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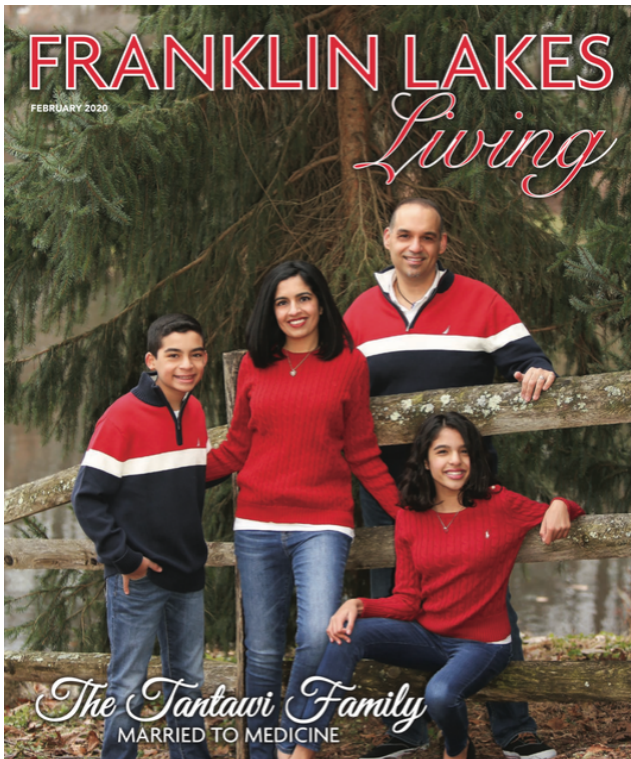
MEDIA INQUIRIES:

NELLA VELDRAN

Publisher

CELL: 201.522.9743

NVELDRAN@BESTVERSIONMEDIA.COM



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ABOUT



Today Best Version Media "BVM" is one of the fastest-growing, privately held media companies in North America. BVM serves residents, homeowners, and local businesses across the U.S. and Canada.

BVM helps businesses target and penetrate the market of the most affluent buyers in their community. Our mission is to bring neighbors and businesses together with a positive, relevant, and family-friendly monthly magazine that is customized to meet the needs of each neighborhood.

REACH

Franklin Lakes Living reaches mailboxes of all Franklin Lakes' residents.

ENGAGEMENT RATE +90%



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OUR READERS

AFFLUENT, HIGHLY EDUCATED, AND ENGAGED CONSUMERS

- \$163,411 MEDIAN HOUSEHOLD INCOME
- \$146,931 MEDIAN HOUSEHOLD EXPENDITURE
- \$600K - \$8.5MM HOME VALUE RANGE
- READER AVERAGE AGE IS 45 YEARS OLD
- 20% ARE 60+ YEARS
- 40% HOLD A BACHELOR DEGREE
- 29% HOLD A GRADUATE DEGREE



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BUSINESS PROFILES

BUSINESS PROFILES introduce you and your business to the community. It's an opportunity for you to share a compelling story about how your company began, as well as your company's mission and values.

Your business profile connects and endears you to the community.

BUSINESS PROFILE

UNTUCKit - SHIRTS TO TAKE YOU FROM WORK TO WEEKEND - AND EVERYWHERE IN BETWEEN

BY CHRISTINE CHRISTOPOUL

I have an 18-year-old son who never tucks in his shirt, so I was pretty excited to come across the brand UNTUCKit, a line of shirts designed to be worn - well, untucked. I was even more excited to learn that the founder of the company, Chris Riccobono, was raised right here in Franklin Lakes.

Growing up, Chris attended the Academy of Most Blessed Sacrament, Franklin Avenue Middle School and Don Bosco Prep. He was an avid tennis player, playing at the Indian Trail Club as well as in high school. Chris also played soccer for the RYSA "Wildcats" and travel basketball. After high school he headed to Providence College where he continued his tennis career before earning his bachelor's degree in 2001 and then accepting a position as an account manager at GE Healthcare. But Chris had the entrepreneurial itch. He always felt he wanted to start his own business and he experimented with a few ideas, one of which was a wine blog called Pardon that Vine. The blog didn't really make any money, but it did teach him a lot about marketing and effective use of social media. More importantly, it helped Chris get comfortable with the idea of taking a risk. He was still working at GE and also enrolled in the MBA program at Columbia University when his big idea hit. Chris says, "The best ideas come when you are solving your own problem. I was away on a trip and had brought several shirts with me, but found I wanted to wear the same one every night because it was the best length and looked good untucked." As soon as he got back to New York, Chris conducted a survey,



BUSINESS PROFILE

I Scream, You Scream, We All Scream For... Gelato?

BY CHRISTINE CHRISTOPOUL

Life in Franklin Lakes got a little bit sweeter when Gio Gelato & Espresso first opened earlier this year. Although many of his customers come into the store with a big "Hi, Gio!", the owner's name is actually Raffaele (Raffaello) (Raffy). Raffy was born in Palermo, Sicily and his family moved to America in 1973 when he was 19 years old. He worked in the Information Technology field for 13 years before deciding to make a career change. One day he was chatting with his friend, Calogero, and reminiscing about the delicious gelato he used to eat in Italy. Raffy mentioned he still missed a

right, but it just isn't the same quality as he used to get with his father when they lived in Sicily. Calogero told Raffy he might have been teasing, but the seed was planted and Raffy decided that opening a gelato store in NJ would be his next act. But where to begin? Since the best gelato he ever tasted was in Italy, Raffy traveled to Rimini to attend the International School of Gelato (yes, that is a real thing) and then shadowed a friend in Sicily at his gelateria where he also received barista training. When he felt he had mastered his craft, Raffy



Gio's is offering special gelato cakes and pops for Valentine's Day this month.

skilled to find the Franklin Lakes storefront he loved the location and ease of parking. He signed a lease, created a business plan and ordered his equipment. All that remained was to choose a name. One of his grandfathers suggested it should be something short, catchy and easy for kids to remember. Raffy explains, "I was very close to my father, Giovanni, so I immediately thought of honoring him by calling it Gio's." Gio's is truly a family environment as Raffy runs the business with help from his many aunts, nephews and my kids and one of his favorite things is that his own family really gets to know the local families who come into the store. He finds his customers to be very friendly and says, "The atmosphere reminds him of the gelaterias in Italy where customers stop in to relax, have a cup of coffee

(if possible), custom gelato cakes. Looking for a unique Valentine's gift or date spot? This year Gio's will be offering special heart shaped gelato-pops and cakes. I'd like that over a box of candy any day.

In addition to gelato, Gio's also sells specialty items such as Italian cookies and pastries, macarons, Nutella tarts and other seasonal products. And don't forget the coffee. Gio's Baristas make freshly brewed coffee, lattes, cappuccinos and espresso to enjoy in-store or to take on the go.

BUSINESS PROFILE

J'n' C BBQ is SMOKING the Competition

BY CHRISTINE CHRISTOPOUL



The food industry attributes the start of the modern food truck boom to 2008, when the economy was in a downward turn. Restaurants didn't want to run the large sums of money required to open a new storefront, so they turned to mobile food trucks as a much less expensive option for selling their food. The result has been a diverse crop of

ES: Every town has different requirements and restrictions, and many mobile food trucks completely. I spend a lot of my downtime trying to get in touch with health inspectors, zoning officials, and fire inspectors to determine the specific requirements and complete the necessary paperwork.

FL: Where can people find your schedule of events?
ES: I post all of my events on Instagram @jncbbq, Twitter @jncbbq and Facebook @jncbbq. We are also available for private parties and catering.
FL: What do you like to do when you are not working?

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- Tell your business story

EXPERT CONTRIBUTOR

INVESTING SUCCESS: IT'S ALL ABOUT BEHAVIOR



BY DAVID J. HAAS CFP®

Investing success is generally not about finding the next big thing. It is also not about active trading or getting a great stock tip from your Uncle Warren. Investing success is all about consistency and avoiding behaviors which are detrimental to your long-term gains. Major investment research firm Dalbar, Inc. published a paper where they compare long-term returns of average mutual fund investors with returns of the S&P 500. In every year since 1992, the average investor has underperformed the S&P 500. In every year since 1992, the average investor has underperformed the S&P 500. In every year since 1992, the average investor has underperformed the S&P 500.

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EXPERT CONTRIBUTOR

WISDOM TEETH: *Is it Wise to Remove them?*

BY MICHAEL A. COSTELLO, DMD

COOSA Third molars, commonly called "wisdom teeth", are the last set of molars to develop and erupt into the mouth. They generally erupt between the ages of 17 and 24 years old unless there is insufficient space in the jaw bone which causes them to become impacted under the bone, gum or combination of both. Although many impacted wisdom teeth require removal, not all do.

If wisdom teeth have space to completely erupt through the gum and bone into a functional position that can be kept clean, cavity- and disease-free without causing the patient pain, they can be retained and monitored with annual check-ups, professional cleanings and panoramic x-rays to monitor for changes. Take note that if a wisdom tooth is not causing pain, it does not mean it is healthy or disease-free. The decision to remove wisdom teeth should be based on evidence available to the clinician gathered through a thorough exam and history related to the wisdom teeth, a panoramic x-ray and, at times, three-dimensional imaging. Contemporary OMS practices utilize evidence-based decision making for justification of procedures performed including:

removal of wisdom teeth. Gen oral surgeon can predict if a wisdom tooth is impacted or partially erupted usually complete at 20 years of time until age 24. It is easier to remove wisdom teeth at this age. Individuals for several impactions the roots have not fully formed nerve or sinus involvement.

Patients will often ask me, "I removed?" The most common removal are swelling, pain and overlying them, damage to an adjacent tooth, a cyst or tumor associated with a wisdom tooth. The decision to remove wisdom teeth should be based on evidence available to the clinician gathered through a thorough exam and history related to the wisdom teeth, a panoramic x-ray and, at times, three-dimensional imaging. Contemporary OMS practices utilize evidence-based decision making for justification of procedures performed including:

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EXPERT CONTRIBUTOR

Beat the Winter Blues with a Warm Getaway

BY JOEL WESSELDYKE

Now that we've made it through another holiday season, it's time to turn our attention to the upcoming February and Spring breaks which mean going somewhere with sand, sun and fun! With so many beautiful destinations to choose from, you may not be sure which one is best for you and your family. Here are some of our favorite warm weather destinations when all you can think about is leaving winter behind!

A classic beach getaway is Cancun! It's the perfect place to embrace warm weather by relaxing at a resort or soaking up the sun at the various beaches. Cancun is also known for snorkeling and one of its most famous spots is the underwater museum, which features 170 underwater statues! To get the most from your vacation, you can take a day trip to Tulum and explore the ruins of the ancient Mayan port.

Aruba truly has something for everyone! If your idea of a great getaway includes relaxing on a beautiful white-sand beach, look no further than Aruba's Eagle Beach. Want a little more action? Aruba is well known for its constant trade winds which make it perfect for kite-surfing or windsurfing. If you want to do some sightseeing, head into the colorful city of Oranjestad, with its beautiful, Dutch architectural influence. You can also explore the ancient caves or rent an ATV and venture around Aruba's National Park and end the day by taking a dip in the natural pool. No matter what you are looking for, Aruba awaits!

Full of culture, music, and natural beauty, Jamaica will capture your heart. Like every island in the Caribbean, Jamaica has amazing beaches, but it also has unique falls and swimming holes. From the famous geological phenomenon, Dunn's River Falls, to Blue Mountain and the hidden gem, Blue Hole, you can witness the country's natural beauty in multiple places. If you are looking to satisfy your hunger with local food, make sure to indulge in some jerk chicken! And you can't leave Jamaica without experiencing the magic of music in the dance halls. With plenty to do, you will never be bored in Jamaica!

Known as having a beach for every day of the year, Antigua is a must-visit Caribbean island. You can relax on beaches like Half Moon Bay or snorkel in the crystal blue waters at Cades Reef. The island, with a circumference of only 86km, is small enough that you can actually sail around the "whole thing in half a day!" If you are the adventurous type, go zip-lining in the rainforest! Whatever you choose to do during the day, make sure you head to Shirley Heights to watch the sun set and let your breath be taken away. Antigua is the idyllic paradise for all!

Whether you want to visit one of these four great destinations or have your heart set on somewhere else, planning and managing the details of an ideal school-break getaway can be an overwhelming process, requiring hours of time. If Travel Associates takes away the confusion, stress and frustration of your perfect vacation by finding the best value and handling all the details before, during and after your vacation.

For more information visit www.jtravelassociates.com.



Dreaming of a February getaway?

Joel and Joel turns vacation dreams into reality.

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- PROFESSIONAL CONTRIBUTORS
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FEATURED ATHLETE



NICK SIFFRINGER, KEEPING HIS STICK ON THE ICE

BY CHRISTINE CHRISTOPOL
PHOTOGRAPHY BY REBEKAH BING

This past August, as many of his friends were preparing to return to college for their sophomore year, Nick Siffringer, 18, was on his way back to Texas to resume play with his North American Hockey League (NAHL) team, the Lone Star Brahmas. Asked if it was a difficult decision to postpone college, Nick says, "There's much everyone has to play junior hockey before they can play college hockey, and I want to play college hockey so I was not a hard decision at all." College hockey has been a long-time goal for Nick. He has played on several club teams and had a very successful high school career at Dalhart, where he was First Team All-State and captained his team to both New Jersey State and Gordon Cup championships. He credits his time on the Dalhart team with helping him develop as a player, and more importantly, as a teammate. But despite his high school successes, Nick says it was an adjustment moving on to play in the NAHL, where the players are bigger, stronger and faster than in high school.

Nick enjoyed his first NAHL season playing in Texas. He has gotten stronger and has learned to make smarter decisions on the ice. He also had the good fortune of living with a better family who had recently located there from Franklin Lakes, so he was like having a little piece of home away from home. But recently Nick traded the Texas heat for the snow of Upland, NY, and he is looking forward to coming home to see his family and his tight-knit group of friends who still live in the area, many of whom are also

PET CORNER

ADOPT A PET

BY AUDREY DURENBERGER

Why not start the new year with a new pet? These adorable fur babies are just waiting for a new home with a loving family. Contact Audrey Durenberger at adurenberger@franklinlakesliving.com for more information.



Ruby has come so far since the day she was found sleeping inside a cardboard box, this week and struggling to walk. She has traveled the long journey from street cat to rescued cat, and she is ready to find her forever home. She is a sweet senior who will do best in a home as an only cat, as she needs (and deserves!) a lot of TLC.

Ray was recently surrendered after it was found that he did not get along with a dog in his former household. Being the sweet addition to the home, the family felt it was only fair to attempt to re-home Ray. Though he is not too fond of dogs, he does not seem to be bothered by the presence of other cats. In fact, he often means free in one of our adoption rooms. We encourage him to do this as often as possible since Ray is currently weighing in at a whopping 22 lbs! We have

started him on a diet, as well, which should be continued in his adoptive home. Ray has the most incredible disposition, immediately greeting anyone in his path. He would likely do well in almost any home (even dogs, of course) and would be perfectly content to curl up next to his person(s) for hours on end. As his name denotes, this gentle giant is truly a ray of sunshine.

Abby and Ruby are 11 year old Box Terriers sadly surrendered when their elderly owner was no longer able to care for them. Abby is very sweet and outgoing, while Ruby is a bit more shy and relies on Abby for confidence. They are both gentle girls, fine with other calmer dogs and looking for a nice quiet retirement home in which to live out their golden years.

Sarge is a very friendly sweet 8 year old who sadly came to us when his owner passed away unexpectedly. Sarge came to us overnight and was recently diagnosed as hypothyroid. He is on an inexpensive pill twice daily for life which is quickly helping him lose weight and feel much better! Sarge gets along with most dogs (doesn't seem too fond of kitties though) and loves human attention. He is a sweet calm gentle soul! Sarge is now in foster care but still looking for a permanent home!

FUN FINANCIAL LITERACY QUESTION

How old do you have to be to avoid a 10% tax penalty for an IRA distribution?

a. 59 1/2	c. 70 1/2
b. 65	d. 67

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HOLIDAY ENTERTAINING



There is so much to be thankful for these days! Family, friends and a fridge full of wine! And there's better news than that: Thanksgiving is here! So pull out those red wine bottles and celebrate your loved ones to some new favorites. First, pour some bubbly. Below are seven celebratory, fine wine picks and most importantly, they don't put a dent in the bottom line to your wallet. So welcome your Thanksgiving diners with a glass of fun.

Would You Like Some Wine With Dinner?
BY TRACY COVINO

There is so much to be thankful for these days! Family, friends and a fridge full of wine! And there's better news than that: Thanksgiving is here! So pull out those red wine bottles and celebrate your loved ones to some new favorites. First, pour some bubbly. Below are seven celebratory, fine wine picks and most importantly, they don't put a dent in the bottom line to your wallet. So welcome your Thanksgiving diners with a glass of fun.

Now since the day is complicated enough when family gets together, you can keep the rest of your dinner simple. Pick one white, one red and be done. But again, this is a great opportunity to pick different varieties. The more white blends, the more a lighter bodied wine because you want to handle the sweet proteins and turkey. Consider a wine made from the grape variety of a white grape common in the Lone Valley of France and South Africa. It's warm often and pairs well with the flavors and texture of a turkey breast. Consider a wine made by a female winemaker and often regarded as one of the best chardonnays in the New World. And while you celebrate loved ones, it's important to tip out the **Shaker-Hilde-Setzer**, consider a lighter bodied red. Try the best of the best **100% Agave Casa Mero 100% Agave**. It's made by a female winemaker and often regarded as one of the best chardonnays in the New World. And while you celebrate loved ones, it's important to tip out the **Shaker-Hilde-Setzer**, consider a lighter bodied red. Try the best of the best **100% Agave Casa Mero 100% Agave**. It's made by a female winemaker and often regarded as one of the best chardonnays in the New World. And while you celebrate loved ones, it's important to tip out the **Shaker-Hilde-Setzer**, consider a lighter bodied red. Try the best of the best **100% Agave Casa Mero 100% Agave**.

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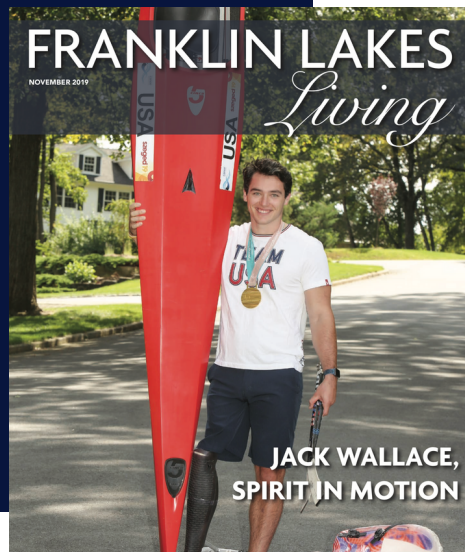
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FAMILY SHOWCASE

Franklin Lakes Living Magazine *is of the people, by the people, for the people.*

Each month, we take the opportunity to showcase a family from within the community. Their special and unique stories are highlighted and celebrated.

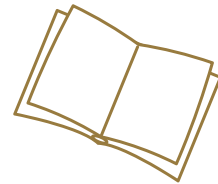


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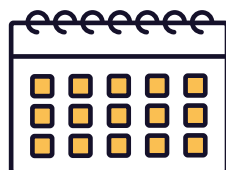


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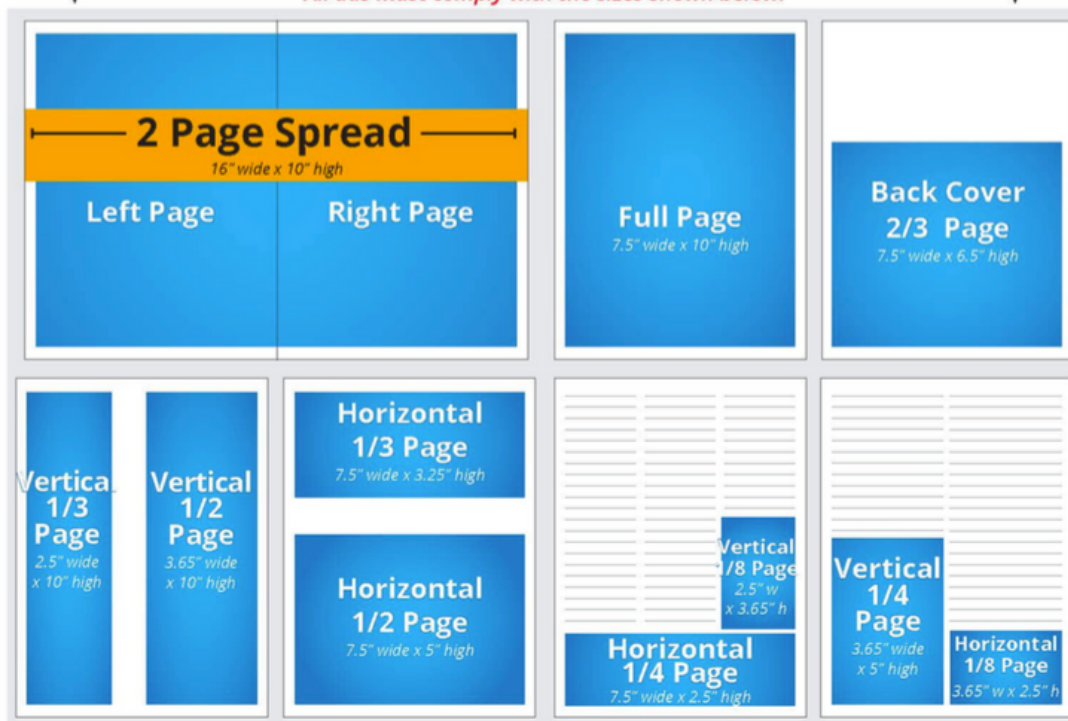
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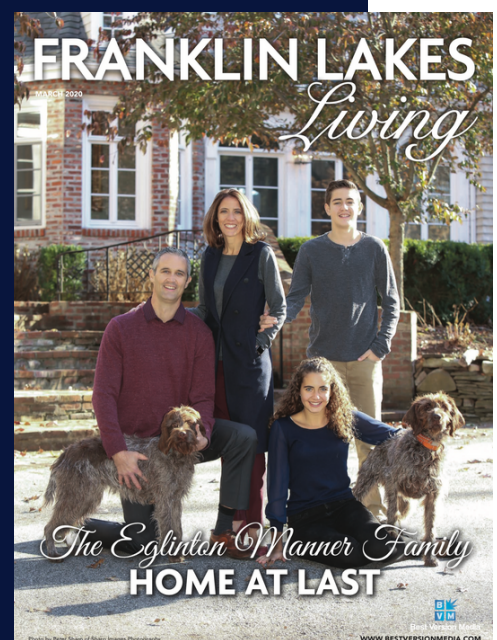
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NELLA VELDRAN, PUBLISHER
CELL: 201.522.9743
NVELDRAN@BESTVERSIONMEDIA.COM

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