



# Root Beer Float

**Root Beer and  
Checker Club**  
Established 1944  
November 2023

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*A publication of the*

**Root Beer and  
Checker Club**

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[www.rootbeerclub.org](http://www.rootbeerclub.org)

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**Issue 205**

## President's message from Rich Vodhanel for November, 2023



It's November already, time flies! It's Election time. A few of our members are volunteer Poll Workers who generously serve at local polls. And Veterans Day is almost here. With war erupting in Israel and the Middle East, and on-going in the Ukraine, we are reminded of the importance of equipping and honoring our veterans who protect our country and way of life. I know someone who survived a bombing in Europe during WWII. He and his mother spent 2 nights out in a field with no shelter or food before they were rescued by American soldiers.

Piles of leaves are already clogging our streets, but giant Halloween skeletons are still on the prowl. Our Halloween candy was handed out to friendly kids in their creepy costumes. Also in the rear-view mirror: West Point football with an 80 degree sunny day and awesome fall colors on the Hudson River cruise; 3 interesting lunch time speakers; and several splendid cycling adventures for our Root Beer Bikers. More details on these events are found in this issue of the Float.

Our next lunch speaker will be John Barrows, Tuesday, Nov. 14. John will describe Four Geniuses who lived in Little Silver. Also, we are resuming Friday meetings at Luigi's in Little Silver, on the 1<sup>st</sup> and 3<sup>rd</sup> Fridays of the month. November 17 will be our next Friday lunch gathering at Luigi's. I hope to see you there.

Thanksgiving is almost here. It will be good to gather with family and friends give thanks for the many blessings we enjoy.

Holiday Party – December 13, Wednesday, at the Beacon Hill Country Club. We look forward to a great evening of Holiday cheer. If you haven't already done so, please send in your checks ASAP. (\$55.00 each for members and their guests.) Mail your checks to Root Beer and Checker Club, PO Box 6121, Fair Haven NJ 07704. More details are given in this issue of the Float.

I would like to express my sincere appreciation of our club's volunteers and Board members who give generously of their time, talents, and energy to keep the Root Beer and Checker Club a great organization that represents the outstanding business and professional people of the community. As it says on our website, "let's have lunch sometime!"

**Rich Vodhanel**

## *Club News*

**RBCC invoices were distributed this past Monday  
at approximately 9:30 PM**

**If you did not receive one please advise  
Charlie Parr  
cdparro3@msn.com**

### *From The Membership Committee*

I'm proud to introduce **Robert (Bobby) Dull** as a new member to our fine club.

Bobby, who lives with his wife Pandura in Eatontown, is retired but enjoys golf, walking and hiking.

On behalf of the executive officers of the Root Beer & Checker Club, I welcome this gentleman to our club, and look forward to seeing him at our meetings and social events.

*Sal Di'Fede*

Chairman, Membership Committee



**October's Birthday Cake**

Via Jim Powers

### ***CARE COMMITTEE***

**Note**, that if anyone should know of a fellow member being ill, incapacitated or unfortunately deceased, please let one of the Board members know so that as a club we can get in touch by phone call, get well/sympathy card, or hospital/nursing home visit.

### **RB&CC Annual Membership dues and other payments**

**Annual membership dues are \$120 due July 1<sup>st</sup> with invoices being emailed in June.** Payments for luncheons are due monthly. Payments for special events such as Spring, Fall and Christmas/Holiday parties are due in advance of the dates involved.

The Board has agreed to monitor and send out reminders as needed.  
**Please use separate checks and note "Annual Dues, Party, etc."**

## *Club News (cont.)*

### **Our Birthdays This Month**

Jim Widdis	1	John Steinhauser	4		
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***Speaker*** - John Barrows - Fair Haven inventor  
Tuesday, November 14th

Note: - Friday lunches now offered at **Luigi's Famous Pizzeria**  
on the **first and third** Fridays of each month

The next will be - November 17th  
December dates will be the 1st and the 15th

(Bahr's Tuesdays w/Blue Slips - Luigi's Fridays w/cash)

November's **Birthdays Cake** - Bahr's Tuesday, November 21st

**Holiday Party, Beacon Hill Golf and Country Club - December 13th**

**\$55 p/p member and guest - See next page for details**

**Valet parking will be available**

**Speaker** - General George Washington (a.k.a. Sam Davis) - December 19th

Miracles of his life

Information on possible RB&CC visit to Saratoga Springs, NY in **2024**

Details below by Bruce Rodman

**FYI - If anyone is having a problem with transportation to our lunches or special events, please let Jim Powers (seamuspowers@yahoo.com) know.**

**Note - Emails from Dona Topinka are your RB&CC invoices !**

**Health News - As per our Dr. Tim Sullivan, COVID is still out there.  
Consider getting booster. (Now available online for free).**





*The Root Beer & Checker Club  
cordially invites you to our annual*

## *Christmas Party*



*The Beacon Hill Country Club*

December 13<sup>th</sup> 6 – 8:30pm

### Agenda

6 -7pm Cash bar cocktail hour with an Antipasto display and passed Hors d'Oeuvres.

7:15pm Buffet: A choice of two mixed green Salads, Cheese Tortellini w/creamy tomato basil sauce, Roast Turkey carving station.

8:00pm Coffee and Dessert with assorted cookies and pastries.

*Live entertainment will be provided.*

The cost for members in good standing is \$55.00,  
non-members \$73.00.

*The cut-off date is November 28<sup>th</sup>.*

## *Club News (cont.)*

## Theater News



**March 17, 2024, 3 pm**

***(prices not yet confirmed at \$45 per ticket)***

The first musical in the Axelrod's **Sondheim Centennial Project** will be the Pulitzer Prize-winning masterpiece ***Sunday in the Park with George***, written with **James Lapine**, regarded as one of the most acclaimed musicals of all time. The 1984 musical, which originally starred Bernadette Peters and Mandy Patinkin, was inspired by the French pointillist painter Georges Seurat's painting A Sunday Afternoon on the Island of La Grande Jatte. The Broadway production was nominated for an astounding ten Tony Awards, including Best Musical.

\* \* \* \* \*



**Rave reviews from those who went  
to see HAIR!**

As per Al Zager

“As subscribers, Robin and I saw HAIR  
on Wednesday night.

It was SO GOOD, we saw it again  
at an afternoon Showing.”



## *Club News (cont.)*

### ***RB&CC visits Saratoga Springs, NY in 2024 ?*** ***Bruce Rodman***

Hello everyone I've done some preliminary research about an RB&CC trip next summer to Saratoga Springs, NY & here are some thoughts.

**Dates:** Wednesday and Thursday nights, July 31 to August 1, 2024 (there is no racing on Mondays or Tuesdays, and weekends are challenging for dining and track reservations).

**Accommodations:** Several options, which would probably be left up to the individual members to make their own reservations. Several of the newer properties downtown are already sold out, but the Saratoga Hilton (downtown) is available for about \$400 per night. About 20 minutes south of Saratoga is the Hampton Inn of Clifton Park, NY for about \$215 per night. There are other options but probably not much else downtown.

**Activities:** Arrive **Wednesday** July 31 by noon, lunch downtown, which I could reserve. After lunch, a visit to the National Museum of Racing and Hall of Fame on Union Avenue, Saratoga Springs. Walking tour of downtown or catch the late races across the street. Dinner, which I would arrange.

**Thursday:** Arrive at Saratoga Racecourse around 7:30am for backstretch tour hosted by me as your tourguide, followed by breakfast on your own. 1PM -- attend the races at the oldest thoroughbred racetrack in the Americas, seating about \$50 per person to be arranged by me. Dinner, which I would arrange.

**Friday:** Depart

Arranging accommodations is the trickiest part -- my thinking is that each member would make his own reservations. I could try to get group rates and, if successful, communicate that info to interested members. The only thing that would be a "group" expense would be seating at the track, which I could front, and members reimburse me. Everyone could pay their own Museum fee, and the backstretch tour is free. Nonmembers are welcome, too.

Please let me know if you are interested. Thanks.

Bruce Rodman

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brodman8@gmail.com

## ***Cyber Security - Paul Lieberman - 10/10/23***

Paul is both the Chair, of Financial Services & Regulatory Practice, and Chair, of the Cyber Security & data Privacy Practice at Scarinci | Hollenbeck Attorneys at Law. He began his overview on “Cyber Security – A Deep Dive into Cyber Security Basics”, by asking if anyone was familiar with the terms CTO, CSIO. A CIO and NIT Framework. CSIO for example stands for the Cybersecurity & Infrastructure Security Agency of the US Government. One member was. He then asked if anyone had a cyber incident in their personal world, perhaps involving their bank or investments.

To further set the stage Paul compared “fishing” to “phishing”. A fisherman selects a place to fish, sets a lure, baits the hook, and lowers it into the water hoping to catch an unsuspecting fish. It’s the same in the electronic data world. According to statistics, cybercrime losses are approximately eight trillion dollars and increasing by about 15% per year. Damages are not just stolen money and loss of confidential information, but lost productivity, other viruses, and what it takes to recover.

That’s just one dimension. Surveys indicate that executives constantly worry about how secure their systems are. There’s a lot of stress and costs involved keeping systems and training up to date. Employee turnover in the security world is astronomical. Furthermore, problems can occur through third party vendors and subcontractors that interact with the business. Europe is ahead of the United States in tackling these challenges.

And then of course there's probably 3.4 billion malicious emails, sent daily. And it's gone up by 44 million malicious emails a day so it's just unbelievable. A scary dimension. So, what's the most Leverage type of attack. (*cont.*)

*Selected slides from Paul’s presentation are below*



### **Survey of Attendees and Objectives of Presentation**

- By show of hands, who is familiar with terms: CTO, CSIO, CIO, NIST FRAMEWORK?
  - There is a specific lexicon in Cybersecurity.
- Has anyone experienced a cybersecurity or data privacy breach or been a victim of a Ransomware attack on you firm, business, bank by having received a written or electronic 'notice'?
- Do you know if your Bank, Investment firm, Financial Planner, CPA, or Lawyer has a Cybersecurity and Data Privacy policy & procedure, Cyber Insurance coverage?
- Who is familiar with the NJ Identity Theft Prevention Act?
- Objectives: Provide essential facts about Cybersecurity/Data Privacy breaches that will enhance your knowledge of this critical subject for yourself, family, friends and business relationships.
- Review includes: Defenses against threat vectors and actors who rely and thrive on every imaginable enterprise or institution (private, public, governmental, educational, charitable) and employees, suppliers, vendors.



## ***Cyber Security - Paul Lieberman - 10/10/23 (cont.)***

What are the cyber criminals doing? Beyond individuals there are state actors. They just have a department, just like a government agency for developing cybercrime, that's all they do. They take the money, and they use it for their role of purposes. It's not just about money. The power grid in California has been attacked, resulting in denial of services, and paying of ransom to recover. Even non-profits are attacked because they store lots of information about their donors.

Another area of concern is our educational system. School boards should be questioned about cyber security of their systems. Colleges are also targets due to the amount of information is just incrementally higher. Students are over 18 years old, have social security numbers, financial information, credit cards, etc.

Just like businesses and schools what should we be doing to protect ourselves as much as we can? Yeah, well using the best cyber security protective feature that you have in your own software at home, and to how to use/update passwords on a frequent basis.

We should also do basic things like making sure that you're not sharing them, running them down and handing them about it to soccer practice, right? Also Holding the cursor over the sender's email address is good advice before opening the email. What's the attachment? Look at it carefully before opening.

If a bank or a brokerage gets hacked, you can lose money if there's no insurance to reimburse the content generally. The government was able to get in one of the larger ransomware attacks involving bitcoin and recover the bitcoin.

Automotive security is another area of concern. The more digital electronics a vehicle has the greater the chance of being hacked, stolen, or driven off a cliff. *(cont.)*

### **A survey conducted by EisnerAmper's Outsourced IT Services concluded that:**

- 71% of business executives worry about accidental internal staff error as a top threat facing their companies.
- 75% of business executives are concerned about outside hackers, while another 23% of executives said they worry about malicious intent by employees, while only 27% are concerned about a breach. By third party vendors.
- A decade ago, most business leaders equated cyber security breaches with external hackers. The new normal appears to be both internal and external attackers, and hybrid (partial remote/partial in-office) workers are being exposed to a wide array and variety of cybersecurity threats.
- Disconcertingly, the survey found that business leaders worry that their current safety measures are only somewhat prepared to address internal threats, while 6% believe that they are not prepared at all.
- Only 50% of the respondents in the survey indicated that they conducted cybersecurity training on a regular basis, with 71% indicating that they plan on keeping their IT budget the same in the event of a current recession; 21% said they will decrease the budgets. Only 8% planned on increasing budgets.

### **Latest Statistics On Phishing Attacks**

- HP Wolf Security's Q4 2022 Security Threat incidents Report found that 1-3% of all email threats being sent evade layered email security defenses and reach the user's email in box.
- This an increase of 2% from previously published findings.
- Not so bad you say? Hold on: there are approximately 3.4 billion malicious emails sent daily increase is an additional 44 million malicious emails per day.
- HP Wolf's analysts identified one reason for increase was use of pdf files containing malicious links, as well as use of archives files(e.g., zip files) as the most easily spot attack. By failing to identify and interact with the malicious links or attachments it is harder to defend against the attack in the first instance.

### **Phishing remains the most leveraged attack method.**

Fastest method to monetize phishing attack is by obtaining victim's banking credentials from National and Regional Banks, credit unions, broker-dealers, and insurance companies.

Financial Services sector remains threat actors easiest 'marks', obtaining direct access to money, credit cards, lines of credit.

ATTACKS HURT: Impacts of attacks have significant repercussions, with the top 3 being:

- ❖ Loss of sensitive, confidential information or business critical data
- ❖ Business disruption and downtime
- ❖ Direct monetary loss including recovery costs, regulatory fines/sanctions and legal exposures

Other impacts include:

- ❖ Company brand reputation harm;
- ❖ IT department/management reputation tarnish
- ❖ Loss of employee productivity

### **Estimated Global Cost of Cybercrime in 2023 is \$8 TRILLION**

- Cybersecurity Ventures 2022 Official Cybercrime Report estimates that Cybercrime if measured as a country would be the third largest economy in the world.
- Global cybercrime damage costs estimated to increase by 15% between 2023 and 2025, reaching \$10.5 Trillion annually by 2025, up from \$3 Trillion in 2015.
- Damages elements include: data destruction, money stolen, lost productivity, IP theft, CPI theft, financial data theft, embezzlement, fraud, post attack disruption, post attack investigation, reporting, remediation and deletion of malware from operating systems, reputational harm.



## ***Cyber Security - Paul Lieberman - 10/10/23 (cont.)***

So, what can be done? Expand the use of minimum cyber security requirements and critical sectors. That's what the CISA is doing. And that's what all the government agencies are doing. Requiring companies to have written policies and procedures, reviewing and updating, doing all these basic blocking and tackling, it's nothing more than that, trying to keep one step ahead of the hackers. Oh yes, and all this costs money!

Thanks, Paul, for a great presentation! *WRT*

### **Recent cyber events.:**

#### **The Education sector & Local Governments are clear targets for cybercriminals.**

Long Island, Suffolk County suffered a devastating ransomware attack that a forensic analysis disclosed the attackers initially gained access to the network in December of 2021.

Attackers, having gained a foothold into the network by leveraging a known vulnerability that went unpatched and undetected, successfully gained a larger access to the network many months later and ultimately launched their attack in the fall of 2022.

Lesson learned: It is important to not only test and patch OS and OT where identified, and conduct mock attacks, but periodically conduct vulnerability management and risk assessments.

The idea is to identify, prioritize, and resolve vulnerabilities that are discovered before an attack has occurred.



### **NATIONAL CYBERSECURITY STRATEGY ANNOUNCED BY BIDEN ADMINISTRATION**

#### **Five Pillars of Cybersecurity is the new strategy's framework:**

1.
  - Defend Critical Infrastructure
  - Expand use of minimum cybersecurity requirements in critical sectors
  - Enable public-private sector collaboration
  - Defend/modernize federal networks and update federal incident response policy



## *History of Bahr's Landing Restaurant - Ray Cosgrove - 10/17*

Bahr's began as McGuire's Boathouse about 1880 and was floated in and jacked up. Florence Bahrs bought it for a rowboat rental company because it was right next to the train station. Lots of riders enjoyed having a drink on their way home. That's why the bar is located in the front making it more convenient. Of course, the Army base at Sandy Hook provided a steady stream of customers. Ray married Dotty Bahrs, a third-generation member of the family. Around 1970 his father-in-law decided to retire and asked Ray to find a buyer for the restaurant. Not being able to find one he decided to buy it himself with a partner, his brother-in-law. Ray's experience in culinary arts was working in a restaurant while attending Bucknell.



One interesting story is about Bar's Bowling Alley over in Atlantic Highlands. Bar decided to turn it into a restaurant. Shortly afterwards Bahr's began to have liquor deliveries, job applicants and all kinds of other stuff due to the confusion of the names. Ray reached out to their lawyer, Phil Bassler, to get an injunction to make Bar stop using their name. On opening day, Bar pasted the injunction on the windows and called the place "? Dining Saloon". This was picked up by the New York papers as "Bahr's bars bar from operating bar".



There are a couple of interesting stories about Hurricane Sandy. We had all these beautiful ship models gifted to us by their builder. The models were being stored in the basement. Ray's son, Jay, thought they should bring the models upstairs. When Sandy hit, everything in the basement was gone, but the models were just fine. Their builder came to see them after people were allowed back and touched each one. He was extremely happy that his life's work was safe. He died a few days later. After Sandy the guys from FEMA were great. They advanced money so Bahr's could reopen. On Thanksgiving Day, Bahr's was open.

*(Continued on page 12)*



## *History of Bahr's Landing Restaurant - Ray Cosgrove - 10/17 (cont.)*

Ray talked about how he bought the property next to him and expanded the lot. He added more floating docks and fueling stations. Freddie, a retired guy whose wife was a waitress and son was a bus boy at Bahr's, would direct people in parking cars. He didn't do it for tips, but people just loved that guy and gave him tips. He was the one that clued Ray about the opportunity to buy the property next door.



Someone asked about the charging stations in the parking lot. Well, it all started with the Super Bowl commercial. Some time in October of that year, a guy called and asked if they could use our lot as part of a General Motors commercial. We worked out an arrangement, and they came down in force – over one hundred people. They rented property near here by the church, made a deal with the Highland police and maybe the State to close the bridge. It was Covid time and everyone had to wear a mask. The theme of the commercial was based on the Sopranos television show. It shows a Chevy truck driving through the Jersey Turnpike and then ending up in our parking lot where the woman driver, a former Soprano's actress, plugs her truck into a charger. Bahr's exposure was very brief but they did show the sign. Then people started calling about where to find the chargers. The one used by the commercial was a prop. We finally put some charging stations out there. [Click here to view the commercial](#)



Summary by Jim Powers

Photos by Bill Tice



## *West Point vs UMass Football - 10/28*

It was an absolutely perfect fall day for the Men of the Root Beer & Checker Club to invade the shores of West Point. They began their day early, boarding a small craft headed up the Hudson. It was supposed to be a three hour tour. Unlike Gilligan's voyage, the storm that was brewing was only the UMass football team. While our young men in Black and Gold fought the good fight, they did not have a good outcome that day. Fortunately, the Men of the Root Beer & Checker Club did. Upon arriving I linked up with our three guests and quickly escorted them into the Kimsey Center. There we enjoyed watching the game from a climate controlled room while enjoying a wide variety of food, drinks, desserts and a whole host of Army fans and their accompanying stories of life at West Point and in the Military.



Photos & Summary by

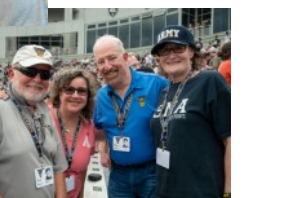
Paul Hester



## *West Point vs U. Mass Football - 10/28 (cont.)*



As an added treat for me (because I so love taking photos) the Class of '78 was conducting their 45th Reunion and welcomed me and my camera into their fold. Once there the fun really began. While taking photos, my fellow tailgaters continued to perform hosting duties for the boys. As you can see from the photos, Everyone truly enjoyed themselves.





## ***West Point vs U. Mass Football - 10/28 (cont.)***

Rich Vodhanel, Bill Tice and his son Bill enjoyed a scenic cruise on the Hudson River to the game and back via Sea Streak ferry including brief stops near the South Street Seaport.

Rich captured the NYC skyline and Statue of Liberty on the way home !

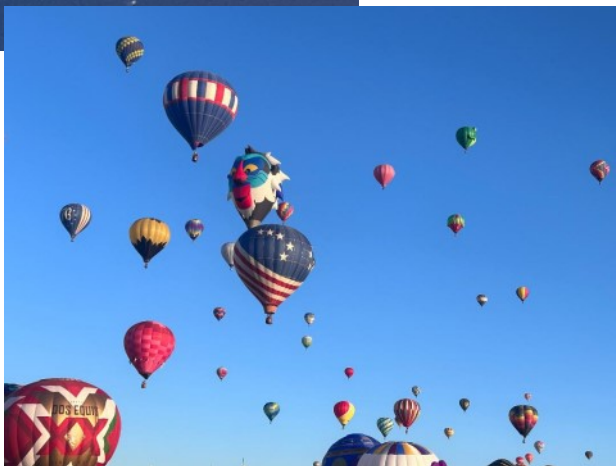
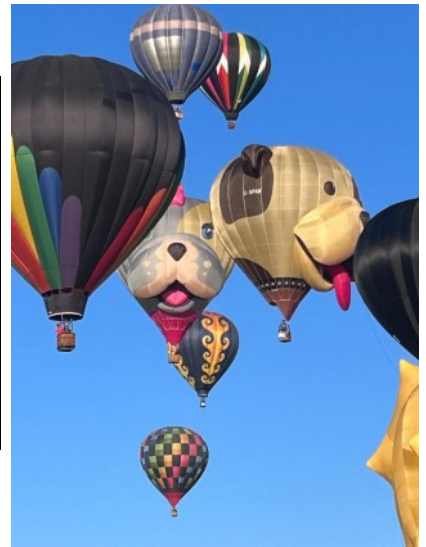




## *Albuquerque Balloon Festival - Paul Baeri*

Hello everyone, Marge and I thought you might like to see some of the photos we took on our trip to the Albuquerque Balloon Festival... it was a spectacular array starting with the morning “Glow” at 6AM, where a few trial balloons go up to test the winds ... it was a perfect day and over **500** balloon’s were finally sent aloft.

As icing on the cake, we got to see a nearly total eclipse ( know as an Annular).. truly awesome.



## *Recent Travels in Europe - Al Zager*



Greetings from Krakow

We got in a 15 mile bike ride in Bratislava along the Danube River this morning.

Sculpture of a heart is made from the barbed wire that was part of the Iron Curtain before Austria (on the other side of the river) became free.

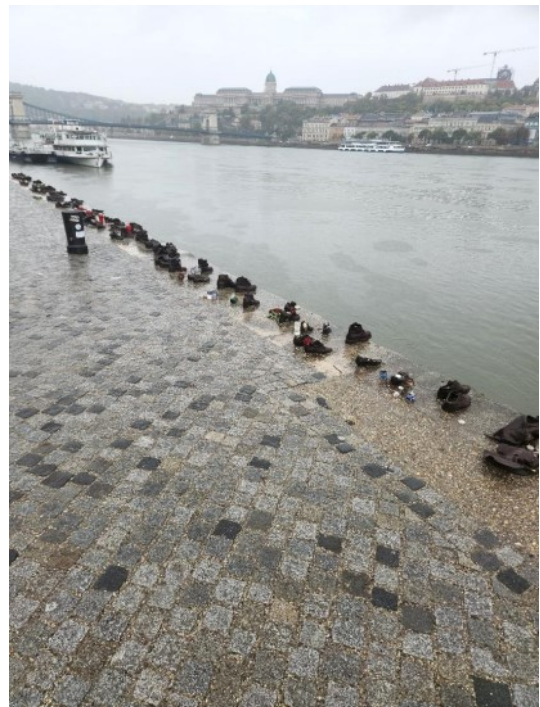
*Rich, since I'm missing a couple of Thursday rides, do I get credit because of this ride?*





## *Recent Travels in Europe - Al Zager (cont.)*

1. Oscar Shindler's desk in his factory in Krakow.
2. Dohany Street Synagogue in Budapest. Second largest in the world.  
Theodore Herzl's birthplace is next door.
3. Palace on Buda side of Budapest.
4. Bronze shoes Memorial to the Jews who were shot or pushed into the Danube by Hungarian supporters of the Nazis.





## ***Member Photos - Biker Men !***



**^ Edgar Felix Bicycle Path - Allaire State Park - 10/26 - Marty Torbert**



**Snack time after a ride at  
Alice's Kitchen,  
Sea Bright 10/5  
Rich Vodhanel**





## *Member Photos - A Ship's Wheel at Bahr's - Bill Tice*

We walk by this ship's wheel every time we meet for lunch at Bahr's Landing. I finally took a closer look at the plaque which says it's from a Wood Tanker which sank in about 1965.

I couldn't find any other info but from their website ....

"John H. Steele was director of the **Woods Hole Oceanographic Institution** for 12 years and was an intellectual leader of the national and international ocean science community. He was well known for his development of quantitative approaches to the study of marine ecosystems, having played a key role in creating major research programs that contribute to our knowledge of the ocean's role in global processes".



## Business Bulletin Board



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*We all long for  
smooth sailing.*



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***Songs of Martin Torbert*** 

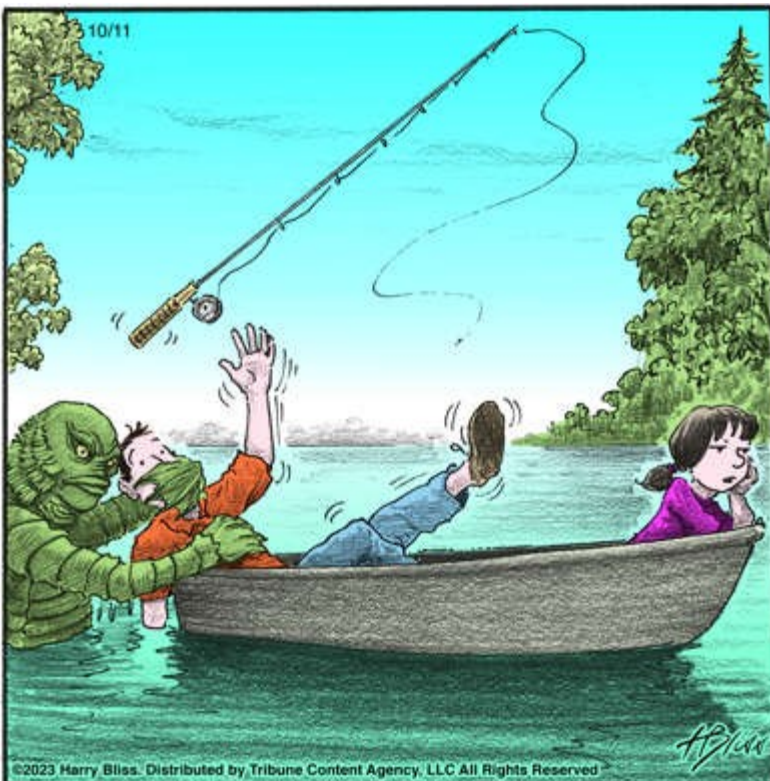
Recorded by the artist "Fezziwhig" available on the Web at:  
Spotify/Apple Music/I-Tunes/YouTube/Amazon Music/Deezer/ReverbNation/Etc.

Google: **Fezziwhig**

[sensibleshoesmusic@yahoo.com](mailto:sensibleshoesmusic@yahoo.com)



**Oceanportphotos@gmail.com**  
**732-963-7628**



## ***Cartoon of the Month !***

**Hats ! We've got Hats !  
Thanks to Terry Flynn  
for making this happen !**

**\$22 each billed through  
monthly invoices.**

**"Fishing is boring. We float, and  
nothin' happens."**