

# Downtown Scranton Today

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

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February 2009, vol. ii, issue 2

The weather may be cold outside, but Downtown Scranton is HOT! There are great events happening all month long, not to mention unique boutiques, eclectic restaurants and exciting historical sites.

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

## Top 20 Under 40...

A special congratulations to **Jennifer Battista** and **Maggie O'Brien** of **Scranton Tomorrow** on being named among the Top 20 Under 40 by the Northeast PA Business Journal. Click [here](#) to read Jennifer's profile, and [here](#) to read Maggie's.

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## Coming up in February at the Electric Theatre Company

**The Very Nearly Perfect Comedy of Romeo & Juliet**  
by William Shakespeare and Zuppa del Giorno  
A clown and commedia love story.

directed by David Zarko  
with Angelo Crotti and Mark McKenna

and featuring Tila Paris Angley, David Berent\*, Pat Brogan, Andrea Brugnera, Angelo Crotti, Conor McGuigan\*, Teresa Mastrobuono, Heather Stuart\*, Jeff Wills\*, and David Zarko

*\* members of Actors Equity Association, the union of professional actors and stage managers in the United States*

**Electric Theatre Company's** international commedia troupe, Zuppa del Giorno, is joined by internationally recognized commedianti Andrea Brugnera (from Italy) and

Angelo Crotti (from France) as they take their own special look at the greatest love story ever told.

Pay What You Can Previews: February 4, 5 & 6  
Opening Night (with a post show party and beer tasting):  
February 7

Now through February 22, Wednesdays & Thursdays at 7,  
Fridays & Saturdays at 8, & Sundays at 3  
Tickets start at \$7

Wednesday, February 11 and 18 are Cheaper Than a Movie  
Nights, all tickets \$7

**Valentine's Day Special!**  
**SBA Members and Employees**

Purchase two tickets for the price of one for Romeo & Juliet  
on Valentine's Day

Saturday February 14 at 8 p.m.

A free craft beer tasting will follow the performance.

For details and to purchase tickets: 570/558-1515 or visit  
[www.electrictheatre.org](http://www.electrictheatre.org).

Electric Theatre Company  
Professional Theatre in the Heart of Scranton  
326 Spruce Street, Second Floor (*in the old Hotel Jermyn*)  
Downtown Scranton

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**Business Owner Profile:**

**Lucia Peregrim of Ricochet's Rapid Detail**

Growing up in a family-owned business, **Lucia Peregrim** always felt she would like to run her own operation. And now she is the operations manager for **Ricochet's Rapid Detail**, located at 715 Fig Street in Scranton.

She and her husband Dave Peregrim opened the shop in April 2005, and a mix of her husband's hard work and her excellent public relations skills got the business off the ground successfully and continue to keep it healthy today.

"Everything comes down to proper planning," she says.  
"Once you have the dream and know how to do it, you can anything."

She credits her parents, who ran Lucia's pizza from 1984 to 2001, for her work ethic and attributes her professional success to her husband.

The biggest challenge Lucia and her husband face is the competitive nature of the local automotive market. There are many businesses of all sizes vying for the automotive owner's money. But the challenges are outweighed by the rewards. She says that happy customers are her biggest reward.

Lucia advises professional women planning for their futures to do something they enjoy, work hard, go to school for as long as possible, and take advantage of all opportunities that are available.

Ricochet's Rapid Detail is currently featuring the Flash Package, which includes wash, wax, tires, wheels, carpets vacuumed, interior wiped down, door jambs, and windows, and special prices:

- Cars - \$50.00
- Trucks/SUVs - \$75.00
- Oversized/Vans - \$100.00

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**Have a LAVISH February...**

Join us at **LAVISH** for Scranton's First Friday celebration on Friday, February 6, 2009 from 6 - 9 pm. Refreshments courtesy of The Colonnade, music by DJ Steven Wallace and more!



### **VALENTINE'S DAY AT LAVISH!**

Relax with your Valentine on Saturday, February 14th at LAVISH. Special couples pedicure package in our private, luxurious suite. Package includes stress-releasing hot foot soak, scrub and rub, hot towel wrap and skin healing moisturizers. Includes complimentary chocolate and champagne. By appointment only at (570)558-2273. Gift certificates also available for that special someone!



Beginning in February - LAVISH will expand its current salon offerings of manicures and pedicures to include facials, and facial/body waxing. Visit our [website](#) for the latest information.

Look for LAVISH home accessories to be featured in the March issue of House Beautiful magazine, on newsstands February 17th!

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### **NOW Hair & Nail Studio Announces Second Office Makeover Contest**

The winners of **NOW Hair and Nail Salon's** 2008 "I Want a Makeover NOW!" contest were so pleased with the results of their transformation that the salon has decided to do it again!

NOW, located at 132 Adams Avenue, is now accepting entries for the second annual event. The winner and up to 15 work colleagues will receive a makeover with a haircut, blow dry and makeup application, as well as a light dinner.

### ***BEFORE***



## **AFTER**



NOW owner Fran Kavulich commented on the decision to conduct the contest a second time: "When we decided to have the contest the first time, we had no idea how many entries we would get. Entries started coming in right away, and it was difficult to choose a winner. The people who won came into the studio and had a nice dinner and makeovers. I'm not sure who enjoyed it more - us or them - because the women told us how great they felt. It's a nice boost for their self-confidence, and it's a nice way to bring together a group of co-workers."

The contest inspired other NOW clients to have their own makeover. "Especially at this time of year, when everything is so gray, it's exciting to get a new look. Plus, it's a great way for women to update their look."

NOW's "I Want A Makeover NOW!" contest is designed to identify an office staff which needs or deserves a makeover the most.

Entries must include a digital photo of the office staff and an essay of 500 words or fewer which details why their specific office needs or deserves a makeover. "We know it's going to be hard to choose, because there are so many hardworking people in the area," Kavulich commented. "But we'll have a lot of fun in the process, and it's a fantastic prize for the people who win."

**Completed entries must be received by NOW no later than noon on February 14, 2009.** For more information and complete contest rules, visit [www.NOWHAIR.com](http://www.NOWHAIR.com) or call 961-8875.

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A SURE SIGN OF SPRING



THE SEASON'S HOTTEST HUES ARE IN FULL BLOOM

NADA & CO.  
SCRANTON

137 WYOMING AVE. 570-207-1717

DAILY 10 - 8

THURSDAY 10 - 8

SATURDAY 10 - 5

AND OF COURSE THE MAKE ROOM FOR SPRING **SALE** CONTINUES

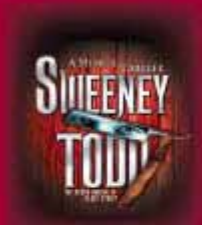


# FEBRUARY 2009



Citizens' Voice Children's Series  
Fractured Fairytales  
Feb. 7, 11 AM

Dinner at the Theater  
Valentine's Day  
February 14, 6 PM  
Dinner & show, one great price!



Dinner at the Theater Performance  
Sweeney Todd  
February 14, 8PM  
Presented by the Broadway Theater League of Scranton

WNEP-16 Friday Forum Series  
The Arrogant Worms  
Feb. 27, 8 PM



Visit [www.scrantonculturalcenter.org](http://www.scrantonculturalcenter.org)  
for complete schedule of events.

Clarks Summit Festival of Ice



It's an event specially created  
for under 32 (degrees, that is!).  
*All ages are invited to attend*

## "A Frozen Renaissance Faire" February 12 ~ 16, 2009

Begins with parade Thursday at 7 pm.  
Live Ice Carving \* Live Music \* Special Events  
Free Admission \* Free Parking  
*For details, visit [www.TheAbingtons.org](http://www.TheAbingtons.org).*

 CABIN FEVER



 Germiys  
Supermarket

 Everything  
Natural

 Versailles  
*Because every home is a palace*

 Lackawanna  
County

*The Clarks Summit Festival of Ice is an annual event of the  
Abington Business & Professional Association (ABPA).  
Thanks to 2009 media partners: WYOU@VRE, Entercom Communications,  
The Abington Journal, The Suburban Weekly, The PR Dept.*