

Winter Newsletter 2010

"What's going on"

It was certainly a fall to remember, although the Yankees didn't make it to World Series, Miller's made it to Yankee Stadium to install custom sidewall throughout the "Press Area" to reduce the cross winds for the ALCS playoffs. Also celebrated in October was the "Tied to the Cause" breast cancer awareness event for Robert Wood Johnson University Hospital. And the color pink was everywhere! For the Robert Wood Johnson event, an engagement party with a very intricate, custom stair case, and of course the Victoria Secret Fashion show in New York City, which recently aired in CBS.

There were also a multitude of corporate events, like the one L'Oreal does each October, under a 40'x 80' frame tent, to show their employees appreciation for all their hard work throughout the year.

And we would be remiss if we didn't mention opening day at Madison Square Garden for the [New York Rangers where our custom carpet adorns the ice.](#)



[ALCS at Yankee Stadium](#)



[Breast cancer awareness event for RWJ University Hospital](#)



[Victoria's Secret Fashion Event](#)



[Corporate events for L'Oreal](#)



[Engagement Party in Clarksburg](#)



[Back to the future 25th Reunion Celebration](#)

[Click on this link](#) to view the full gallery of events

“Looking forward”

Spring will be here before we know it. During the winter months we spend countless hours inventorying and maintaining our equipment so that it's ready for the next season. Our specialty work in New York City keeps us busy all year with all new movie premiers and special events. Our crews brave the freezing temperatures daily to make these events happen Working in the cold winter winds brings us a whole new set of challenges. Our generators and power equipment is really put to the test to keep heaters fired up and ready at a moment's notice. Electric heat is the norm in the city, propane is not permitted. Many of the tents have multiple sets of double French doors installed and raised floors added to keep the heat in.



[Willoughby's Camera, NYC](#)



[International Emmy Awards, NYC](#)



[Barney's NYC](#)

“Crew Corner

In this edition of our newsletter we'd like to feature [Aaron Boyum](#), Sales Manager, New York City territory. Aaron, who started as a tent installer back in April of 1993, first came into a management role in 2002 as the Division Manager for [Skytracker Premier Services](#) where he was responsible for the sales and maintenance of our [Skytracker, Four Beam Aerial Searchlights](#). In 2007 his role expanded as the New York City market really took off and now Aaron primarily handles the sales and installations for large, scale events in New York City for some of our most distinguished and high profile clientele.



Aaron is a 1999 graduate of Rutgers University. He resides in Monroe Township with his wife, Kathy and three kids, Cooper, Tyler and Riley. He enjoys coaching his boys for the recreation department's wrestling program and he has a passion for all things fantasy football. .

“It’s time to give back with Facebook”

Facebook is a wonderful marketing tool for us to reach hundreds of potential clients that we may otherwise not have had the opportunity to connect with. But this month we’d like to use the social network to give back to the kids. Take advantage of our latest holiday promotion! Bring an unwrapped toy to the showroom and receive 10% off of your rental order through December 31, 2010. All toys will be donated to [Toys for Tots](#).

Offer cannot be applied to orders already placed. Promotion begins Friday, December 3rd and toys will be accepted until Monday, December 20th.



“Top 10 Tips for Having a Great Holiday Party”

1. Give your guests plenty of notice.
2. Start early getting ready.
3. Plan your menu in advance.
4. Think through the drinks you’ll serve..
5. Round up all your wine glasses, coffee cups, and silverware
6. Select a tablecloth and think about what kind of centerpiece would look nice
7. Call friends you’d really like to see who haven’t responded to the invite.
8. Revise your plans if needed.
9. Ask for help.
10. Enjoy yourself and take the time to visit with your guests

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“Client Corner”

Mike Pelligra
Owner, Twin Oaks Caterers, East Brunswick, NJ www.twinoakscaterers.com



Twin Oaks Caterers opened its doors in February of 1989, with two generations of off premise catering experience under his belt the founder Luke Pelligra (Dad) opened Twin Oaks with a partner Pete Manero. We were officially Twin Oaks Caterers, Butcher and Deli with a retail butcher shop run by Pete, the catering operation run by Luke and the deli run by Grace (Mom) and Rose (Pete's wife).

It wasn't long before the kids got involved, Mike, was a recent graduate from the Culinary Institute of America, sister Sandy was around to help, and brother Rich had just graduated from high school a few years earlier and was eager to get involved. It wasn't long before the catering operation was in full swing.

After a few years it was time to expand the catering operation and we decided to close the retail portion of the growing business and put all of our resources into off premise catering. Fast forward 15 years and Luke & Pete are retired, Mike and Rich have taken the reins and Twin Oaks Caterers is well established as one of New Jersey's Premier off premise catering companies.

In addition for his love of cooking, Mike is an avid fisherman, loves to work in the yard and touts himself as a "pretty good landscaper".

Mike resides in Monroe Township with his wife Kathy and their kids, Daniel, a freshman at Rutgers, Lucas, Matthew and their Portuguese Water Dog, Cooper.

Let us know if you'd be interested in having us feature you in our next newsletter!

And the winner is.....

For our [Facebook Thanksgiving Table Picture Promotion](#).....Congrats to Alexa Wybraniac. Alexa, please e-mail karen@millersrentals.com to claim your \$25.00 Gift card !

We wish everyone a safe, happy and healthy holiday season. Let us know if Miller's can be a part of your next celebration or special event. We are very appreciative of your calls, emails and referrals. Again, we want to thank you for your continued patronage and we look forward to working with you soon.

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