

Business Spotlight

Axelrod Center Names Community Outreach Director

The Axelrod Performing Arts Center in Deal Park this week said Sherri Ehrlich has been appointed the director of community outreach in group sales for the 2024 season.

With an extensive background in community engagement and a passion for the arts, Ehrlich brings a wealth of experience to her new role, officials at the center said.

In her capacity as Director of Community Outreach, Ehrlich will play a pivotal role in enhancing the center's connections with

the community. She will spearhead group sales initiatives, fostering partnerships with local organizations, and ensuring that the Axelrod Performing Arts Center remains a vibrant cultural hub.

The 2024 season includes "Evita" "Sunday in the Park with George" and the timeless classic "Fiddler on the Roof."

For senior citizens, kids and their families, attending the theater offers a multitude of benefits. Beyond the joy of witnessing outstanding live performances, it

provides a social experience, fostering a sense of community and shared enjoyment. The Axelrod Performing Arts Center welcomes everyone to partake in the enriching atmosphere and encourages families to create lasting memories together.

Ehrlich expressed her enthusiasm for the upcoming season, saying, "I am honored to be a part of the Axelrod Performing Arts Center family and look forward to connecting with our community. The 2024 season promises to be a celebration of the arts, and I

am excited to make it an inclusive and memorable experience for everyone."

For more information on the 2024 season and group sales opportunities, please contact Sherri Ehrlich at 732-241-6898 or Sherri@axelrodartscenter.org

The Axelrod Performing Arts Center produces its own professionally staged musicals and ballets for the Jersey Shore in collaboration with Broadway directors, choreographers, and designers, showcasing professional actors, dancers and singers.



Sherri Ehrlich

Turning Point Opens in Ocean Township

By ED SALVAS

The newest restaurant in the growing Turning Point group is open in Ocean Township. The restaurant is also the latest addition to the Ocean Commons at Route 35 and Deal Road.

Turning Point officially opened Jan. 29 following a soft opening for family and friends over the weekend. The restaurant's theme is "breakfast, brunch and lunch" and according to CEO and Founder Kirk Ruoff is designed to "let everyone else handle dinner and late night and to do the best job we can between 7:30 and 3 p.m."

His plan has been working well since he opened the first Turning Point in Little Silver in 1998. The Ocean Township restaurant is the 26th location. The others are in New Jersey, as well as Pennsylvania, Delaware, Virginia and Florida. Ruoff said he started

franchising the brand after the pandemic and there is now one franchise open, five more under contract and a dozen "in discussion." He plans to keep the business in states east of the Mississippi.

The Ocean Turning Point has a dining room plus a private room for groups up to 50 people for parties, showers, bat and bar mitzvahs, and business meetings. There's an outside patio for dining when the weather permits.

Ruoff started the business in Little Silver when he purchased a failing restaurant and decided to do just breakfast and lunch and found success. He says the menu is a traditional breakfast with some creative ideas. There are soups and sandwiches plus salads and desserts for lunch, and an extensive kids menu for both.

In addition to the new restaurant, the second floor of the

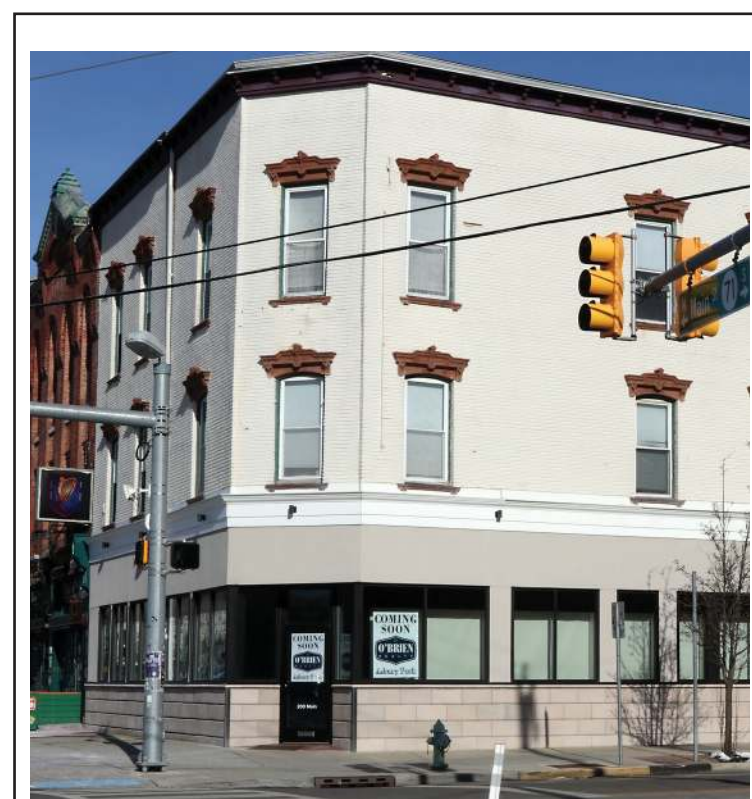
building will house the Turning Point corporate office which is moving from Eatontown. There will also be a corporate training center and a test kitchen for trying out new products. Besides Ruoff, the executive office includes COO Bonnie Iavaroni and CFO Patrick Sharoo.

Among those attending the weekend opening was Ocean Township Mayor John Napolitani who praised the restaurant and said he wants to see more restaurants in town and says the Ocean Commons with its selection of restaurants, a new WAWA convenience store and gas station, a Residence by Marriott Hotel under construction and new condos is the "center of town." He's also working on a plan to beautify the section of Route 35 that runs through Ocean Township.



Coaster Photo

At the grand opening of the Turning Point in Ocean Township were Kelly Coughlan, general manager; Angela Jovinelly, events director; Kirk Ruoff, founder and CEO; Mayor John Napolitani; Kerri Dwyer, district manager and Matt Alkon, facility director and Bonnie Iavaroni, COO.



Coaster Photo

O'Brien Realty is scheduled to open an office at the corner of Cookman Avenue and Main Street in Asbury Park.

O'Brien Realty Coming to Asbury Park in February

By ED SALVAS

The hyper-active Asbury Park real estate market gets a new member in February when O'Brien Realty opens its new office at 200 Main St. at the corner of Cookman Avenue.

The large "Coming Soon" sign announcing the move covers up work underway inside the corner building that was the home of Berkshire Hathaway Real Estate which has closed.

O'Brien Realty already has five offices along the Monmouth County Coast stretching from Atlantic Highlands, Rumson, Monmouth Beach, Oceanport and Long Branch and now to Asbury Park.

The owners are Kerry and Tamara O'Brien, with Kerry listed as the broker/owner of the agency. Their bios tell their story of meeting at Shore Regional High School in 1983 and says they have been together since 1994. O'Brien Realty was formed in 2013.

The O'Brien's assert their brand "represents trust, loyalty, and respect. Buyers, sellers, and referrals work with O'Brien Realty because of their full-service firm, expertise, experience, and moral compass."

The location formerly housed the John C. Conover Agency which dates back to 1906. The agency first opened in Allenhurst and in 2018 the agency merged with Berkshire Hathaway Home Services and the Conover name was dropped.

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