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OCEAN & MONMOUTH COUNTIES

FALL/HOLIDAY 2009

Autumn & The Holidays at The Shore!

Victorian Home
Restoration
in Shrewsbury

Tim McLoone
and The Holiday
Express Charity

450 Japanese
Maples in Wall

Hinck Turkey Farm
for Thanksgiving

Popcorn Park Zoo
in Forked River

Harvesting Honey
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Plus:
Places To Go & Things To Do
Events & Theater Calendar
Holiday Shopping & Dining Guide

Tim McLoone

Twenty-first Century Man

by Donna Clapp

Tim McLoone is sitting in his favorite office, a booth at McLoone's Pier House on the boardwalk at Pier Village in Long Branch. At this hour, it's right in the heart of the hustle and bustle of the lunch crowd who've come to enjoy not only the great food, but also the gorgeous view of the ocean this glass-enclosed beachfront restaurant provides. That view is one of the reasons McLoone, often called a Renaissance man for his visionary thinking, was the first to sign on the dotted line when the developers of Pier Village came to call.





SCOTT LONGFIELD

Above: Tim, Santa, and the Grinch at the Holiday Express Golf Outing. The event raises money for the Holiday Express Scholarship program. More than \$315,000. has been distributed since the scholarship program began in 2000.

Left: Tim McLoone is the recipient of a 2009 Gold Plate Award by the New Jersey Restaurant Association. The award recognizes an individual's current service to the restaurant industry and community. The Gold Plate & Restaurateur Of The Year Awards Gala will be held on November 30, 2009 at The Madison Hotel in Morristown.

“My parents were of modest means, and they gave of themselves all the time.”

— Tim McLoone

“This was a no-brainer because, as a runner, I ran up and down this strip for dozens of years, but I was watching it literally and figuratively falling into the ocean,” says McLoone. “Everyone kept saying to me ‘Oh man, you’re really taking a big risk!’ I was like ‘Thanks, but not really. When are you ever going to get to build a building on the beach in New Jersey ever again?’ It was funny, we were about three quarters of the way through the design process, and I finally told the architect ‘Every inch has to be glass.’ And it’s great because everyone who walks in here is like ‘Holy Cow,’ because the view is so great.”

It’s the kind of attention to detail McLoone brings to everything in his life, and given the life he’s got, that says something. He’s a father of four, owns five restaurants and The Running Store, serves as the arena announcer for Seton Hall University and the New Jersey Nets, plays piano with his band, Tim McLoone and the Shirleys, coaches a local high school track and cross-country team, and is

the founder and president of Holiday Express, a non-profit he founded in 1993.

“I think I’m so busy doing so many things because I was always afraid of being bored,” McLoone says when asked how he manages to do so much. But the way that he speaks about each piece of his life with such passion says that it’s much more than that. He laughs easily and often, and gives answers one of two ways—either with self-deprecating wit or, for the more serious questions, with a heartfelt seriousness and, in some cases, with tears in his eyes. With his upbeat outlook on life, this is a man who gives the phrase “live life to the fullest” a whole new meaning.

Three years into his twelve-year-old son’s treatments for leukemia, he says it’s been as much a blessing as a curse. “That gave me a much higher appreciation for stuff, as everyone in that kind of a situation will tell you. Not so much the live for today stuff they talk about because I was already there to some degree,” explains

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Holiday Express

Although many have seen a public Holiday Express Benefit Concert, not everyone knows exactly what services this 501c3 charity provides. Executive Director, Don Pignataro explains:

“Our events are held at locations where people are often the forgotten of society, at soup kitchens, homeless shelters, developmental centers, and other facilities for the mentally and physically disabled, those living with A.I.D.S., and where people live challenging lives in a challenging environment.”

“These people do not have the opportunity to hear live music, have people visit them, or receive gifts for the holidays. And that’s what we do. We bring a large group of volunteers focused on live music, along with food, interactive songs, song parodies, and costumed characters. Volunteers hold their hands, hug them, and have a lot of fun in a big party environment. They give gift bags for each and every one.”

“When Tim McLoone started this, he saw the misfortune of those who live lives that society doesn’t see. So our signature song (written by Steven Van Zandt), “Nobody Oughta’ Be Alone On Christmas,” says what we do. The song is for those who might be alone on Christmas, and we want to bring them a holiday party.”

In 2009, Holiday Express, with more than 1,300 volunteers contributing their time and talents, will share the gift of music and kindness at more than fifty events. Most of the events are private affairs for people in need. But you can have the privilege of seeing Holiday Express and contributing to them at one of their benefit concerts or by becoming a volunteer yourself.

HOLIDAY EXPRESS BENEFIT CONCERTS

11-26: Holiday Express Concert, Tree Lighting, and Santa Express in Red Bank

Broad Street for concert; train station for Santa, Red Bank (732) 842-4244
7:00 PM
www.redbankrivercener.org

12-9: Holiday Express Benefit Concert in Newark

NJPAC, One Center Street, Newark
888-466-5722
7:30 PM

12-15 and 12-16: Holiday Express Benefit Concerts in Red Bank

The Count Basie Theatre, Red Bank (732) 842-9000
7:30 PM



McLoone performing at the Holiday Express concert at the Red Bank tree lighting.

SCOTT LONGFIELD

McLoone. “I wouldn’t wish it on anyone on the one hand, but on the other hand, I would never have gotten to spend so much time with my son. Jack and I are in a different place than we ever would’ve been. I literally have spent more time with him in the past three years and now than I ever would have 24/7—I mean when do you ever get to do that?”

McLoone goes on to talk about how everyone in their lives during this time just jumped right in to help with anything they needed, and adds that his wife, Beth, is really the rock that held everyone together, sharing equal time with him in their son’s round-the-clock care. He says it reminded him of the time he got to spend with his own father during the summer of his sophomore year at Harvard. McLoone was recruited to run track, but says he wasn’t quite ready for the level of competition there.

“I was really struggling athletically, and my father decided that he would kind of dedicate a summer to me to help with my running,” he explains. “What we would do is we started traveling to places so I could race. So we’d be in the car for an hour or hour and a half each way just so I could jump out of the car and run for four and a half minutes and then get back in the car and ride home. What was in it for him? Except that he was giving me the chance I needed to make it. And because of his dedication, I was named All-American the next year. So that’s where the inspiration was sowed in me, a long, long time ago, by people like my dad and my coaches.”

McLoone has been compelled to “pay it forward” ever since, which is just one of the reasons he’s a coach himself, and perhaps one of the reasons why Holiday Express is one of his passions. It’s important to him to make sure Holiday Express is providing happiness for those people who would get little or no attention during the Christmas season.

“We play our shows in soup kitchens and homeless shelters and A.I.D.S. hospices and a lot of psychiatric facilities such as residential psy-

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Phone: (732) 544-8010
www.holidayexpress.org • Email: holexpress@comcast.net

chiatric facilities where nobody's coming to visit them during the season," says McLoone. "I've always said that my job with Holiday Express is to make sure we get paid. And the way we get paid is that everybody gets back on the bus, whether it's musicians or volunteers, and says 'Oh, I was glad we were here,' in a way that lets all of us know that if we weren't there, nobody would be. And that's it, that's the game."



SCOTT LONGFIELD

Holiday Express volunteers unload a truck at St. John's Soup Kitchen in Newark. Every Christmas Eve, the charity feeds about 700 people at St. John's. They also provide gift bags to those who attend, each filled with items such as toothbrushes, shampoo, blankets, and gloves and hats to keep the homeless warm.

It's a game he and Holiday Express play approximately fifty times every year during the thirty days between Thanksgiving and Christmas and one McLoone is inspired to keep playing way into the future.

"I'm inspired by the people who surround me. My parents were extraordinarily giving people. For example, my mother and father started the Mothers and Fathers Clubs at Seton Hall Prep. My parents were of modest means, and they gave of themselves all the time," says McLoone. "You know, I just read the book by Malcolm Gladwell, *The Tipping Point*, and he talks a lot about your environment, your friends, and your peer group, and there's that old saying "by their friends ye shall know them," and I think that's all true. I have the best friends, I've surrounded myself with them, they're just the best people, and I would be with them every day if I could. I think that's where inspiration comes from. It's that mutual reinforcement." ♦

Tim McLoone's Restaurants

McLOONE'S RUM RUNNER

**816 Ocean Avenue, Sea Bright
(732) 842-2894**

www.mcloones.com/rumrunner

McLoone's Rum Runner is an upscale restaurant featuring exceptional, Zagat-rated cuisine. Overlooking the Shrewsbury River, the 125-seat dining room serves lunch and dinner seven days a week, as well as Sunday brunch. Private parties and weddings up to 150 people can be held in the upstairs River Room. The piano bar has been voted #1 on the Jersey Shore for many years, and you can catch fabulous entertainment every weekend. For twenty years, McLoone's Sea Bright location has been known as a special place to dine and hear music. During the warmer months, you can dine on the outdoor Boathouse Deck. Enjoy the more casual atmosphere while watching the sunset on the river over Rumson.



McLOONE'S PIER HOUSE

**Pier Village, One Ocean Avenue
Long Branch (732) 923-1006**

www.mcloones.com/pierhouse

Located right in the heart of Pier Village, McLoone's Pier House has become a favorite of both Jersey Shore visitors and locals alike since opening in spring 2005. McLoone's Pier House has become the place for weddings, parties, entertainment, and scrumptious indoor and outdoor dining due to its breathtaking view of the Atlantic Ocean and delicious cuisine. There's something for everyone since the Pier House caters to beach-goers looking for a casual lunch as well as those looking for a fancy dining experience, with dishes from zesty salads and pasta choices to a wide array of starters like savory crab dip or sushi. An extensive wine list and tropical drink menu compliment any McLoone's meal.



SALT WATER BEACH CAFÉ

**1200 Ocean Avenue, Asbury Park
(732) 774-1400**

www.saltwaterbeachcafenj.com

Open seven days a week for lunch and dinner, the Salt Water Beach Café offers a casual, delicious dining experience with incredible views of the Atlantic Ocean from the newly renovated Asbury Park boardwalk. Enjoy the large outdoor dining area right on the boardwalk, which is perfect for beachgoers. The menu at Salt Water Beach Café has a large selection of starters, salads, burgers, and delicious seafood, so there is something for everyone in the family to enjoy. Enjoy a specialty cocktail from the drink menu or sip your favorite wine while you have perfect spot to enjoy the view of all that Asbury Park has to offer.



TIM McLOONE'S SUPPER CLUB

**1200 Ocean Avenue, Asbury Park
(732) 774-1155**

www.timmcloonesupperclub.com

McLoone's Restaurants' newest venture opened in July 2008, bringing back the supper club concept of days gone by. Tim McLoone's Supper Club offers the experience of great live entertainment paired with exquisite cuisine. Located on the boardwalk in Asbury Park, above Salt Water Beach Café, you will find an elegant venue to enjoy some of the area's finest entertainment. The upscale menu offers many starters and exceptional dinner choices as well as delicious dessert samplings that are made daily by their in-house pastry chef. Tim McLoone's Supper Club can also host your private event in this beautiful room with a view.



McLOONE'S AT FAVORITES

**3 Lafayette Road, Fords, (732) 512-5025
www.mcloonesatfavorites.com**

McLoone's at Favorites is located within the NJSEA's off track wagering facility. It offers choices of both casual and upscale dining experiences with the quality and creativity on the menu that is synonymous with the McLoone's brand name. While at McLoone's at Favorites, you can always enjoy an extensive choice of delicious menu items along with a Pre-Fixe dinner menu. Drink specials are offered five nights a week as well. If you are looking to host a private party, McLoone's at Favorites can accommodate your needs with a private room and a choice of menu options.

