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Cheifetz Named New LMS Executive Director

Carla Cheifetz made her first public appearance as Lawrenceville Main Street's new executive director at the Volunteer Reception on Jan. 21. After just two weeks on the job, Carla told the crowd, "I look forward to working with you for many, many years. I know I made the right decision."



New LMS Executive Director Carla Cheifetz

On Dec. 19, the Lawrenceville Main Street (LMS) Board of Directors unanimously approved Cheifetz's selection as the new LMS executive director. She replaces **Ann Garwig**, who retired last fall after heading the organization for ten years. During November and December, **Art Schonheiter** served as interim director.

Cheifetz emerged from a field of six to eight strong candidates. During

the two-month recruitment period, Transition Committee members Schonheiter, **Buz Donnelly**, **Andrea Rabitz**, **Lew Thurston** and **Ken Wein-**

garten, with guidance from Main Street NJ Coordinator **Jef Buehler**, advertised the position and interviewed the applicants.

A Lawrenceville resident for nine years, the 44-year old Cheifetz has more than 25 years of corporate experience in banking and hotel/hospitality operations. Beginning in 1998, she worked for Sovereign Bancorp, Inc. in Wyomissing, PA, in various mana-

gerial positions, most recently assistant vice president for marketing and sales promotions/programs.

Earlier in her career, Ms. Cheifetz held leadership positions in sales and catering at several hotels in Maryland and Connecticut, including Holiday Inn, Ramada, and Sheraton. She holds a B.S. degree in Food Service Management from Johnson and Wales University in Rhode Island.

Ms. Cheifetz also has a strong history of participating in volunteer organizations and in leading fundraising and event-planning activities. She served as president of the Rotary Club for five years; in 2003, she represented Rotary International in Brazil as a goodwill ambassador. Cheifetz currently sits on the Board of the Lawrence Township Education Foundation.

In her personal life, Ms. Cheifetz is a devoted wife and mother. She lives with her husband Jonathan

CALENDAR	
April	
15	Spring Clean-up
22	Jubilee
May	
6	Big Red Race
TBA	Annual Meeting
June	
10	Farmers Market opens
June	
28	Music in the Park

and her children Marissa, 14, and Devin, 10, on Burning Tree Lane. Both Marissa and Devin attend Lawrence public schools. Recently, her family showed their support by helping her repaint and spruce up the LMS office.

According to LMS President Buz Donnelly, "the Board of Directors at LMS sees Carla as a perfect fit for the organization. We welcome her aboard and look forward to many years of her leadership." You can reach Ms. Cheifetz at director@lawrencevillemainstreet.com or 609-219-9300.

LMS mourns the death of Sue Musselman, Board member, treasurer, dedicated volunteer, and dear friend. She will be missed.

Around the Village

LMS welcomes **Wealth Strategies LLC** to 6 Gordon Ave. Owners **Brian Breuel**, CLU, CHFC, CFP® and **William Hartman, Jr.** are graduates of the Lawrenceville School. Wealth Strategies is a financial planning and wealth management firm that develops comprehensive financial plans for individuals, families and family-owned businesses. Services also include managing assets for qualified individuals and corporations. You can contact Wealth Strategies at (609) 896-3100, bbreuel@staying-wealthy.com, or whartman@staying-wealthy.com.

Maidenhead Studio at 11 Gordon Ave. has added new classes for 2007. An hour-long drawing class for adults meets on Friday mornings at 10 a.m. A drawing class for kids meets on Wednesdays, Thursdays and Fridays from 4-5 p.m. The cost is \$15 per class, \$60 for 4 classes, and \$80 for 6 classes. Buy an ART CARD and come whenever your schedule allows. Do something *creative* with your spare time! Call 609-896-2200 for more information.

LMS has installed a storage facility in Weeden Park to house signs, tables and other items for its community events. **Art Schonheiter**, chairman of the Landscape Committee, took the lead on obtaining a permit from the township and purchasing a prefabricated shed. The Lawrenceville School prepared the site and built the foundation.

Rosecliff, a new senior citizens community (62-over) is planned for the 30-acre tract of land across from the Lawrenceville School at the intersection of Route 206 and Franklin Corner Road. Rosecliff is sponsored by Morris Hall and the St. Lawrence Rehabilitation Center in affiliation with the Roman Catholic Diocese of Trenton. The independent-living community will have 137 "clubhouse" apartments and 42 carriage homes for occupancy in 2009-2010. There will be many services and amenities, including social, cultural, recreational, and fitness programs. For more information, go to www.rosecliffnj.com or call 609-895-0708.

Peggy Sue's Ice Cream, located at 8 Gordon Ave., now offers an assortment of healthy new treats. Stop by to try the delicious frozen yogurt, sugarless ice cream, low-fat, fresh-fruit smoothies, and low-fat, high-protein drinks. Also, consider Peggy Sue's when you plan your next festive event. The 1950s party room is a perfect place to celebrate theme birthdays and other fun get-togethers. For more information, call 609-620-0044.

The **LMS Business Development Committee** held its first networking event of the year on Jan. 23 at Chambers Walk Café. During the informal breakfast meeting, Main Street business owners had the opportunity to exchange ideas with others who live, work or own businesses in Lawrence Township. All are welcome to attend the next networking event. For more information, contact **Ken Weingarten** at ken@weingartenassociates.com.

Big Red Race in May

The fourth annual Big Red Race will be held Sunday, May 6, rain or shine. All proceeds from the race go to the Lawrenceville School Camp for Disadvantaged Youth.

Children will run age-appropriate distances beginning at 9 a.m. In lieu of an entry fee, parents are asked to donate non-perishable canned food in support of local agencies fighting hunger.

Beginning at 10:15 a.m., adults will race a flat, twisting, 5-kilometer course around the school campus. There is a \$15 non-refundable entry fee for adults (\$20 on Race Day); \$12 for high school students (\$15 on Race Day). For more details, contact BigRedRace@Lawrenceville.org or visit bigredrace.com.



Competitors round the track in last year's Big Red Race.

Jubilee Set for April

Save the date! This year's Lawrenceville Main Street Jubilee will be held on Sunday, Apr. 22, from 12-4 p.m. Join your friends and neighbors for a fun-filled spring afternoon. There will be games and activities for all ages plus face painting, live music, great food, a pie-eating contest, a moon walk, and much, much more.

The 2007 Jubilee will be sponsored by **Bristol-Myers Squibb** and funded in part by **Verizon** and the **Lawrence Township Community Foundation**. For the first time, LMS will team with **Rider University**, whose students will organize the children's games.

LMS is looking for volunteers. For more information, contact Jubilee co-chairpersons **Carla Cheifetz** (director@lawrencevillemainstreet.com) or **Art Schonheiter** (aschonheiter@comcast.net).

LMS Needs Your Support

Lawrenceville Main Street needs your support during its annual fund-raising campaign. Contributions from individuals like you represent about 25 percent of LMS revenue.

The **LMS Fundraising Committee**, under the leadership of **Ken Weingarten**, began the 2007 appeal last December with letters to township residents, followed by a phonathon on Mar. 4. There is still time to contribute to this year's appeal.

LMS now accepts **donations online by credit card**. To contribute electronically, please go to lawrencevillemainstreet.com/dvdonation.htm. To contribute by mail, send your check to Lawrenceville Main Street, 17 Phillips Ave., Lawrenceville, NJ 08648.

McPherson, Hullfish, Childs, and Mangones Honored

Lawrenceville Main Street gave a big "thank you" to its many dedicated volunteers at a reception in their honor on January 21. **Chambers Walk Café and Catering** hosted the hors d'oeuvres and dessert reception, which was generously sponsored by **ETS**.

Volunteer **Susan McPherson** received the first award. "Susan has been an essential behind-the-scenes administrative

person for a long, long time," said LMS President **Buz Donnelly**.

For the first time LMS presented awards to local businesses that have generously supported the Village. Donnelly awarded certificates of appreciation and honorary bricks to **Gary Hullfish of Lawrenceville Fuel, Karen and Bo Child of the Village Bakery, and Laura and Mario Mangone of Chambers Walk**.

In presenting an award to Hullfish, Donnelly thanked him for allowing LMS to use his property for many activities.

Next, Donnelly honored the Childs of the Village Bakery. "Bo and Karen never say no," said Donnelly. "They were there with delicious breads and cakes at the House Tour, the Farmers Market, and many other events."

The final honorees were Laura and Mario Mangone,

owners of Chambers Walk Café. "I cannot praise Mario and Laura enough," commented Diana Seiler, LMS coordinator of the volunteer reception.

"Since relocating their business to Lawrenceville five years ago, they have been key to the success of many LMS activities."

Donnelly concluded by acknowledging **ETS** and the **Lawrenceville School** for their continuing support.

LMS Welcomes Two New Board Members

LMS warmly welcomes two new members to its Board of Directors: **Heather Holland**, representing Rider University and **Felicia De Vincenzi**, representing ETS.

Up to now, the LMS Board comprised only community leaders and other dedicated citizens. "This is the first time that we have invited organiza-

tions to serve," explained Board President **Buz Donnelly**.

Holland is the Coordinator of Community Service at **Rider University** in the Student Affairs Division. She also is director of the campus Community Scholars/Bonner Leaders Program to develop student civic confidence and competence. A graduate of West Chester University, Holland resides in Hunterdon County.

DeVincenzi is executive director of


Learning and Development at ETS. An applied linguist, she has coordinated the design and development of many high-stakes language assessments and teacher certification tests.

DeVincenzi also serves on the Board of Directors of the Lawrence Township Education Foundation. She and her husband Mario have been residents of Lawrenceville since 1990.

"I am honored to represent ETS on the Board of Directors," said DeVincenzi.

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Spotlight on Main Street: The Village Bakery

Bo and Karen Child Serving Up Something Fresh

When Executive Pastry Chef **Karen Child** and her husband **Bo** took over the Village Bakery almost three years ago, they did not know what to expect. To everyone's delight, the Lawrenceville community and the new bakery owners turned out to be a perfect match.

In the same way that LMS strives to preserve the best of small-town commerce, the Childs strive to preserve the tradition of artisan bread-making and the fine art of European baking. Their quaint shop, with its inviting seating area, is reminiscent of friendly cafes so important to community life abroad.

"To this day," recalls Chef Child, "I still can envision the wonderful pastry and bread shops that my mother would visit on a daily basis when we lived in Europe."

The daughter of a diplomat in the U.S. Information Agency, Karen Child studied in Italy, Holland and Germany before attending Beaver College in Pennsylvania. After graduating with a degree in Fine Art, she hitched a ride with a friend to New Jersey and has lived here ever since.

After many years in the corporate world, Child decided to follow her artistic calling. A career as a pastry chef would enable her to combine the 3-D workmanship of a potter with the creative techniques of a painter. Child went on to earn a pastry and baking arts diploma at the prestigious Peter Kump's New York School, now known as the Institute of Culinary Education (ICE) in Manhattan.

Chef Child now applies her training, talent and high standards to all her products at the Village Bakery. Arriving early at the bakery seven days a week, she personally oversees the preparation of cookies, cakes, tarts and other delicacies using the finest and freshest ingredients from local sources if possible.

Master Baker **Luis Uroza** works all night to create the bakery's yeast-risen products. In contrast to the mass-produced, commercial breads



Executive Pastry Chef **Karen Child** shows off a selection of freshly baked breads.

sold in supermarkets, the Childs sell only artisan bread, i.e., hand-made, individually shaped loaves free of chemicals and additives.

In keeping with their commitment to natural ingredients, the Childs do not use preservatives. All bread and breakfast pastries are sold on the day they are baked; the maximum shelf life of other products is two to three days. The bakery donates unsold goods to the Eggerts Crossing Community Center and the Salvation Army. Understandably, the Village Bakery produces limited quantities on a daily basis.

"Stop by and see us in the morning for the best selection," advises Bo. "And please

call ahead with special orders."

The Childs are very appreciative of the warm welcome they received from Lawrenceville patrons and the local business community. "For the first time in our lives, Karen and I feel like we're part of a community," commented Bo. "Sadly, we don't have that where we live, but we do have that where we work."

The Village Bakery is located at 2 Gordon Ave. It is open Monday from 6 a.m. to noon; Tuesday through Friday from 6 a.m. to 4 p.m.; Saturday from 7 a.m. to 3 p.m.; and Sunday from 7 a.m. to 1 p.m. For more information, call 609-896-0036.

Lawrenceville Culinary Partnership Planning Events for 2007

The Lawrenceville Culinary Partnership (LCP) met in January to plan its events for 2007. This volunteer-based, non-profit organization was formed last summer to enhance life in the Village by connecting people through food.

Current LCP members include **Chambers Walk Café & Catering, Lawrenceville Inn, Vidalia, the Village Bakery, TJ's Pizzeria, Cherry Grove Farm, Cherry Grove Organic Farm, Terhune Orchards, Chef Gary Giberson** of the Lawrenceville School,

Mikey Azzara of NOFA-NJ, Chef **Doug Duda**, star of the A&E show "Well-Seasoned Traveler", and Executive Chef **David Ercolano** of Chambers Walk.

The first scheduled event for this year was the 11th annual Lawrenceville Elementary School Art and Silent Auction on March 3 from 7-9 p.m. The LCP prepared hors d'oeuvres for guests at the auction.

In the spring, the LCP will team with the LMS Business Development Committee to host the second annual "Eat and Greet" cocktail reception. This

summer, the LCP again will provide breakfast and lunch for the **Ennis Beley Project**, a photography camp for homeless and in-transition Mercer County children. The campers also will be treated to "Farm-to-Fork" tours of Lawrenceville farms and food establishments.

Also in the works is a "Buy Local Passport" with coupons for LCP events and dining/shopping establishments. For more information about the LCP, contact Mikey Azzara at 609-206-0344 or mazzara@nofanj.org.