

# Edward Jones Celebrates Move to Foxmoor

Leaders of Township Council today formally celebrated the addition of Ty Robinson, investment advisor for Edward Jones, to Foxmoor Shopping Center in the Township. Council President Chris Ciaccio cut the ribbon and Council Vice President Sheree McGowan joined her in welcoming Edward Jones.

"We are always happy to welcome businesses to Robbinsville, and the presence of Edward Jones adds to the mix of retail and services in one of our key commercial areas," Mayor Dave Fried said in a statement. "This gives Robbinsville residents another local option."

Ty Robinson, the Edward Jones financial advisor who opened the office that fronts Route 33, said he chose the location to serve clients from Trenton to Allentown and beyond. Robinson attended high school and college in Mercer County and spent many summers with an uncle in nearby Allentown. He marvels at the growth the Robbinsville area has experienced. "I have always liked this area, and now I like it even more," he said.

The storefront, facing Route 33 has

already been good for business, and so has networking with fellow business owners and at community events, he said. Connecting to the community is important to Robinson, who was in the midst of school supply collection drive. "I want to be able to give back," he said.

Robbinsville's Edward Jones office is one of 10,000 across the country. The investment advisor leads its competitors in having a physical presence in cities and towns, making it easier for clients to receive help in person, Robinson said. "We like to be right where the community is," he said.

What advice does Robinson have for today's investors? "Be positive," he said, noting that the Dow Jones Industrial Average has nearly doubled from its lowest point in March 2009. He said he tells many of his clients the same thing he tells a group of students he mentors in an afterschool program: "It's all about perspective. Things are often not as bad as they seem." "If you have financial

From left, Branch Manager Sharon Gates, Council Vice President Sheree McGowan, Council President Chris Ciaccio, Ty Robinson of Edward Jones, and Bill Granville, a friend of Robinson's and president of The Granville Academy.



**LYME DISEASE** Continued from p.11 and transparency. Congressman Smith deserves a lot of credit for his hard work on this issue. I hope to continue my work

percent of Lyme cases may be reported. Lyme disease can lead to chronic illness and can affect every system in the body,

# Making the transition to Robbinsville Extended Day

Pam Elmi, the program director at for Robbinsville Extended Day, gets right to the point.

Half the staff of her program will be new, and half will come from S.A.F.E., the private afterschool and summer program that served Robbinsville schools for more than a decade.

Elmi knows it's a question parents have following last spring's vote by the Board of Education to bring Robbinsville's afterschool offerings in-house, so she offers the staff breakdown without being asked.

S.A.F.E., which stood for School-Age Fun and Enrichment, was popular with parents, and Elmi sounds ready for the inevitable comparisons. "There was a lot of anxiety in the beginning, but the meet-and-greets at the schools with the parents helped," she said. "I plan to be harmonious with everyone."

The mission of R.E.D., Elmi said, is to offer programming not only for students who need after school care, but also for those who seek academic or cultural enrichment beyond the school day. Offerings in the arts or chess, or field trips to area historic sites are all in the works, she said, and will be open to all students.

The approach to homework will be different also, Elmi said. Parents will be asked to sign a homework contract specifying how much of a child's time at R.E.D. will be spent with academics, and this will guide Elmi in hiring staff and seeking volunteers to assist students.

When it comes to homework during the after school program, "Some parents want it, and some parents don't," she said.

In general, however, Elmi already sees strong parent interest in getting a jump on academics.

This summer, "Discover Kindergarten was very popular," and will be expanded next year, she said. The August offering of Quantum Leap Math camp was nearly filled by late July. Both Quantum Leap camps, in math and reading, will guide middle school students through summer assignments and serve as refreshers tied to the school curriculum, she said.

When the district created R.E.D., school administrators vowed to keep a core element of what made S.A.F.E. stand out from many afterschool programs: Scheduling that aided working parents. Pickup could be set for either 6 or 6:30 p.m. The program was open during the half-days of teacher conferences and much of spring break. A look at the 2011-2012 calendar shows that concept has been retained.

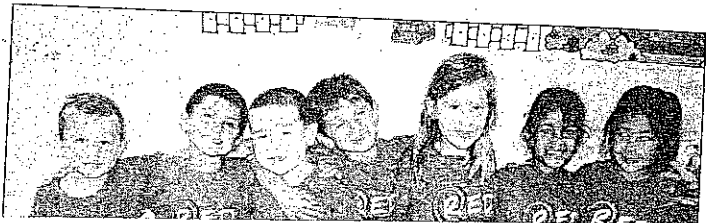
Because R.E.D. is now a school program, Elmi has been able to add an online payment option through the district Web site (although there is a service fee). Elmi is taking applications now for the 2011-2012 school year; parents should complete registration by August 15 to ensure a spot on the first day of school.

Elmi has been busy since her arrival three months ago. The most important task, she said, "has been assembling the staff. That is the building block of any successful program." R.E.D. is requiring that site supervisors have bachelor's degrees and teaching certificates, she said.

Where does Elmi think R.E.D. will be in a year's time? She wants to foster what she calls "mentoring" relationships between Robbinsville High School students and those in younger grades. "I'm impressed with the connection we have with the high school," said Elmi, whose office is located at Robbinsville High. She foresees high school students fulfilling some of their community service hours volunteering at R.E.D., and the district Web site seeks volunteers - age 15 and up - in its job listings.

Having older students mentor younger ones offers "wonderful character building opportunities," Elmi said. "Character education is very important to me."

When asked if she is accustomed to high expectations, Elmi smiles and nods. Her last post was director of the Princeton Young Achievers program, which served low-income youth in the Princeton public schools. So far, Elmi finds Robbinsville to be an up-and-coming district, a place "that other districts will follow."



Robbinsville NJ Reporter 8/9/11