

**Plaza Voice**  
*Village of Great Neck Plaza*  
*September 2014*



Mayor Jean A. Celender, Deputy Mayor Ted M. Rosen  
 Trustees Ted M. Rosen, Gerry Schneiderman, Pam Marksheid,  
 and Lawrence R. Katz  
 Clerk Treasurer - Patricia O'Byrne  
 Editor - Brian Hetey

**30th Annual AutoFest and Street Fair Scheduled for  
 September 21st!**

**Celebrate Great Neck Plaza's 30th Annual AutoFest  
 & Fundraiser for Wounded Warrior Project**



**Sunday, September 21, 2014 • Noon - 5 PM**  
 (Raindate: Sunday, September 28, 2014)

**Music • Games • Petting Zoo  
 Karaoke Finals Contest • Rides**

Great Neck Plaza Business Improvement District Production • [shopgreatneck.com](http://shopgreatneck.com)

**The 30th edition of the 'Great Event' is bound to be action packed, with many activities for every member of the family. We look forward to seeing you there!**

The 'Great Event' is turning 30! In conjunction with our Business Improvement District (BID), we are pleased to invite you and your friends to our Annual AutoFest & Street Fair, the 30th year in a row holding this community event. And as part of our street fair, we will be raising money for the Wounded Warrior Project. The festivities will take place on Sunday, September 21st, from Noon to 5 p.m., with the following Sunday, September 28th, serving as the rain date in case of inclement weather.

The festival will include all of the classic signs Great Neckers have come to know and enjoy from our previous fun-filled street fairs; numerous stages for live music, games, street artists, inflatable bouncers and slides for the kids, a karaoke competition, delicious food from our many wonderful restaurants, great deals on items from our fantastic boutiques, and even a petting zoo, among the many other great activities planned. And of course, no Great Neck Plaza street fair would be complete without mentioning the jaw-dropping collection of classic and antique cars that will be lining Middle Neck Road. From some of the earliest Ford models produced by the Detroit car maker to vintage cars from some Europe's most elite automobile makers—Bentley, Jaguar, Mercedes, Rolls-Royce—the classic cars on display will have you oohing and awing.

As mentioned above, the BID will be collecting donations for the Wounded Warrior Project. Formed in 2003, the Wounded Warrior Project is a national organization that serves veterans and

service members who incurred a physical or mental injury, illness or wound co-incident to their military service on or after September 11, 2001 and their families. All registration fees and donations received during the street fair will be donated to the project. Also, anyone who donates to the Wounded Warrior Project prior to the street fair and sends their check to the BID office (5 Bond Street, Great Neck, NY, 11021), which will then be sent to project, will be entered into a sweepstakes to win a shopping spree at participating Plaza businesses.

As always, to maximize the street fair experience for festival-goers, streets in the downtown business area will be closed to vehicular traffic. Middle Neck Road, from Great Neck Road to Maple Drive, as well as portions of Bond Street, Grace Avenue and North Station Plaza, will be closed during the event.

Make sure you save the date, Sunday, September 21st, for our 30th Annual AutoFest and Street Fair! We look forward to celebrating a day of music, dancing, dining and other fun activities with you in the Plaza.

For more information on this and other wonderful events happening in the Plaza, feel free to contact us at Village Hall, (516) 482-4500, check the village website, [www.greatneckplaza.net](http://www.greatneckplaza.net), or contact the Great Neck Plaza BID at (516) 829-1301 and visit their website at [www.shopgreatneck.com](http://www.shopgreatneck.com).

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## Message from the Mayor

Dear Friends,

It's been a very exciting and busy summer here in the Village of Great Neck Plaza, both professionally and personally. We were fortunate to experience a rather cool summer throughout the New York City metropolitan area. We had few rained out events, many continuous sunny days and beautiful summer-like weather throughout July and August. We only had four days above 90 degrees, which has been a relief for all of our cooling costs and keeping our hanging flower baskets, potted plants, trees and lawns still in a vibrant green state.

Our weekly Tuesday night Summer Concerts in Firefighters' Park were not only well attended but also had many different, talented musicians to perform live concerts. Only two concerts had to go indoors to the Great Neck Social Center due to rain. I want to thank the Great Neck Park District, the Great Neck Social Center, the Gold Coast Arts Center and all of our terrific businesses and individuals who sponsor our shows and help us bring live music under the stars in Firefighters' Park for 12 consecutive weeks from mid-June through the end of August.

In association with our Business Improvement District (BID), we also had a successful "Salute to New Merchants" night where we introduced over 30 new, expanded or relocated merchants in the Village. We are thrilled with the number of new businesses that have opened in the Plaza, a 50 percent increase, just in the last year, of the number of new stores, which we are grateful for these newest exciting businesses that have come into our community to serve us. Please "Shop Locally in Great Neck" and support these new merchants and all of our wonderful retailers who provide a vast array of apparel, goods, services, and dining experiences right here in our own town.

We also scheduled and held seven Promenade Nights hosted by our BID; two on Middle Neck Road and five on Bond Street. I want to thank Ron Edelson, Executive Director of the BID and his Assistant, Maria Coscia, for their hard work on the Promenade events. Also, kudos to our restaurateurs and other merchants who participated in the Promenade events. The restaurants did a yeoman's job of relocating their

tables and chairs, in some cases their entire seating, to serve us outdoors. Promenades are a community block party, a happening, and everyone enjoys dining al fresco on a warm summer night, listening and dancing to a live band, participating in Karaoke contests, playing over-sized board games on the street for prizes, and enjoying face painting for the children and other entertainment. Promenade Nights are wildly popular among the Great Neck community. This is the Plaza's seventh year hosting these special Promenade Nights.



Great Neckers take advantage of the great summer weather and enjoy the festive atmosphere at one of our Bond Street Promenade Nights.

In addition, Great Neck Plaza is proud to be the home of the first suburban store on Long Island for the international coffee house chain, Caffé Bene. The chain is originally from South Korea, but is influenced by traditional European cafes and has several locations in Manhattan. Coming soon to the corner of South Station Plaza and South Middle Neck Road, the premises are currently being renovated and upgraded. It's interesting

to note that the Plaza's Starbucks was also that major franchise's first suburban store on Long Island some twenty years ago. Starbucks recently moved from its original Middle Neck Road spot into newly expanded space in the Gardens of Great Neck Shopping Center. Great Neckers love their coffee, and now coffee drinkers will have another coffee shop where they can choose to 'get their fill.' Caffé Bene will also offer teas and other drinks, sandwiches, honey bread, waffles, gelato and baked goods.

On a personal note, my husband, Jeffrey Schwartz, and I were thrilled and so happy for our daughter, Erin, who married Lee Becker, a fellow Great Necker, in Cutchogue, NY on August 16<sup>th</sup>. It was a wonderful milestone event for our families, on a magnificent summer evening, that cemented in our hearts and minds all the wonderful feelings, fun and excitement that was the summer of 2014.

Sincerely,

Jean A. Celender, Mayor



## Plaza 'Salutes' 2014 New Merchants

The Village of Great Neck Plaza recently celebrated another successful "Salute to New Merchants" event. The annual event, hosted in conjunction with our Business Improvement District (BID), honors new and expanded/relocated businesses in the Plaza within the last year. The event, held on August 19th before Piece of the Rock's, "Music for All Generations," concert, saw the likes of Bare Bonez Fitness, Cold Laser Relief Massage



Concert-goers meet and greet the 2014 class of new merchants prior to the night's festivities.

Therapy, European Wax Center and Krav Maga Centers, just to name a few, who came to meet and greet concert-goers. People who visited the Art and Antiques table viewed some of the impressive pieces that this new retailer at 41 Great Neck Road offers to antique hunters. Visitors to the Longevity Fitness table met trainers from the gym who explained the essentials of exercising daily, especially for seniors approaching their golden years. Over at the Cold Laser Relief Massage Therapy table, those in attendance were treated to a five-minute massage demonstration of the massage services that saw Cold Laser Relief Massage Therapy be nominated for several categories in Bethpage Bank's *Best of Long Island* awards. Along with meeting the latest additions to our diverse mix of fine businesses, each concert-goer in attendance received a packet of coupons from numerous businesses in the Plaza, both new and longtime staples, which were produced by our BID. The Village would like to send a huge thanks to all those merchants and concert-goers who attended this year's edition of 'Salute to New Merchants.'

The Plaza is proud to have had over thirty businesses open in the Great Neck Plaza community over the past 12 months. They are as follows:

- Advanced Medical Health Services (12 Bond Street)
- Advantage Partners, Inc. (73 Cutter Mill Road)
- Atlantis Organization (11 Middle Neck Road); \*\*New Location\*\*
- Art and Antiques (41 Great Neck Road)
- Bagel & Deli Café (33 North Station Plaza)
- Bare Bonez Fitness (25 Cutter Mill Road)
- Burger Village (66 Middle Neck Road)
- Caffé Bene (28 South Station Plaza)

- Cold Laser Relief Massage Therapy (1 Barstow Road); \*\*Expanded\*\*
- Cominda Learning Center (15A Great Neck Road)
- Dream Wellness & Dreamnastics (38 Great Neck Road); \*\*New Location Upstairs\*\*
- European Wax Center (14 Great Neck Road)
- Gold Coast Arts Center (113 Middle Neck Road); \*\*New Name\*\*
- Great Neck Value

Store (21 South Middle Neck Road)

- Haus of Tova (73 Middle Neck Road)
- Krav Maga Centers, Martial Arts (45 Cutter Mill Road)
- Krung Tep Thai Bistro (23 South Middle Neck Road)
- Lamed Vav (20 South Station Plaza)
- Levine's French Bakery (105 Middle Neck Road)
- Longevity Fitness (25 Cutter Mill Road)
- Long Island Sephardic Center (3 Grace Avenue)
- Middle Neck Road Convenience (28 Middle Neck Road)
- Muse Painter Bar (34 Middle Neck Road)
- Nardo Shoes (63 Middle Neck Road); \*\*New Location\*\*
- Peter Rybak, Endodontics (15 Canterbury Road); \*\*Expanded\*\*
- Pinkberry (69 Middle Neck Road); \*\*New Management\*\*
- Planet Fitness (38 Great Neck Road)
- Serene Nails (9 South Middle Neck Road)
- Starbucks (8 Great Neck Road) \*\*New Location\*\*
- SUS Galleries (42A Middle Neck Road)
- Toddlewood Studios (27B Great Neck Road)

We'd like to thank all of these terrific merchants for deciding to make Great Neck Plaza their home and wish them much success and many years of good business here. Make sure you visit them to see what they have to offer! Say "hello" and welcome them to our community.

## Special Thanks to Our 2014 Summer Concert Sponsors

When the calendar shifts to June in Great Neck Plaza, you can be almost assured of one thing; Tuesday nights are music night! From the second Tuesday in June to the last Tuesday in August, you can find several hundred Great Neckers singing and dancing together to a diverse mix of music from all over the world; Israel, Great Britain, Ireland, the Caribbean, the Mediterranean, Latin America, etc. This year was no different. Each Tuesday, concert-goers from all over the peninsula were treated to the wonderful sounds from artists like Paul 'Shilts' Weimar, Ricky Pen, The Something Special Big Band, Mambo Loco, Dr. Pam Levy and new comers, The Chuck Braman Trio and Nina et Cetera.

We saw many news faces at Firefighters' Park this summer in addition to our devoted summer concert series regulars. We thank each and everyone of you who allowed us to be a part of your Tuesday nights over the last three months.

Likewise, we couldn't say thank you and not mention our superb sponsors who help us provide every summer top quality entertainment. Our sponsors, all located in the Plaza, have always been a huge part of our day-to-day operations here in the Plaza, and their generous support of the summer concert series is further indication of their commitment and avidity to seeing the Plaza thrive in all aspects of life. Without further ado, we would like to thank our fantastic sponsors:

- The Andrew Hotel (75 North Station Plaza)
- Assemblywoman Michelle Schimel (45 North Station Plaza)
- Astoria Bank (4 Great Neck Road)
- Bonda Yoga (4A Bond Street)
- Daruma of Tokyo (95 Middle Neck Road)
- DE Capital Mortgage (11 Bond Street)
- Douglas Elliman (11 Bond Street)
- Grace Plaza Rehab and Health Care Center (15 St. Paul's Place)
- Gold Coast Arts Center (113 Middle Neck Road)
- Jewels By Viggi (65 Middle Neck Road)
- Tokyo Naru Sushi (25 Cutter Mill Road)

Additionally, we would like to thank the Great Neck Park District for allowing the Village to use beautiful Firefighters' Park as our summer concert series outdoor venue, as well as their park staff for their assistance each Tuesday night. Similarly, we thank the Great Neck Social Center for graciously permitting us to use the center as our indoor venue in the case of inclement weather.

Once again, we would like to thank all the parties involved, performers, concert-goers, and sponsors, for making the 2014 Summer Concert Series one of the best concert series in our history. We couldn't have done it without you!



Great Neck Social Center

## Final 2014 S.T.O.P. (Stop Throwing Out Pollutants) Disposal Dates Approaching

After three successful dates earlier this year set up for Town of North Hempstead residents to dispose of their household hazardous waste in an environmentally friendly manner, the Town will once again be accepting residential waste this upcoming fall. The two dates—Saturday, September 6th, at Michael J. Tully Park (1801 Evergreen Avenue, New Hyde Park, NY), and Sunday, November 2nd, at the North Hempstead Beach Park North Lot (175 West Shore Road, Port Washington, NY), both from 9:30 a.m. to 3 p.m.—will serve as the final opportunity residents of the Town can dispose of these materials until next year.

As part of the S.T.O.P. program (Stop Throwing Out Pollutants), people will be able to safely discard household items that can be corrosive, explosive or toxic if mixed indiscriminately with regular garbage. Any electric device with a plug, with the exception of kitchen appliances, air conditioning refrigerants, anti-freeze, bleach and disinfectants, fertilizers and herbicides, paint thinners, swimming pool cleaning products, and oil based paints are among the long list of items the Town will be accepting. Water-based and latex paints, however, once dried - usually 24 to 36 hours after the lid is removed - can be thrown out with regular household garbage if wrapped in its own trash bag. Residents can also dispose of expired and unwanted pharmaceuticals at the S.T.O.P. events. Although residents can block out their name for anonymity on medication containers/packaging, people must leave medical information clearly visible, and all medications must be in their original containers. Additionally, residents with residential shredding only—no shredding from a resident's business or home office will be accepted—can discard their shredded refuse at either event, limited to six boxes/bags.

For more information regarding the S.T.O.P. program, event dates, or a complete list of the approved items that can be disposed of, please contact the Town of North Hempstead, 311 if calling within the Town, (516) 869-631 if outside of the Town.

## Village Honors Four Star Performers

If there is one thing that residents of the Plaza or those who visit our superb businesses from out of town know, it is that our businesses employ some of the finest employees in the Great Neck Peninsula. Whether it is greeting a customer with a smile, helping them find their desired product, recommending a delicious meal, or going above and beyond to ensure that the customer has had the ideal service, employees in this town have shined extremely bright. Through our 'Star Performer' program, we at the Village are proud to honor these individuals for making the Plaza a wonderful place to live, work and play. This past June, we had the pleasure of honoring four new 'Stars.' They are as follows:



Mayor Jean Celender honors the four stars and their nominators.

- **Violetta Fazylova** - Rite Aid Pharmacy, located at 50 Great Neck Road.
- **Roberta Keery** - U.S. Post Office, located at 1 Welwyn Road.
- **Pasquale Riccardi** - Sir Speedy, located at 81 Cutter Mill Road.
- **Fred Surbito** - Waldbaums, located at 40 Great Neck Road.

We would like to thank our Star Performers for all that

they do in extending the Great Neck hospitality, and continuing to make Great Neck Plaza a destination for people to visit. As always, if you know anyone who fits the mold of a Star Performer, please contact Village Hall via telephone, (516) 482-4500, email, [mayorsassistant@greatneckplaza.net](mailto:mayorsassistant@greatneckplaza.net), or fill out the form on page 7 of the *Voice*, so that we can properly recognize those individuals.

## 5th Annual Poetry Contest Rules Announced

Poetry lovers, rejoice; the rules and dates for submission for the Village's 5th Annual Poetry Contest are finally here! Starting immediately, residents 18 years of age and above from Nassau, Suffolk, Queens and Brooklyn are invited to submit up to the three unpublished poems, along with an entry fee, non-refundable, of \$15. The entry fee can be payable by check or money order to Long Island Traditions. The poems may be on any subject, in any style, must have a title, and must not exceed more than 30 lines per poem. We also ask that poets type their poems in single-space format. Additionally, poets must include two copies of each poem, one anonymous and one with the poet's name and address below the poem. A cover sheet listing the poet's name, address, phone number and email address, and title of each poem, must be included as well when submitting an entry.

Winners of the 5th Annual Poetry Contest will be announced on the Village's website, [www.greatneckplaza.net](http://www.greatneckplaza.net) on Tuesday, March 31, 2015. An Awards Day reading will take place on Sunday, April 19, 2015, at 2 p.m., at the Great Neck Plaza court room. The first prize winner will receive \$150 and a 20-minute reading at Awards Day, second prize winner will

receive \$75 and a 10-minute reading, and the third place winner will receive \$50 and a 5-minute reading. There will also be two awards for Honorable Mention; these poets will be invited to read their poems as well. Additionally, each of the three winning poems will be posted for one month on seven secure outdoor village sign posts, on the bulletin board in Village Hall, and in the waiting room of the Great Neck LIRR station. Honorable Mention poems will be posted for two weeks at the aforementioned locations.



Carolyn Raphael, Poetry Contest Coordinator.

This year's judge will be Joshua Mehigan, a prize-winning poet whose first book, *The Optimist* (Ohio, UP), won the Hollis Summers Poetry Prize. His second book, *Accepting the Disaster*, was published this July by Farrar, Straus and Giroux. His poems have appeared in many periodicals including *The Paris Review*, *The New Yorker*, and *Poetry*.

For additional information regarding the Village's 5th Annual Poetry Contest, please feel free to contact Carolyn Raphael, poetry coordinator, [gnpppoetry@yahoo.com](mailto:gnpppoetry@yahoo.com), Brian Hetey, [mayorsassistant@greatneckplaza.net](mailto:mayorsassistant@greatneckplaza.net), or call Village Hall, Monday through Friday, 9 a.m. to 4:45 p.m.

## V-Day, B-Day Celebrations at Atria Cutter Mill; Summer Centenarian Festivities

For Rita Baram, Marian Distler, Rose Glantz, Mae Lewis, Lee Protass, Herb Russ and Selman Sattler, age is just a number. While others may be celebrating their fourth 29th birthday or even refusing to disclose their age at all, these seven folks are very proud of their ages; 99 (turning 100 in two months), 100, 101, 101, 102, 103, and 99 (also turning 100 in November). And for these seven youthful seniors, August 18th was quite the festive day, full of singing, dancing, and of course, blowing out the candles on the centenarian birthday cake.

Surrounded by close friends and family for the big occasion, the seven centenarians each were presented with



Mayor Celender wishes the centenarians a happy birthday. Of the centenarians, Mayor Celender remarked, "The long lasting relationships you've built over the course of your lifetime is testament to your longevity and enthusiasm for life."

a proclamation from Mayor Jean Celender. "These seven people have exemplified what it means to live life to the fullest," stated Mayor Celender. "You all live each day joyfully and happily, bringing much laughter, smiles and happiness to the lives of friends and family, while at the same time inspiring us with your wisdom and insight."

After receiving their proclamations and taking photos, the group of the hour sat back and

enjoyed the singing and dancing of Plaza resident Lainie Igneri. It was a wonderful afternoon spent enjoying great entertainment with a happy and joyful crowd. The Village wishes these seven youngins nothing but continued good health and happiness every day.

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## School's Back in Session; Make Sure You Stop for School Buses



It's that time of year again; school's back in session. After a two months of summer fun, Wednesday, September 3rd, marks the day Great Neck children will be packing up their book bags for the start of another school year. From walking to school, being

driven by parents or taking the bus, school children have many different ways to get to and from school. And as we move closer to the start of the school year, the Village wants to remind drivers that it is New York State law that all motorists, regardless of what direction you approach a school bus, must stop when a school bus flashes its red light(s) and the stop sign is displayed. It is strongly recommended that people stop at least 20 feet from the bus when the red lights and stop sign are activated by the bus driver. Even if you are on the opposite side of a divided highway from the school, you must stop. The fine when you

pass a stopped school bus ranges from a minimum of \$250 for a first violation, as well as five points on your driver's license, to a maximum of \$1,000 for three violations in three years. If you are convicted of three of these violations in three years, your driver's license will be revoked for a minimum of six months.

With over 6,500 students in the Great Neck Public Schools system and the majority of them utilizing public school buses, the Village asks that you always keep this, and all other traffic regulations, in mind when driving in the community.



## VILLAGE OF GREAT NECK PLAZA

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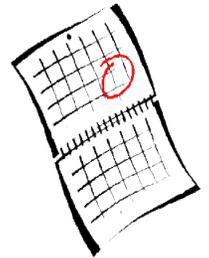
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[www.greatneckplaza.org](http://www.greatneckplaza.org)

### Dates to Remember:

- **Monday, September 15** - Cutter Mill Road Safety Study hosted by Nassau County Legislator Ellen Birnbaum and representatives from the Nassau County Department of Public Works. Members of the public are invited to attend an informative presentation and discussion about this study and proposed next steps. Village Hall, 7:30 p.m.
- **Sunday, September 21** - 30th Annual AutoFest and Street Festival, Noon to 5 p.m.  
(**Rain Date:** September 28)
- **Thursday, October 23** - Star Performer Ceremony, Village Hall, 9:30 a.m.  
Refreshments will be served.



## The Plaza Welcomes New Merchants

The Village is happy to welcome new businesses that are coming, have opened or have recently expanded their business within the Plaza. Stop in and greet these merchants and say "hello." They bring vitality, diversity and new services to our community. If you are a new storeowner in town, new management, or are celebrating a milestone anniversary, the Plaza would be happy to provide a free Ribbon Cutting Ceremony or help you celebrate your event. Just call the Mayor's Office at 482-4500. Some recent additions are:

- **Caffé Bene**, 28 South Station Plaza
- **European Wax Center**, 14 Great Neck Road (Gardens Shopping Center)
- **Lamed Vav**, 20 South Station Plaza
- **Leeman Dental**, 59/59A Cutter Mill Road
- **Muse Painter Bar**, 34 Middle Neck Road
- **Sam Tutors**, 10 Grace Avenue, 2nd Fl.
- **Sus Gallery**, 42A Middle Neck Road, (516) 672-9437
- **Village Asian Fusion & Sushi Bar**, 36 Middle Neck Road



Caffé Bene, located at the corner of South Middle Neck Road and South Station Plaza, will be the site of the first suburban store on Long Island for the international coffee house and pastry chain.

