



# Downtown Scranton Today

Newsletter of the Scranton Business Alliance  
...a project of Scranton Tomorrow

## In This Issue...

[Choose local!](#)

[Student survey results to be presented](#)

[Downtown Business Spotlight](#)

[Save the rain forests with Danielle & Co.](#)

[Library can help your business](#)

[ETC announces Broadway benefit](#)

[Evening of Fine Food & Wine](#)

[Helen Keller Day](#)

[Supporting our neighbors...](#)

## Join our list

[Join Our Mailing List!](#)

## Quick Links

[Scranton Business Alliance](#)

[Events Calendar](#)

[Scranton Tomorrow](#)

April 2009, vol. ii, issue 4

Spring is in the air...time to get out and about in Downtown Scranton! There is lots going on, not to mention our City's unique boutiques, eclectic restaurants and exciting historical sites.

**For more information about the Scranton Business Alliance, events, promotions and more, click [here](#).**

**Choose local and support our great local businesses!**

## Top 10 Reasons to Support Locally-Owned Businesses

1. Buy Local- Support Yourself: Studies have shown that when you buy from an independent, locally owned business, rather than a nationally owned business, significantly more of your money is used to make purchases from other local businesses, service providers, and farms; continuing to strengthen the economic base of the community. Studies have shown that as much as three times more of your dollars recirculate into the local economy. Keeping your money in your neighborhood helps everyone.

2. Keep our Community Unique. Where we shop, where we eat and have fun-all of it makes our community home. Our one-of-a-kind businesses are an integral part of the distinctive character of this place. Our tourism businesses also benefit.

3. Get Superior Service. Locally owned businesses often hire people with a better understanding of the products they are selling and take more time to get to know their customers.

4. Buy what you want, not what someone wants you to buy. Create a demand, not a surplus. A marketplace of tens of thousands of locally owned businesses is the best way to ensure innovation and low prices over the long-

term.

5. Create more good jobs. Small locally owned businesses are the largest employer nationally and in our community, providing the most jobs to our community citizens.

6. Help out the environment, reduce environmental impact. Locally owned businesses can make more local purchases requiring less transportation. This generally means contributing less to sprawl, congestion, habitat loss and pollution.

7. Support community and non-profit groups. Non-profit organizations receive an average 250% more support from smaller locally owned businesses than they do from large national businesses.

8. Invest in the community. Locally owned businesses have owners and employees who live in this community, are less likely to leave, and are more invested in the community's future.

9. Put your taxes to good use. Local businesses in town centers require comparatively little infrastructure investment and make more efficient use of public services as compared to nationally owned stores entering the community.

10. Encourage Local Prosperity. A growing body of economic research shows that in an increasingly homogenized world, entrepreneurs and skilled workers are more likely to invest and settle in communities that preserve their one-of-a-kind businesses and distinctive character.

Choose LOCAL First!

**For more information about the Scranton Business Alliance, events, promotions and more, click [here](#).**

**Lackawanna County Area Colleges & Universities to present student survey results**

**SBA members are encouraged to attend this important presentation!**

The seven Lackawanna County area colleges and universities,, in partnership with **Scranton Tomorrow, Metro Action and the Greater Scranton Chamber of Commerce**, invite downtown Scranton businesses to an important presentation of the results from a survey

conducted with students from all seven institutions in February of 2009.

With more than 12,000 students attending the seven Lackawanna County area colleges and universities, their awareness & spending habits can have a significant impact on the local economy, including Downtown Scranton.

The survey results provide insight into the spending habits of students for dining, entertainment, cultural venues and retail shopping, as well as an indication into marketing strategies that can be used to reach them. In addition, there will be a roundtable discussion with students from all seven colleges.

The presentation will be held **on Thursday, April 23, 2009, at 8:30 a.m.** in the Board Room of the Greater Scranton Chamber of Commerce, 222 Mulberry Street.

For additional information, or to confirm your attendance, reply to this email or call 570-963-7576.

**For more information about the Scranton Business Alliance, events, promotions and more, click [here](#).**

### **Downtown Scranton Business in the Spotlight**

**MetroAction, The Greater Scranton Chamber of Commerce, and The Northeast Pennsylvania Business Journal** announce that **Duffy Accessories** is the recipient of the April 2009 Small Business Spotlight Award!

Located in downtown Scranton, Duffy Accessories prides itself on providing impeccable customer service and products with both beauty and quality. Owned by Maureen Duffy for 20 years, Duffy Accessories offers its customers the opportunity to purchase products made by Maureen herself and other local artists.

Ms. Duffy believes her business is the best "accessory" in downtown Scranton. As a large supporter and advocate for First Friday Scranton events, Ms. Duffy encourages area artists to have their work showcased at her location.

Ms. Duffy is an active member of the Forum Towers Association, Lackawanna Historical Society, and The Dietrich Theatre. Duffy Accessories is a proud member of The Scranton Business Alliance and The Greater Scranton Chamber of Commerce.

**SPECIAL NOTE:** Metro Action is currently seeking

nominations for the following small business awards: Young Entrepreneur Award; Small Business of the Year Award; New and Emerging Small Business Award; Virtual Small Business Award; and Small Business Advocate Award. Contact Desiree Ranella at 570-342-7711 or [dranella@MetroAction.org](mailto:dranella@MetroAction.org).

**For more information about the Scranton Business Alliance, events, promotions and more, click [here](#).**

### **Danielle & Co. saving the rain forests in celebration of Earth Week**



Saving the world's rain forests is something everyone can take part in. It is essential that we protect the earth and its inhabitants everyday. To further support this initiative, **Danielle and Company** is partnering with the Arbor Day Foundation's Rain Forest Rescue Program as a part of Earth Week, April 19th through the 25th.

Since the founding of Rain Forest Rescue, more than two billion square feet of land has been preserved, and it continues to make positive impacts in the area...for the people who call it their home, for the precious birds and animals that live there, for the diverse species of plants and trees, and for the health of our planet.

**For every \$50 purchased during Earth Week, Danielle and Company will save 2,500 square feet of the rain forest in your name or the name of your business through their partnership with the Arbor Day Foundation.** You will receive a certificate to show your participation and to proudly display in your home or office. Danielle and Company will also be offering 25% off their entire line of Earth Friendly products (that is everything they make!) on Earth Day, Wednesday, April 22nd both in their factory store at 831 Adams Ave. in Scranton and online at [www.DanielleandCompany.com](http://www.DanielleandCompany.com). Use Discount Code: EARTHDAY09 for your online purchases.

The first 20 customers who participate in our Earth Week Celebration to Save the Rainforest will also receive a free organic eco-friendly Danielle and Company t-shirt.

**AND BE SURE TO CHECK OUT THE LATEST SCHEDULE OF "Evenings at Danielle and Company"**

**Planning the Perfect Holiday or Dinner Party**

Monday, April 6, 6:30 pm.  
Kelly Moore, Certified Wedding Coordinator, Horticulture  
Instructor CTC  
\$20.00 per class, Limit 15 students

**Digital Photography Workshop (Part 1 of 2)**

Tuesday, April 7, 6:30 pm.  
Tom Moore, Wedding Photographer, Technology  
Coordinator CTC  
\$20.00 per class, Limit 10 students  
\* Any student who wishes to take part in the workshop  
must take Digital Photography 101 first. Workshop is 2  
parts, scheduled for April 7th & 14th.

**Book Club- Twilight (Single Session Class)**

Wednesday, April 8, 6:30 pm.  
Michelle L. Summers, English Literature and  
Communications Teacher, Dunmore  
\$5.00 per class. Limit 30 students  
\*Students must bring their own book to class.

**Financial Planning - Investing in Uncertain Times:  
How the Global Credit Crisis May Affect Your  
Portfolio**

Thursday, April 9, 6:30 pm.  
Tim McMullen, Vice President & Joseph Reed, Associate  
Vice President, Morgan Stanley Scranton  
\$5.00 per class, Limit 20 students

**Digital Photography Workshop (Part 2 of 2)**

Tuesday, April 14, 6:30 pm.  
Tom Moore, Wedding Photographer, Technology  
Coordinator CTC  
\$20.00 per class, Limit 10 per class  
\* Any student who wishes to take part in the workshop  
must take Digital Photography 101 first and Part 1 of the  
series.

**Questions???**

Please call 800-893-5950 or 570-207-1777 or e-mail:  
classes@DanielleandCompany.com to register for classes  
or for more information.

**For more information about the Scranton Business  
Alliance, events, promotions and more, click [here](#).**

**How the Library can help you "mind your own  
business"**

When most people think of what a library is, the first  
thoughts that come to mind usually involve books, DVDs,  
and Internet access. Yes, **Albright Memorial Library** in  
Downtown Scranton is all that...and so much more!

Albright Memorial Library also has an impressive collection of both print and non-print business resources that may surprise you - from periodicals and trade journals to business databases. Within these sources is pivotal information (contact information, estimated annual sales, SIC and NAICS, competitors) that can enrich your business and expand your clientele.

Library resources such as the Historical New York Times (1851-2005) database can provide you with a historical stock quote from an obscure company that has long been out of business. ReferenceUSA, one of our favorite business subscription databases, can generate lists, spreadsheets, and mailing lists of contact information for businesses and residents throughout the United States. Periodicals such as Value Line and the Kiplinger Letter, as well a full database of business periodicals from Access Pennsylvania Power Library that you can access from your office or home, will help keep you up-to-date on all the current business news.

The best news of all is that these services are FREE with your Lackawanna County Library System library card. Don't have a library card? Please stop at any of our seven member libraries and apply for one today (or apply online).

Albright Memorial Library is proud to offer our services to the local business community, and we want you to be aware that these services are available for your business...and they're **FREE**. From a quick check of ValueLine, to a list of contact information for 200 businesses from ReferenceUSA, no search is too big or too small for us. Please call 570-348-3000, extension 3008 and see for yourself. After all, your business is our business.

**MARK YOUR CALENDARS:** The Reference Department at Albright Memorial Library is planning a **Business Breakfast on Wednesday, May 20th at 8:30 a.m.**, and we are personally inviting all of you to come and see for yourselves the exceptional business sources and services our library can offer you, the Scranton business community.

For more information, please call 570-348-3000, extension 3008 and ask for Michele Legate or Bill Cronauer for more information. Stay tuned for more details...

**For more information about the Scranton Business Alliance, events, promotions and more, click [here](#).**

## Electric Theatre Company announces benefit "The Pursuit of Happiness"

Monday is "dark" on Broadway. That means that all the theatres shut off their lights and take a night off. But there will be nothing dark about Monday, April 20th in Scranton when performers from the Broadway casts of Aida, The Lion King, Young Frankenstein, Crybaby, and many other Broadway hit musicals, come to present a benefit for **Electric Theatre Company**, Scranton's own professional theatre. The show starts at 7:30 pm, and will be followed by a party with the performers.

The event will be hosted by Richard Kline (of television's Three's Company and Broadway's November) and will feature songs from the American musical that celebrate "The Pursuit of Happiness," which, these days, is a good name for a benefit. Times are tough all over, but small professional arts organizations are finding it especially challenging to stay afloat. As the theatre rises into local, national, and international recognition, Electric Theatre Company is straining its creative engines to survive financially.

During The Pursuit of Happiness benefit, the grand ballroom of the Old Hotel Jermyn, in which ETC is now located, will be featured. This space was for decades a trial room for some of America's greatest club acts. The likes of Tony Bennett, Perry Como, and Jackie Gleason used to perfect their acts here, in Scranton, at the Jermyn, before they took them into New York.

The Pursuit of Happiness is on April 20, with a 7:30 curtain, and there will be a post show party with the cast. Benefit tickets are \$35 full price, \$30 for seniors, and \$25 for students. The post-show party is \$10 plus a ticket to the show. For those who wish to benefit Electric Theatre Company a little bit more, there is also an Angel ticket for \$125 and a Patron ticket for \$75. Both Angels and Patrons are guaranteed first row seating (until the first row fills up) and receive a free ticket to the post-show party. Angels also receive a signed poster for the event. Visit ETC's web site at [www.electrictheatre.org](http://www.electrictheatre.org) for details and to purchase tickets, or 570-558-1515 to buy tickets with a credit card.

The Electric Theatre is located at 326 Spruce Street (on the corner of Wyoming), Second Floor, in Downtown Scranton.

**For more information about the Scranton Business Alliance, events, promotions and more, click [here](#).**

April at LAVISH Body + Home



### **Introducing facials at the Suite at LAVISH!**

Treat yourself to an afternoon of pampering that begins with a European facial, featuring Mario Badescu products, to improve your skin's appearance. Our deep pore cleansing treatment includes a steaming to rid the skin of impurities and toxins, a soothing face and neck massage, and an application of masks formulated for your skin-type. Afterward, why not enjoy a relaxing spa pedicure or manicure? Waxing also available. All services take place in the Suite at LAVISH, an intimate, luxurious setting. Heaven! Visit our website, [lavishbodyhome.com](http://lavishbodyhome.com) for more information.



### **First Friday at LAVISH! Body + Home!!!!**

Join us for First Friday on April 3rd from 6pm - 9pm when we feature Longer Periods of Happiness 2009, photographs by Aaron Krach. As an artist, Mr. Krach has exhibited photographs and installations from Seattle to Sao Paulo. His writing has appeared everywhere from Cargo to InStyle, and his first novel, Half-Life, was published in 2004. Stop in and meet the artist; refreshments and more!

While you're here, check out the latest jewelry fashions from Extasia, purses and handbags in spring colors, bright and cheery accents for your home, luxurious home fragrances from Archipelago, or our new line of LAVISH skincare products. Spring has sprung at LAVISH!!!!

**For more information about the Scranton Business Alliance, events, promotions and more, click [here](#).**

### **An Evening of Fine Food & Wine '09**

A delicious journey through the historic Masonic Temple takes place on **April 26 at 5:30 PM. The 9th annual Evening of Fine Food and Wine** brings the area's top chefs and finest wines together for a truly unforgettable fundraiser benefiting the Scranton Cultural Center at the Masonic Temple.

The year's event features entrees from five top area restaurants including: **Carmen's at the Radisson, Fire**

**and Ice on Toby Creek, Hilton Scranton and Conference Center, Patsel's, and The French Manor.**

Guests will travel through the unique rooms of the Scranton Cultural Center as each restaurant's chef gives a demonstration and sampling of a signature dish. Each entrée is paired with a complementary wine, which is discussed by an expert.

The evening begins with a variety of appetizers from eight local restaurants and wine samplings provided by Dionysus Downtown. The night concludes in the Grand Ballroom with an array of lavish desserts and coffee.

Guests are also able to bid on our live auction items, including a few fantastic surprises.

Tickets are \$85 per person and \$100 per patron, and can be purchased at the Cultural Center box office or by calling 570-344-1111. The event is limited to 220 guests. Visit [www.scrantonculturalcenter.org](http://www.scrantonculturalcenter.org) for complete restaurant listing. This year's sponsors include: PNC Bank, Scranton Rent All, and Tron Enterprises.

The season is supported by the Pennsylvania Council on the Arts, Lackawanna County Office of Education and Culture, Commissioners: Corey O'Brien, Michael J. Washo, and A.J. Munchak, and our media partners: The Times-Tribune, WNEP-TV 16, Citizens' Voice, Electric City, Comcast, Shamrock Communications, Lamar Advertising, Solid Cactus, Allied Services Print Shop, and MAC Signs.

**For more information about the Scranton Business Alliance, events, promotions and more, click [here](#).**

**Helen Keller Day supports PA Association for the Blind**

Raffle tickets are still available for the 80th Annual Helen Keller Day. Drawings will be held on **Sunday, April 5** at the fashion show and luncheon at St. Mary's Center.

Tickets are \$1 for one or \$5 for a book of six tickets. Prizes include a computer system, ivory necklace, YMCA membership and more! Winners need not be present at the drawing.

All proceeds benefit the Lackawanna Branch of the PA Association for the Blind. To purchase tickets, call 570-342-7613.

**For more information about the Scranton Business Alliance, events, promotions and more, click [here](#).**

**Supporting our neighbors...**

**Greater Carbondale Arts Alliance**

presents

Local Photographs and Architectural Works in the Upper Valley

Carbondale City Hall  
Friday, April 17th, 2009  
7 pm to 9 pm

Local Artists and Historical Societies will be showcasing the beautiful buildings, parks, people, and places in the Upper Valley. \$10 suggested donation at the door. \$5 for GCAA members!

\*Artists wishing to show relevant works in this exhibit should contact the GCAA as soon as possible! For more information contact: [carbondalearart@gmail.com](mailto:carbondalearart@gmail.com).

**HOLIDAY SPECIAL**  
**\$25 OFF ANY DETAILING PACKAGE**  
With this coupon. Cannot be combined with any other offer.

**Superior Auto Detailing to fit any budget during recession times and the Holidays**

**Ricochet Dave & Lucia Peregrim**  
715 Fig Street, Scranton PA  
Ph: 570-558-9247 • 570-499-0968  
[ricochetdave@ricochetsrapiddetail.net](mailto:ricochetdave@ricochetsrapiddetail.net) • [www.ricochetsrapiddetail.net](http://www.ricochetsrapiddetail.net)

**Ricochet's Rapid Detail is a PROUD SUPPORTER of Local Band Music and Businesses**

**Twice Baked Tans**

**WEEKLY SPECIALS**

- Monday ~ \$10 Off Any 3 Month Unlimited Tanning Package
- Tuesday ~ Buy 2 Tans Get 1 Free
- Wednesday ~ \$4.00 Standup Tans
- Thursday ~ \$7.00 High Pressure Laydown Facial Bed Tans
- Friday ~ Bring in a new customer & your tan is 1/2 off
- Saturday ~ 25% Off All Lotions

**SPRING SPECIAL: 3 MONTHS UNLIMITED TANNING ONLY \$89.95!**

Hours:  
Monday-Friday 12pm-5pm  
Saturday: 12pm-5pm  
Sunday: Closed

**901 Crown Avenue, Scranton (Corner of Crown & Beech Streets). 570-342-8286.**