residential real estate full time since 1986 in Westfield and the surrounding communities. He has three real estate designations: Accredited Buyers Representative, Certified Residential specialist and a Graduate of the Realtor Institute.

Mr. Hogaboom has three sons, Joseph, James and Thomas. Thomas is currently attending Wilson Elemen-

tary School while Joseph and James graduated from Westfield High School.

Mr. Hogaboom and his wife, Anita, are active members of Holy Trinity Parish. He is the past Commander of the M a r t i n Wallberg Post No. 3 of the American Legion, and the Chaplain for the Union County Chapter No. 688 of the Vietnam Veterans of America.

Mr. Hogaboom can be reached at (908) 232-0455, Extension No. 111.



Peter Hogaboom

Rose Scharlat Earns Award At Degan Boyle Realtors

WESTFIELD — Rose Scharlat, who returned to real estate sales last year after managing the Prudential New Jersey Realty office in Union/Elizabeth for three years, earned the New Jersey Association of Realtors Million Dollar Sales Club award and the Prudential Leading Edge Society designation, given to the top 6 percent of Prudential's international network of 39,000 agents.

Ms. Scharlat has also been named Sales Associate of the Month at the Westfield Office twice, in both March and May.

"I specialize in communities throughout Union and Essex," she

explained.

Ms. Scharlat has been a NJAR Million Dollar Club winner nine times, including 1998. She has been in real estate for 15 years, including a couple of years as a partner/owner in her own agency.

She feels her best move was her return to Degan Boyle Realtors in 1988, which became part of Prudential New Jersey Realty in 1995.

Ms. Scharlat can be reached at Prudential New Jersey Realty, Degan Boyle Division's Westfield Office, 215 North Avenue, West, (908) 232-5664, or by pager at (732) 633-3003.

Grace Rappa Honored As Salesperson of Month

WESTFIELD — Grace M. Rappa, a realtor associate with Burgdorff Realtors ERA's Westfield Office, has been named Salesperson of the Month for April for having sold five homes with a dollar volume of \$1.7 million.

A lifelong resident of New Jersey, Ms. Rappa has been responsible for successfully selling fine real estate in locations of immense com-

petition in the state.

A real estate professional since 1978, Ms. Rappa has consistently been a top producer; receiving numerous sales and listing awards. She has been a member of the New Jersey Association of Realtors (NJAR) Million Dollar Sales Club since 1983, achieving Silver Level in 1998.

She is also a member of the 1999 President's Elite for her total production of over \$8.9 million in 1998. Ms. Rappa is a long-standing member of Burgdorff ERA President's Club.

Ms. Rappa can be reached at (908) 233-5602.



Grace Rappa

COLDWELL BANKER RESIDENTIAL BROKERAGE

Westfield Office
209 Central Avenue
(908) 233-5555

COLDWELL BANKER REALTOR

RESIDENTIAL BROKERAGE

KIMBERLEY A. HALEY
MAKING REAL ESTATE REAL EASY
Member NJAR Million Dollar Club - Gold Level 1998

 SOLD in 1 Day Pristine Westfield Colonial replete with new Kitchen and Bathroom, windows, front door, steps, brick patio, finished basement and more! Sold for 98% of Asking Price	 SOLD in 1 Day Beautifully set Westfield Colonial in pristine condition. Features a new Kitchen and Bath and a formal Dining Room with French doors to deck. Sold For 100% of Asking Price
 SOLD in 1 Day Wonderful Fanwood Colonial just moments from playground and park. A new Family Room addition and deck complete this home. Sold for 98% of Asking Price	 SOLD in 1 Day Charming Cranford Northside Colonial nestled in a quiet location. Features updated Eat-in Kitchen, Dining Room, sunny Living Room & Family Room. Sold for 100% of Asking Price
 SOLD in 3 Days Immaculate and charming Westfield Manor Park Colonial with loads of updates in a great family neighborhood. Sold for 98% of Asking Price	 SOLD in 6 Days This charming Scotch Plains Homestead area home boasts 5 Bedrooms & 2½ Baths with both the feel of a Colonial & spaciousness of a Ranch. Sold for 98% of Asking Price

Prudential New Jersey Realty
Degan Boyle Division www.prudentialnjrealty.com

WESTFIELD TREE LINED STREET \$489,000
Provides the picture perfect setting for this versatile 5/6 Bedroom, 4 1/2 Bath Colonial, perfect for live-in help, visiting guests or at home professional. Park-like setting with walk-to-schools convenience. Yours for \$489,000.

WESTFIELD SURE TO PLEASE \$283,000
Mint condition, 3 Bedroom, 1 1/2 Bath Split, conveniently located in Tamaques School section. Sunlight filled rooms, cathedral ceilings in Living Room, French doors open to Dining Room. Newer Kitchen opens to private yard. Immaculate home to enjoy all year round at \$283,000.

Westfield Office
215 North Avenue, West (908) 232-5664
Independently owned & operated with offices throughout NJ