

TENDING TO BUSINESS

EMERSON CLEANERS

WHERE BEING GREEN IS MORE THAN RECYCLING HANGERS

Emerson Cleaners, one of Northern New Jersey's most trusted and professional cleaners, announces that it has upgraded its dry cleaning facility to the environmentally-friendly GreenEarth® cleaning process.

Unlike traditional dry cleaning, which uses perchloroethylene or "perc," GreenEarth replaces petroleum-based solvents with safe liquid silicone. This gentle silicone solution is made from one of the Earth's most abundant natural resources, sand, the same natural product used in everyday shampoos, lotions and deodorants.

"Even in today's tough economic climate, we did not hesitate to make a significant investment in this environmentally-safe process," said **Craig Goulian**, third-generation owner of Emerson Cleaners. "The decision to stop using perc and convert to GreenEarth is not just better for the environment; it's better for business. We serve a very sophisticated and socially-conscious clientele here in Bergen County. We know our customers will value the benefits to the environment and their clothes. With GreenEarth, garments just look and feel better. They are softer, with more body; colors are brighter and whites are whiter."

Customers who stop into the 120 Kinderkamack Road store, or receive free pick-up and delivery service in Emerson, Westwood, Washington

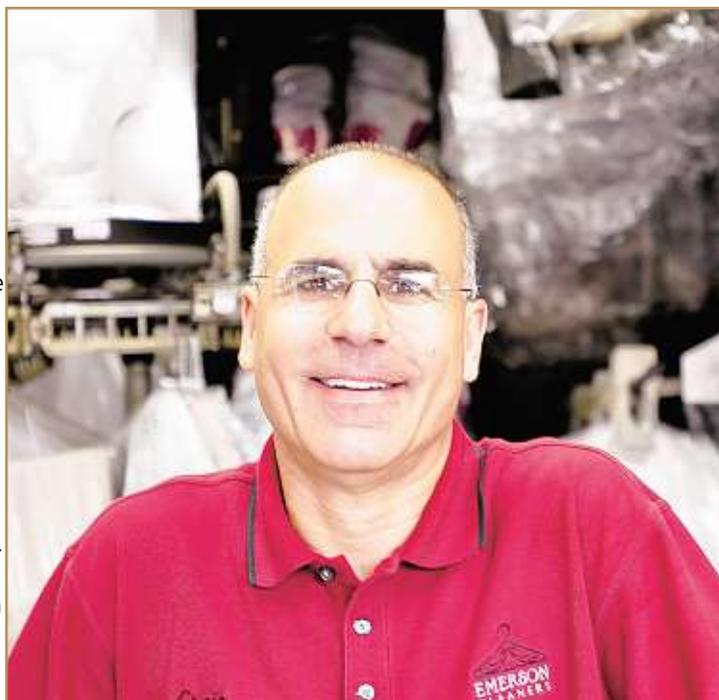


PHOTO COURTESY OF EMERSON CLEANERS

Township, Oradell and River Edge, also will notice the new green plastic bags used to wrap all Emerson Cleaners garments. The new bags are biodegradable, compost-able and recyclable.

Owned by the Goulian family since 1903, Emerson Cleaners has been located on Kinderkamack Road since 1986. For more information about Emerson Cleaners visit www.emersoncleaners.com or call the store at 201-262-1331.



PHOTO COURTESY OF KAREN FARAG

KAREN TAKLA FARAG, CPA

TAX PLANNING AND ACCOUNTING YOU CAN TRUST

Most people would treat news of job relocation with anxiety. As a certified public accountant with 14 years of Wall Street experience, **Karen Takla Farag, CPA**, took the news in stride. "I decided to leverage my skill set and vast experience and begin my own accounting and tax practice," says Farag. "After years of working with complex business models, I knew my assistance would be extremely beneficial to small and mid-sized companies."

Within days of spreading the word about her growing business, she landed her first corporate client by referral. Since then, she has grown and now delivers value-added services to numerous corporations. Among the services she offers to business owners are assistance with bookkeeping, financial statement preparation, and tax return preparation.

She also assists individuals with tax return preparation and tax planning, and she has an associate who is an expert on retirement planning. "I take a proactive, consultative approach to tax planning and provide new clients with complimentary consultations," she says.

"Those who choose to work with me for tax and accounting needs receive a level of service that exceeds their expectations," Farag states. "I value the trust my clients have in me. I have a proven track-record, and I am willing to provide references upon request."

Karen Takla Farag, Certified Public Accountant, is located at 84 Ralph Ave. in Hillsdale. For more information, call 201-320-6377 or e-mail karentaklafarag@gmail.com.

SONIC SUDS LAUNDROMAT THE AREA'S FIRST MODERN LAUNDROMAT

Sonic Suds Laundromat opened its doors on Oct. 3. The Laundromat is located in Emerson, on Kinderkamack Road, next to the Stop & Shop shopping center. Sonic Suds is celebrating its grand opening with specials through the end of the month. This is Sonic Suds' third location.

This cutting edge facility is equipped with modern energy saving and water conserving equipment. The machines operate on an automated card system. There is no need to search for quarters at laundry time anymore. Credit cards are accepted as well. There are 38 washers and 44 dryers in this enormous Laundromat, including jumbo size machines that easily fit comforters and blankets. The brightly lit facility is equipped with Flat screens TVs, vending machines and video games for customers' enjoyment as they do their laundry.

Sonic Suds is the area's first extended hours Laundromat. It is open from 6 a.m. to midnight. Laundry attendants are staffed at all times for patrons' assistance. The Laundromat also offers a professional wash and fold laundry service. This service is invaluable to people who are trying



PHOTO COURTESY OF SONIC SUDS

to help their elderly parents live independently, new moms and to small businesses with laundry needs.

Sonic Suds is located at 328 Kinderkamack Road in Emerson. For more information, call 201-599-9800.