

Hello:

For those of you that don't know me, my name is Brian Juliano, and I am the owner of Juliano's Pools based out of both Vernon CT and Hebron CT. I wish I were writing you under better circumstances, but unfortunately, I was recently dealt some grim news affecting one of my closest friends, Jesse Martello and his 14-year-old son (also named Jesse). Jesse and his wife, Holly Martello, both residents of Somers as I am, started a beautiful family with the birth of their first daughter Kaitlyn, in 2005. Three years later they welcomed their 2<sup>nd</sup> child, young Jesse, followed four years later with the birth of Lauren, their youngest child, in 2011.

In January 2022, Jesse and I were discussing the details of our upcoming family snowmobile trip at my VT home on the Canadian border. The trip was planned with a January 21<sup>st</sup> arrival. After a long summer season (and the winter snow season slow to start) this was a much-anticipated getaway. During the week leading up to the trip, Jesse said young Jesse had mentioned some neck pain; we chalked it up to a pulled muscle from snow shoveling the past weekend (young Jesse shovels for a friend of ours who owns a landscaping company.) By Thursday evening, January 13, young Jesse was complaining more and more about the pain in his neck. Young Jesse, rarely a complainer, said that the pain had graduated into trouble breathing. A few days earlier, the Martello's had brought their son to the doctor in an abundance of caution to discuss his neck pain. To rule out anything serious, they did some blood work and indicated they would have the results back very soon. As that Thursday drifted deeper into the night, young Jesse seemed to feel a bit more comfortable; however, at 10:30 p.m. Baystate Medical Center in Springfield MA called, urging that they bring young Jesse in right away. They stated his white blood cells had come back extremely low and it was necessary for some more tests to be performed to find out why. After some quick and extensive work (thank you to the awesome team at Baystate), the doctors diagnosed young Jesse with T-ALL Leukemia (T-cell Acute Lymphoblastic Leukemia). Before the family even had time to process the shocking news, young Jesse was undergoing his first (of three years' worth) of chemotherapy! The reason the chemotherapy had to be administered so quickly (within 12 hours of diagnosis) was because the team had discovered a mass in his neck that was pushing and restricting his airway. As I'm writing this, young Jesse is home in Somers after a 10 day stay in intensive care. The doctors

explained to the Martello's that this is going to be a long arduous 3-year battle, and it is one I would like to help with! This family is going to face tremendous expenses with not only medical bills but simple living expenses in a world that has experienced unprecedented inflation recently. Although many of the Martello's closest family friends responded immediately with money for bills, rides for the kids, and rotating cooking nights to make sure the family had some good home cooked meals, it is my goal to succeed in calling on the robust array of small businesses in our area (affiliated with the Martello's or not) to see if together (even if a little bit) we can help this family in need. In lieu of a traditional Go Fund Me page, I created an event which I feel can raise a significant amount of money for this family and their ultimate goal of curing their son Jesse. The proceeds of this event, which I will highlight below, will be combined with some unprecedented efforts set forth by Chris Greely, owner of LT Marine in Somers, CT. To help with Jesse's charter business he started back in 2011, Chris supplies big Jesse with ancillary items like harpoons, gaffs, rod holders, and anything else to make a fish's life miserable. After learning the news, Chris started a website (Think Big Jesse) which is a spinoff of big Jesse's charter business, Think Big Charters. Young Jesse is a first mate on the boat and provides huge support to the family business (see picture below of young Jesse with the overalls next to big Jesse with the fish). In addition to the website, Chris reached out to other people within the fishing industry and was successful in securing \$25,000 worth of high-quality fishing supplies to be raffled off to people within the industry. We can't thank Chris enough for all his hard work and support towards this cause. We would also like to thank everyone who donated all the gear and equipment for the raffle. It is my hope that with your help, I can add another \$50,000+ of donations to get to my goal of \$75,000 for this family so they can focus on getting their little guy better!

Before I explain my event, here's where I got the idea... Back in the early 2000s while riding my snowmobile through VT, I randomly came across a pack of 200 plus riding on a pre marked route going north; all riders were wearing numbered bibs over their jackets. I soon realized this was a charity ride for Cystic Fibrosis (CF) (see link below), called the "Border to Border Ride." Each rider received pledges from individuals and businesses alike in which 100% was donated to CF research. The ride started in Woodford, VT on the MA border and ended in

Norton VT on the Canadian border. Riders started at 4:00 a.m. and made the 300-mile trek north. I believe three of these events were held during the 2000s with one of them netting \$77,000 for the cause! I was so intrigued by this ride that I duplicated it several times. The first time was in 2015 with my stepson Brad, who was only 16 at the time. It is an unbelievable ride that requires patience, focus, toughness, and a “never give up attitude” to complete (the same type of attitude a young boy must adapt to beat cancer!).

Being that both Jesse’s are obsessed with snowmobiling, I thought not only would a sledding event be fitting for the time of year, but it would also provide something for young Jesse to look forward to after he wins this battle. My relationship with big Jesse was spawned from snowmobiling. I met him on Hall Hill Road in Somers (both of us broken down on junky snowmobiles) in the middle of a snowstorm in the 1990s. The relationship blossomed; we started doing everything together, and nothing has changed. Jesse’s love for snowmobiling has transferred to young Jesse. When the Martello’s came to my house in VT, I never had to look far for young Jesse; he was always riding circles in my field, mentioning how he always wanted to ride on the V.A.S.T. (Vermont Association of Snow Travelers) trails. Right before Jesse’s recent leukemia diagnosis, he asked his dad if he could go on an actual snowmobiling trip with his dad, myself, and our close friend David Birkenshaw. I hope to make such a ride happen soon!

In the meantime, I have set a date of Friday March 4, 2022, for the first annual border to border ride for young Jesse (click on enclosed link). The ride will start at 167 Leon Stocker Drive in Stratton, VT, and end at the Derby Cow Palace restaurant, Derby VT, on the Canadian border. Riders will depart from Stratton at 4:00 a.m. EVERYONE IS WELCOME, whether you can ride or not! I am asking for monetary donations to be made out to “Think Big Jesse.” I already ordered the start and finish line banners, so I won’t be able to acknowledge supporters on those, but the VAST news, local media, website (created by Chris), as well as t shirts that will be handed out after the race will all recognize the sponsors. My wife April and I already pledged the first donation of \$5,000, and I am hopeful for many more to come. All checks can be sent to my Vernon location, 321 Talcottville Rd in Vernon, CT 06066. My human resource department is committed to provide

information/support for this event. Any and all questions can be directed to me at my cell 860-729-6869 or my human resources department, Lana@julianosools.com.

In closing, I want to thank you for your time and your donation, no matter how big or small. It will be greatly appreciated.

Some notes on the ride:

- 1.If you have a sled join in! You don't need to complete the ride.
2. You can incorporate your family by having them slowly drive-up VT Route 100 North; most of the ride closely follows this scenic road.
3. This is not race! It's a ride; take it easy and have some fun! The goal is to not get hurt.
4. If you know someone who wants to ride and believes in the cause but is financially unable to donate, please have them contact me direct on my cell. I'll pledge them!
5. Please don't hesitate to reach out to me with questions or concerns 860-789-6869. Please call or text.
6. For any questions about questions or donation contact Lana at lana@julianosools.com

Cystic Fibrosis Border-to-Border run:

[https://youtu.be/Oy01\\_ucY-w8](https://youtu.be/Oy01_ucY-w8)

Picture of the Martello family:



Picture of Jesse & young Jesse fishing:



# **NO MOUNTAIN TOO HIGH RIDE '22**



**MARCH 4TH**

**JESSE FOR THE WIN!**

**100%**

**OF THE FUNDS GO TO  
The Martello Family**

**Start:** 167 Leon Stocker Rd Stratton, VT

**Finish:** Cow Palace Restaurant in Derby, VT