

The Scoop

Happenings from Howell Plaza Shopping Center



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Secrets of the Trade

In this issue, the Howell Scoop goes behind-the-scenes to gather tips and ideas from shopkeepers that can be used at home. Come visit Howell Plaza Shopping Center to meet our experts in person.



The Baker's Dozen Pay-off

Even when a brunch may include bagels for just six friends or family members, ordering a dozen can be the perfect number.

King of Bagels' owner **Sam Haddad** explains, "Our secret recipe bagels, made each morning, go fast. Customers often order more than they need since there are so many creative options for leftovers."

Sam believes in a true baker's dozen by adding an extra bagel as a thank you. As the King of Bagels, Sam has plenty of ideas for two-day-old bagels beyond simply halving them and popping each side into the toaster.

- *Bagel Chips* – Lay the bagel flat on a cutting board and carefully cut thin horizontal slices. In a large bowl, toss and coat bagel slices with olive oil, salt, pepper and seasoning. A generous sprinkle of parmesan cheese gives them some kick! Put single layers on baking sheet and in a pre-heated 300o oven and bake until crisp. Be sure to ask Sam about his packaged bagel chips; they're delicious!
- *Pizza Bagels* – Layer your favorite red sauce or pesto onto each side of your day-old halved bagel and top with veggies or pepperoni. Sprinkle with shredded mozzarella cheese and broil in a toaster over until the cheese starts to bubble.
- *Bread Pudding* – Substitute leftover bagels for stale loaves of bread. Using simple ingredients, you can make a fast and delicious sweet or savory dessert.

For more ideas, visit www.HowellPlaza.com and search "King of Bagels!"



DID YOU KNOW...

March is **American Red Cross Month**

Next time you're visiting Howell Plaza, drop by the **New Jersey Blood Center** to donate a pint. Not only is this a life-giving gift, but there's a loyalty program, **Rewards for Life**, to thank you for your generosity!

Call **(732) 901-0720** for an appointment.

Find what you're looking for at Howell Plaza

ATLANTIC PHYSICAL THERAPY • BOB'S SPORTS CARDS & MEMORABILIA • CENTRAL JERSEY BLOOD CENTER • CENTRAL JERSEY TAX SERVICES • COSMOPROF • CPR CELL PHONE REPAIR • EDIBLE ARRANGEMENTS • FARMERS INSURANCE-EDWARD LICCIARDI AGENCY • HOWELL ACADEMY OF DANCE • HOWELL KITCHEN • JEENA JAY • KING OF BAGELS • LESLIE'S POOLMART • NAIL TECH NIRI BARBER SHOP • NONNO'S PIZZERIA • PRECISION FAMILY HAIR CARE • RK PRETZEL DELIGHTS • SEARS HARDWARE AND APPLIANCE • SHORE SUDS LAUNDROMAT • SLEEPY'S • SWEET MUSIC ACADEMY US POST OFFICE • WINE-O-LAND

Behind-the-Scenes with Bob Colello



The Inside Scoop to Collecting Sports Memorabilia:

Collecting sports memorabilia is exciting and can turn into a lifelong passion. Bob Colello of **Bob's Sports Cards & Memorabilia** turned his hobby into a career.



THE SCOOP: *Would you share some tips on how to begin collecting?*

BOB: Begin with something you're interested in. Whether it is sports cards or autographed memorabilia, let your passion drive your learning. I also recommend:

- Knowing your item and conducting research first
- Refraining from making impulsive purchases. Many fakes are sold over the internet and if a "deal" seems too good to be true, chances are it's a fake.
- Making your purchases from a reputable source, such as a dealer who can provide a Certificate of Authenticity with each purchase and offers a money-back guarantee.

For youth, like I did, start with something that doesn't cost much nor takes up much room — baseball cards (our packs start at \$2). These can really increase in value, especially if you have rookie cards or could have a card signed by the player.

Collectible purchases licensed by sports leagues/ associations like Major League Baseball, the National Football League and the National Basketball Association are good resources.

Beckett Price Guide is the sports memorabilia bible for up-to-date pricing and value of baseball cards. Download their phone apps so you have quick access when considering a purchase.

THE SCOOP: *What was the first piece of memorabilia you acquired to start your collection?*

BOB: My first major purchase was an autographed photo of Dan Marino of the Miami Dolphins. I paid \$250.00 dollars. One of my other prized possessions is an autographed Mickey Mantle card that I purchased in 1994. I went down to Atlantic City for a memorabilia show and actually got to meet him.

THE SCOOP: *What types of collectibles will people find at Bob's Sports Cards & Memorabilia?*

BOB: Among are top-sellers are baseball, football, hockey and basketball sports cards. We also have a good collection of the newest Soccer Cards. Our card selling prices start at \$1.00 and can go as high as \$2,000.00 for a 1956 Mickey Mantle NY Yankee card. We also have authenticated 8x10 autographed photos, McFarlane collectible figurines and a slew of other sports related items.

Please drop by **Bob's Sports Cards & Memorabilia** and introduce yourself to Bob or just give him a call at **(732) 942-0050**. He's willing and ready to help you to build your own collection.

For the full interview with Bob, visit the Howell Plaza Shopping Center website at www.HowellPlaza.com.