



Bang/Zoom!
To The
MOON!
(And Back)
With Brian Raineri

Just who exactly is this Facebook-loving, *Honeymooners*-watching, family man?

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BRIAN RAINERI enjoys running races, country music, Facebook, vacationing in Wildwood Crest, a good gin and tonic, and watching *Honeymooners* reruns. He dislikes insincere, phony and fake people. The North Haledon husband, father of two young boys and senior vice president at a medical advertising agency graduated with a doctor of pharmacy degree and is actually a licensed pharmacist. But, we suppose, that career path would've been too easy. "After graduation, I fell in love with the marketing side of the industry." The rest is history. Or, shall we say, *his story*. Let's get to know Brian a little better.

DOWNTOWN: AS A FELLOW HONEYMOONERS FAN, I WELCOME YOU TO THE BROTHERHOOD OF RACCOONS. IF YOU FOUND A SUITCASE FULL OF MONEY ON A BUS, WOULD YOU SPEND IT OR REPORT IT?

BRIAN: Although that kind of money could keep me in pizza for the rest of my life, I would report it. I don't want some guy named Ziggy coming after me! [Laughs]

WHAT MATTERS TO YOU THE MOST AT THIS POINT IN YOUR LIFE: GOOD HYGIENE, AN AMPLE SAVINGS ACCOUNT, OR A HEALTHY LIVER?

Wow, that's a tough one. I'm going to say an ample savings account. I tend to be very conservative. I like the security of knowing that I have a safety net for unforeseen expenses or life changes. That being said, good hygiene and a healthy liver are really high on my list, too!

YOU WERE A LATE CONVERT TO COUNTRY MUSIC. HOW DID THAT HAPPEN?

It started one summer day when I had to drive down to Delaware for a client meeting. I was listening to all my usual satellite stations and was just bored to death. I wanted to hear something new. I had a lot of friends who were into new country, so I found the country station on my radio and decided to check it out. I was hooked. These days, I enjoy listening to Eric Church, Zac Brown Band and Kenny Chesney.

WHAT WERE YOU AS A TEEN? A METALHEAD? A PUNKER?

When I was in college, I—like everyone else in the early 1990s—got into grunge and alternative. Nirvana, Green Day, Live, etc. Any time I hear any of those bands, it just takes me back to my college days at Rutgers.

HOW LONG HAVE YOU LIVED IN NORTH HALEDON?

Since 2002. My wife Dinorah and I quickly fell in love with the town when we saw how warm and welcoming everyone was. I can't tell you how many neighbors went out of their way to meet us and bring us cookies and brownies. We jokingly call it Mayberry. I grew up in Paterson in the Hillcrest section. While Paterson and North Haledon are very different places, I loved my old neighborhood, which—like North Haledon—was very tight knit. My parents still live in Paterson, and it will forever be an important part of who I am.

DID YOU WORK AS A PHARMACIST AT ALL BEFORE YOU GOT INVOLVED IN THE MARKETING SIDE?

I never worked full time as a pharmacist, but I did work part time as a Walgreens pharmacist for some time to earn extra money while I was getting my feet wet in the industry. This type of marketing appealed to me because it really leveraged a lot of my personal strengths beyond clinical knowledge; it's a way to make a positive impact with a very broad reach.

WHAT'S THE MOST CHALLENGING PART OF FATHERHOOD?

Keeping my patience, sometimes! [Laughs] I'm generally pretty calm, cool and collected, but our boys are at the age right now—four and eight—where they really know how to push buttons. Especially after a long day at the office.

WE HEARD A RUMOR THAT YOU DISLIKE PHONIES. WHAT'S A SUREFIRE WAY TO QUICKLY SPOT A PHONY?

I can't spot them, per se, until they open their mouths. They're the ones who always talk about themselves, who try to make themselves seem more important than they actually are, don't make any effort to engage you, and treat you differently based on who's around.

TOUGH QUESTION HERE: WHAT'S THE KEY TO AVOID BEING AN ANNOYING FACEBOOK POSTER?

I am a bit of a Facebook junkie, I have to admit. How to avoid being annoying? Oh boy, this might cause some folks to unfriend me, but here goes. I think that the key to not being annoying is to keep it pretty light and enjoyable. You're passionate about politics. You don't like GMOs. Your kids are driving you crazy. Your husband is a lazy bum. You just can't win. OK, we get it. Just remember, Facebook should be fun. Nobody enjoys seeing incessant posts in their newsfeed from one person, over and over, on the same topic. ☺

Hello, Old Friend

What has BRUCE O. IACOBELLI been up to since he left the North Haledon Borough Council?

Interview By
Albert Stampone

IIF YOU THOUGHT because Bruce O. Iacobelli is no longer a North Haledon councilman that you wouldn't see him around town at public events, dinners and even council meetings, then you don't know Bruce very well. Having served on the governing body for 20 years until he was unseated in November 2013, by a mere 25 votes, the lifelong borough resident continues to be present and involved in most, if not all, town events. Why? Because Bruce is a big fan of North Haledon!

DOWNTOWN: LONG TIME NO SEE. WHAT HAVE YOU BEEN UP TO?

BRUCE: Everything is good. After 20 years as a home mortgage consultant, I'm no longer with Wells Fargo. My fiancée Pat and I have embarked on a new career together. We're rehabbing and flipping houses. We're aligned with a real estate coaching group called Fortune Builders. It's very exciting.

WHAT IS IT LIKE TO BE AN "EVERYDAY CITIZEN" AFTER SPENDING 20 YEARS ON THE BOROUGH COUNCIL?

I'm still active in town. I've attended every borough council meeting and every work session since January 2014. The mayor [Randy George] has also asked me to continue being the public events chairperson. I have a wonderful committee; we establish and coordinate all the events in town starting with the Easter Egg Hunt, and rolling right through December. Obviously, the biggest event is North Haledon Day.

WHY ARE YOU STILL ATTENDING ALL THE COUNCIL MEETINGS? IS THERE SOMETHING YOU'D LIKE TO REVEAL?

At some future date, I plan to run for elected office again. And, to do that, you have to be involved.

WILL YOU RUN FOR A COUNCIL SEAT AGAIN?

It depends on where the opportunity arises, although I do not have any aspirations outside of North Haledon.



LET'S TALK ABOUT THE 2013 ELECTION.

Needless to say, it was disappointing because of the loss. [Bruce and running mate Elaine Vuoncino lost to Democratic challengers Dennis Marco and Michael Galluccio]. In politics, in an elected position, you have to respect the will of the voters. I only lost by 25 votes, but the voters spoke. When I look back on it, I don't have any regrets. I made the best decisions I could in order to make life better for all the residents. Actually, the only regret I have is that I'm not on the council now and included in the decision making. The hope is that the people there now are there to make North Haledon a better place, and not for any personal motivation or personal gain. If you're not on the council to make North Haledon better, then you shouldn't be there.

THE BOROUGH'S MEMORIAL AND VETERANS DAY EVENTS HAVE ALWAYS BEEN VERY SPECIAL TO YOU. TELL US WHY.

My passion is veterans and seniors. Many years ago, there were only a few of us who would gather in town on Memorial Day. Literally, there would be four or five of us. Over the years, with the help of the committee, we built it up. Now, more than 300 people attend our Memorial Day ceremony. ☺



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