

# Autumn in MORRISTOWN

OFFICIAL PUBLICATION OF THE MORRISTOWN PARTNERSHIP



## Morristown meets the challenges of COVID-19

### Despite pandemic, new businesses are opening

By Karen Roettger | Special to The Star-Ledger

Do they teach business owners how to survive a pandemic in business school? Or did Morristown business owners and managers take a crash course in the spring of 2020 and knock it out of the park?

Since the shutdown in March of all non-essential workers, mandated by The State of New Jersey, many local businesses have had to hustle to stay open with very significant limitations. Of utmost importance to all was keeping employees and customers safe and, of course, paying the bills. No small feat.

Others had no choice but to close and wait out the turmoil. Thankfully, the phased reopening of downtown retailers, professional offices, salons, fitness studios, indoor dining and entertainment venues has provided a much-needed boost to the community.

As Morristown businesses reopen and face the challenge of ever-changing circumstances, they continue to adapt their services, collaborate with each other and persevere. The downtown is also very fortunate to have welcomed some determined new businesses that have, against all odds, opened their doors in the middle of the pandemic.

#### CLEAN JUICE

68 South St. | (973) 606-5842 | [www.cleanjuice.com](http://www.cleanjuice.com)

A locally owned, 100% USDA certified organic juice and smoothie bar that provides quick access to organic healthy food fits right in with Morristown's health and wellness conscious community. Clean Juice boasts fresh juices, smoothies, protein smoothies, acai bowls, avocado toast, wraps and organic cold-pressed juices and cleanses.

Owners Leilah and David Tyree place the emphasis on making a truly healthy product, with the organic seal, in a timely manner and a friendly environment. The Tyrees chose Morristown in part due to David's fond childhood memories of his time in Morristown with his grandparents.

"We have enjoyed many date nights in Morristown" said Leilah, "which also influenced our decision to choose this location."

"It was difficult but necessary to delay our opening during the shutdown but the anticipation and excitement leading up to the May opening turned out to be for the best. In hindsight we realize it created a rally of love and support when we finally did open and the community turned out and has been integral to our success during these unprecedented times," Leilah said.

#### MILLBURN DELI - MORRISTOWN

139 Morris St. | (973) 313-8000 | [www.millburndeli.com](http://www.millburndeli.com)

This gem of a deli originated in, you guessed it, Millburn. Now Morristown shares bragging rights due to the new outpost of the popular deli on Morris Street that offers a wide variety of the freshest and tastiest sandwiches!

Andrew Morgan, owner/operator of the Morristown location said, "we wanted to bring our food to Morristown to reach a new audience and spread the sandwich love!"

"COVID-19 caused significant delays, most notably a three-month construction freeze. But because the Morristown location was always intended to be an order ahead and pop in and grab your order operation, the opening of the outpost fortunately coincided with the take out culture that resulted from COVID and continues to flourish in the downtown."

#### SAVOUR CAFÉ & EATERY

40 Morris St. | (973) 343-5560 | [www.savourcafe.com](http://www.savourcafe.com)

Savour is a unique, European-style café featuring organic, local and natural foods and is committed to being environmentally friendly. The establishment source many of its ingredients

from local farmers, and when the New Jersey weather gets in the way of that goal, they work with organic suppliers who minimize their impact. Cakes, muffins and pastries are baked on site each day, ensuring the freshest of desserts. With a focus on homemade, all-natural recipes, Savour is sure to capture your taste buds and leave you wanting more.

"We saw a real need for a coffee shop like ours in Morristown. Even though we had to close the café due to COVID-19 earlier in the year, we are now back up and running and offering many of our products online, as well as offering outdoor dining and curbside pickup", said owner Brandy Cojocarú.

#### THE DECORATING STORE AT TERMINAL MILL ENDS

9 Mt. Kemble Ave. | (908) 688-9416 | [www.thedecoratingstore-tme.com](http://www.thedecoratingstore-tme.com)

Homeowners in Morristown and the surrounding communities already know The Decorating Store at Terminal Mill Ends. Over 70 years old, the business chose a move to Morristown in 2020 not only for its energy, but its proximity to an already established customer base, and the design resources available.

"We create, fabricate and install custom window treatments — draperies, fabric shades and top treatments — and offer a full selection of shutters, blinds and shades," said store owner Ernie Spinelli.

"We also provide reupholstery and workroom services — anything from sectionals and sofas to chair seats, cushions and throw pillows. What sets us apart is our design consultants - we guide our customers, both residential and commercial, every step of the way," Spinelli added.

Despite moving the business to Morristown just two weeks before the COVID-19 shutdown, Spinelli still considers it one of the best decisions he made. The first few months forced the store into a holding pattern, however, it provided beneficial additional time to prepare for the opening and a big increase in demand for decorating and design services that resulted from the largely homebound community.

"People have had the time and inclination to spruce up their homes and businesses. We're very excited to jump out of the gate from our new setting in Morristown," Spinelli concluded.

#### THE ROCK BOX

4 Elm St. | (973) 714-0683 | [www.therockboxlife.com](http://www.therockboxlife.com)

Morristown is known for being home to unique businesses. Think Just Jersey, offering New Jersey-crafted and themed goods; Morristown Game Vault, a video arcade with vintage games, and Glassworks, a walk-in glass fusing studio store; all are specific to downtown Morristown. Now add The Rock Box to a 'must do' stop for visitors and residents alike.

Offering responsibly sourced crystals and mineral specimens, from small individual tumbled stones to large statement pieces for home or corporate spaces, The Rock Box has a wide array from which to choose.

"Gifts, candles, jewelry and art objects are all hand selected from artisans around the world," said owner Kelly Christmas. "All of our offerings reflect the idea of bringing good, healing energy into your life," she added.

Having lived in Morristown since 1979 and raising her children there, Christmas has seen Morristown through its rebirth as a vibrant downtown bustling with shops and enthusiastic community support. It didn't take much convincing to choose Morristown as the location of her new business.

"Social media was something we hadn't yet focused on, however, the closure afforded us the time to create a robust Instagram and Facebook presence, not to mention create a website. Online options, particularly social media, truly were a lifeline for our business to allow customers access to products via delivery and curbside pick-up," Christmas said.



Photo courtesy of Savour Café & Eatery



Photo courtesy of Clean Juice



Photo courtesy of Millburn Deli



Photo courtesy of The Decorating Store



Photo courtesy of The Rock Box

## Morristown Partnership Commercial Rent Relief Grant Program

### Developed to sustain small businesses

By Karen Roettger | Special to the Star Ledger

In keeping with its mission to support the Morristown downtown business community, the Morristown Partnership is pleased to announce plans to provide commercial rent relief to area small businesses. A minimum of \$250,000, in aggregate, will be awarded to businesses that apply, meet eligibility requirements and are selected via lottery; award amounts will vary, with no one business receiving more than \$20,000.

"Thanks to a generous anonymous benefactor, who values Morristown and the businesses that make the community so special, we are honored to have had the opportunity to develop, structure and now administer the Morristown Partnership Commercial Rent Relief Grant Program," said Jennifer Wehring, executive director of the Partnership.

Applications for the three-month rent relief will be accepted beginning Wednesday, Sept. 23 at noon up until and including Wednesday, Oct. 7 at 5 p.m. Detailed eligibility requirements are now available on the Morristown Partnership website ([www.morristown-nj.org/grants](http://www.morristown-nj.org/grants)). Beginning Sept. 23, applications

will be made available online; printed applications and grant program information can also be obtained at the Partnership office located at 14 Maple Ave., Suite 201 in Morristown during business hours of Monday through Friday, 9 a.m. to 5 p.m.

At the conclusion of the two-week application window, applicants will be entered into a random lottery system to ensure fair and transparent selection of grant award recipients. Once verified, businesses selected via lottery will be contacted on or about Oct. 15. Grant awards will be used exclusively for three months of rent, not to exceed \$20,000 total, commencing November and concluding January 2021.

A mandatory requirement of all applications is the participation of the businesses' property owner who must comply with a 20% rent reduction for the duration of the three months. Grant awards will be paid in one lump sum directly to the property owner.

"The turmoil of 2020 and its impact on our small business community is a challenge no one, including the Partnership,

could have anticipated," Wehring said. "We are hopeful that this Grant Program will provide much needed relief to our downtown small businesses, as well as benefit the property owners, and bring all closer to a full recovery," Wehring added.

While one benefactor was the catalyst that launched the Morristown Partnership Commercial Rent Relief Grant Program, additional donors have already pledged their support of additional funds. Those interested in contributing to the program are urged to contact the Morristown Partnership via email to [grants@morristown-nj.org](mailto:grants@morristown-nj.org) or call (973) 455-1133.

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## SCHOOL OPEN HOUSES



### Berkeley College

44 Rifle Camp Road  
Woodland Park, NJ 07424  
(973) 278-5400  
berkeleycollege.edu

#### VIRTUAL OPEN HOUSES:

Sept. 26: 9 a.m. - 2 p.m.  
Oct. 24: 9 a.m. - 2 p.m.  
Nov. 21: 9 a.m. - 2 p.m.

To register visit  
BerkeleyCollege.edu



### Blair Academy

2 Park St.  
Blairstown, NJ 07825  
Boarding / Day, Grades 9-12, Co-Ed  
460 students  
(908) 362-6121  
blair.edu

#### VIRTUAL OPEN HOUSES:

Sept. 30: 7 - 8:30 p.m.  
Oct. 15: 7 - 8:30 p.m. (Co-Curricular Expo)  
Nov. 12: 7 - 8:30 p.m.  
Dec. 2: 7 - 8:30 p.m. (Co-Curricular Expo)  
Jan. 13, 2021: 7 - 8:30 p.m.



### Chatham Day School

700 Shunpike Road  
Chatham, NJ 07928  
(973) 410-0400  
Grades: Preschool through 8  
chathamdayschool.org

#### VIRTUAL OPEN HOUSE:

Oct. 22: 6 p.m.

Please RSVP at  
chathamdayschool.org/rsvp  
Alternate tour dates available  
upon request.



### County College of Morris

214 Center Grove Road  
Randolph, NJ 07869  
(973) 328-5100  
ccm.edu

#### VIRTUAL OPEN HOUSES:

Oct. 17: 10 a.m. to noon  
Nov. 14: 10 a.m. to noon

\*registration is required



### Delbarton School

230 Mendham Road  
Morristown, NJ 07960  
(973) 538-3231  
delbarton.org

#### VIRTUAL OPEN HOUSE:

Oct. 25: 6 to 7:15 p.m.

Register today at  
Delbarton.org/Admissions!



### Fairleigh Dickinson University

Florham Campus Metropolitan Campus  
285 Madison Ave. 1000 River Road  
Madison, NJ 07940 Teaneck, NJ 07666  
(973) 443-8900 (201) 692-7308

#### VIRTUAL OPEN HOUSES:

Oct. 10: 10 a.m.  
Nov. 8: 10 a.m.

Register today! fdu.edu/openhouse



### Gill St. Bernard's School

St. Bernard's Road  
P.O. Box 604  
Gladstone, NJ 07934  
(908) 234-1611  
Grades: Preschool through Grade 12  
gsbschool.org/admission

#### VIRTUAL OPEN HOUSES:

Oct. 1: 9 a.m. (All School Tour)  
Oct. 24: 9 a.m. (All School Tour)  
Nov. 5: 9 a.m. (All School Tour)  
Nov. 15: 1 p.m. (All School Open House)



### Kent Place School

42 Norwood Ave.  
Summit, NJ 07901  
(908) 273-0900  
Grades: Preschool (Co-Ed), K-12 (all girls)  
kentplace.org

#### VIRTUAL OPEN HOUSES:

Oct. 4: 1 to 3 p.m. (Preschool - Grade 11)  
Nov. 14: 9:30 to 11 a.m. (Co-ed Preschool)  
Nov. 14: 10 a.m. to noon (K - Grade 11)  
Dec. 2: 9:30 - 11:30 a.m. (Preschool - Grade 5)  
Dec. 3: 9 to 11 a.m. (Grades 6-11)



### Monmouth University

400 Cedar Ave.  
West Long Branch, NJ 07764  
(732) 571-3456  
monmouth.edu

#### VIRTUAL OPEN HOUSE:

Oct. 25: 10 a.m.

Register at monmouth.edu/openhouse



### Montclair State University

1 Normal Ave.  
Montclair, NJ 07043  
(973) 655-4444  
montclair.edu/visit

#### VIRTUAL OPEN HOUSES:

Oct. 18th: 10 a.m. - 1 p.m.  
Nov. 8th: 10 a.m. - 1 p.m.



### Morristown-Bear School

70 Whippany Road  
Morristown, NJ 07960  
(973) 539-3032  
mbs.net

For details about virtual information sessions, Crimson Q&A sessions and campus tours, contact the Admission Office at (973) 532-7516 or admission@mbs.net



### Mount St. Dominic Academy

3 Ryerson Ave.  
Caldwell, NJ 07006  
(973) 226-0660  
Grades: 9 to 12 (Girls)  
msdacademy.org

Virtual open house dates and registration details are available at msdacademy.org



### Mount Saint Mary Academy

1645 Route 22  
Watchung, NJ 07069  
(908) 757-0108  
Grades: 9 to 12 (Girls)  
mountsaintmary.org

#### OPEN HOUSE EXPO:

Oct. 18: 2 to 4:30 p.m.

Visit our website for many virtual offerings available in the fall



### Newark Academy

91 South Orange Ave.  
Livingston, NJ 07039  
(973) 992-7000  
Grades: 6-12  
newarka.edu

#### VIRTUAL OPEN HOUSES:

Oct. 17: 10 a.m. (Upper School)  
Oct. 25: 3 p.m. (Middle School)  
Nov. 8: 3 p.m. (Upper School)  
Nov. 21: 10 a.m. (Middle School)



### Oak Knoll School of the Holy Child

44 Blackburn Road  
Summit, NJ 07901  
(908) 522-8109  
Grades: PK-12 (Girls); PK-6 (Boys)  
oakknoll.org

Lower School PK-6:  
oakknoll.org/lower-school/  
Upper School 7-12:  
oakknoll.org/upper-school/

For information on open houses, visit oakknoll.org/lower-school (Lower School) or oakknoll.org/upper-school (Upper School). For additional information, call (908) 522-8109 or email admissions@oakknoll.org



### The Peck School

247 South St.  
Morristown, NJ 07960-7381  
(973) 539-8660  
Grades: K-8  
peckschool.org

Check out our website for virtual opportunities to learn more about The Peck School



### The Pingry School

131 Martinsville Road 50 Country Day Drive  
Basking Ridge, NJ 07920 Short Hills, NJ 07078  
(908) 647-6419 (908) 647-6419

pingry.org  
pingryanywhere.org

Check out [visitpingry.org](http://visitpingry.org) for virtual opportunities to learn more about Pingry



### The Red Oaks School

Cutler Campus  
21 Cutler St., Morristown, NJ 07960  
(973) 539-7853 ext. 120  
Speedwell Campus  
340 Speedwell Ave., Morristown, NJ 07960  
(973) 998-9424  
Remote and In-person learning  
redoaksschool.org

For more information contact Fran Sonneborn, director of admissions (973) 539-7853, ext. 120  
fsonneborn@redoaksschool.org



### Saint Elizabeth University

2 Convent Road  
Morristown, NJ 07960  
(800) 210-7900  
steu.edu/visit

Saint Elizabeth University is "ALL IN" for making your open house experience personal. Register today for an in-person or virtual session. [steu.edu/visit](http://steu.edu/visit)



### Seton Hall Preparatory School

120 Northfield Ave.  
West Orange, NJ 07052  
(973) 325-6640  
Grades: 9-12 (Boys)  
shp.org

OPEN HOUSE:  
Nov. 1 (registration required)

ADMISSION TESTS:  
Nov. 14 and 21  
Dec. 5, 12 and 19



### Unity Charter School

One Evergreen Place, Suite A  
Morristown, NJ 07960  
(973) 292-1808  
Grades: K-8  
unitycharterschool.org

#### OPEN HOUSES:

Dec. 3: 9 a.m. and 7 p.m.  
Feb. 23, 2021: 7 p.m.



### Villa Walsh Academy

455 Western Ave.  
Morristown, NJ 07960  
(973) 538-3680  
villawalsh.org

#### OPEN HOUSES:

Oct. 4: 1 to 4 p.m.  
Oct. 7: 6:30 to 8 p.m.

Registration required at [villawalsh.org/2020openhouse](http://villawalsh.org/2020openhouse). Face masks required at event. A virtual experience will be available after Oct. 7th, for those who are interested



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## The emphasis is on education and fun

With more than 35 years in Morristown, Learning Express Toys and The Teaching Room get high marks

By Karen Roettger | Special to The Star-Ledger

Don't tell the kids but toys aren't just for fun these days.

The toy experts at Learning Express Toys and The Teaching Room, located at 158 South St. in Morristown, are passionate about play and committed to helping their customers find the perfect toy for every occasion. But they don't stop there. You can also count on them to find toys and games with an emphasis on learning to support parents and teachers in the most important job there is, raising children.

The business is run by the mother-daughter team of Diane and Amanda Bowser. Formerly called The Teaching Room, which dates back more than 35 years, Diane and Amanda are the third caretakers/owners of this cherished family-owned business.

They pride themselves on assessing the play value of every toy that goes on their shelves, many manufactured from around the world, and guiding customers to just the right fit for their needs. When stopping by, don't be surprised to see Diane and Amanda playing around with the games or riding around on Plasma Cars. Become a regular customer and you will quickly become part of the family.

Diane moved from New York to Morristown when she married a local boy. She loved the town so much that she went on to raise two children there — who, like their father — are Morristown High School graduates. She's so glad she did.

"I love being a part of the Morristown community; it is so diverse and has something for everyone. The people of Morristown are very generous and are always looking out for their neighbors. COVID-19 has brought out the best in everyone in town and I am so glad we are here to be a part of that," Diane said.

After working in the insurance and banking industries for 20 years, Diane took a seasonal job with Learning Express Toys in Denville wrapping gifts. She fell in love with the business, the people and, of course, the toys, and bought the store. When the possibility to buy The Teaching Room in Morristown arose, the family bought that, too.

"Learning Express and The Teaching Room seemed like the perfect marriage," Diane said. "I was a frequent visitor to the Morristown store with my children and always loved the education value of play."

Amanda, a former visitor to the store with her mother when she was a child, started working at the store in high school. After graduating Marist College with a degree in biology and adolescent education, and then earning a masters degree in biology from Montclair State, she decided to put her education to use in the family business creating fun, engaging and educational activities for kids of all ages.

Amanda currently manages the store. Of utmost importance, now more than ever, she took the reigns in creating and boosting the store's social media presence. The online component came in handy in March when the pandemic caused the temporary shutdown of the business.

"2020 has provided us with new challenges and opportunities to evolve and grow," Amanda said. "Once everything closed in March, we had to quickly adapt and find a way to stay connected to our



Learning bundles are designed to make learning fun for students.

customers and most importantly continue to meet their changing needs," she said.

Families were overwhelmed with the seemingly overnight shift to their children learning from home and how to keep pre-school-age children busy. Add to that parents shifting their work to home as well. Learning Express Toys and The Teaching Room came to the rescue, offering contactless curbside pickup as well as delivery service to their customers, and did so almost entirely via social media, specifically Facebook and Instagram.

Now that September, and back-to-school is upon us, the store knows that this means different things to different students. Some will be attending in-person classes, others will continue with remote learning and likely many will experience both. Regardless, it's a time of year when parents and teachers take stock of what is most essential for children and how to best support their development. They would undoubtedly be wise to make a stop at Learning Express Toys and The Teaching Room.

Always known for its broad array of classroom decorations and resources for teachers, many customers come from as far away as Pennsylvania and Brooklyn, N.Y. to get themselves ready for the new school year. This has evolved over the years and in addition to school supplies, Learning Express Toys — The Teaching Room added toys with an educational value. Diane and Amanda are ready to help teachers prepare their classrooms and provide parents with learning bundles to assist with virtual learning and learning from home this fall.

It's always been a challenge to stay on top of trends and anticipate customer needs. In 2012 and 2013, it was Rainbow Loom. In 2016, it was fidget spinners. Now in 2020, it's face masks, hand sanitizer and learning bundles.



The store has always maintained a robust calendar of events including book readings and signings by local authors, visits from The Seeing Eye Institute and weekly Tiny Tot programs to engage their youngest guests, foster their creativity and assist in child development.

"With COVID-19 we had to totally change how we looked at in-store events. Our Tiny Tots weekly programs have moved to online via ZOOM," Amanda said. "The kids have actually loved it because they were able to see their friends online and an unexpected bonus was that our audience expanded to across the country."

There are other Learning Express Toys in New Jersey and across the country, but Learning Express Toys and The Teaching Room Morristown is a family-owned small business. To keep up with in store and online offerings, check the store's Facebook page at <https://www.facebook.com/learningexpressstoysofmorristown> For information, call (973) 540-8358.



Diane and Amanda Bowser run the Learning Express Toys and The Teaching Room.



Learning Express Toys and The Teaching Room is located at 158 South St. in Morristown.

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