



MAIN STREET PRESS

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SUMMER 2006

Concerts Return to Weeden Park

To the delight of the audience, Maggi Hill and the Roadhouse Ensemble Band opened the Lawrenceville Main Street (LMS) annual "Music in the Park" series on July 13 with a lively performance of country-folk-rock music a la Linda Ronstadt, and Bonnie Raitt

For the past six years, LMS has been holding free concerts every other Thursday in July and August at 7 p.m. in Weeden Park. Everyone is welcome to bring a chair or blanket and a picnic dinner for a relaxing, music-filled evening. To assist guests in wheelchairs, there is a ramp at the rear of the Post Office parking lot.

This season's concerts are sponsored by Sovereign Bank and are funded, in part, by a grant from the Lawrence Township Community Foundation. For more information, visit



The Tone Rangers will bring their eclectic mix of country, blues, and rock 'n roll to Weeden Park on Aug. 24.

www.LawrencevilleMainStreet.com.

July 27—Blawenburg Band

LMS welcomes back one of New Jersey's oldest community bands. With members ranging in age from their teens to their nineties, the band delights listeners with the marches of John Philip Sousa and New
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CALENDAR

July

27 Music in the Park

August

10 Music in the Park

24 Music in the Park

September

15 Golf Scramble

October

8 Scarecrow Event

15 Taste Of Lawrenceville

22 Final Farmers Market of the Season

23 Volunteer Orientation

November

6 Blood Drive

13 Fall Clean-up Day

December

3 Holidays in the Village



Joan Shepherd's painting of the Farmers Market

Farmers Market Is Back

Boston has its Quincy Market, San Francisco its Ferry Building Market, and New Orleans its French Market. Now, for the second summer, Lawrenceville Main Street has its own Farmers Market, recently commemorated by local artist **Joan Shepherd** in her lovely painting.

Throughout history, markets have been an essential part of the life of villages and towns. They are picturesque, full of color and movement, and a central place to shop, meet friends, exchange news, and be amused by street performers. In the very same spirit, Lawrenceville's Farmers Market continues this wonderful tradition.

Our market's 2006 season, generously sponsored by **Capital Health System**, opened on June 11 and will continue every Sun-
SEE FARMERS MARKET RETURNS ON SUNDAYS, P. 3

SNIPPETS

The **2006 Guide to Businesses and Services and Calendar of Events** now is available at the Main Street office and at businesses throughout the Village. Thank you to **PNC Bank** for its sponsorship and to **ANCA Studios Graphic Design** for designing this useful brochure and **Educational Testing Service** for printing it.

The **LMS Extreme Makeovers House Tour** was a sell-out, netting nearly \$13,000 to improve our community. Make sure to visit Weeden Park to try out the new picnic table, recently purchased with fund-raising dollars. Kudos to the many volunteers, homeowners, and businesses that made the May house tour a huge success.

The **Village Bakery** is partnering with the **Inn at Glencairn** to offer "**Afternoon Tea at the Inn**" on Wednesdays from 1 to 4 p.m. The menu features an assortment of tea sandwiches, scones, pastries and cookies created by the **Village Bakery**. Call the Inn at 609-497-1737 to make reservations.

Several Lawrenceville restaurants, farms and eating establishments have formed the **Lawrenceville Culinary Partnership (LCP)**. **Mario Mangone**, co-owner of **Chambers Walk Café**, announced the new organization at its first "Eat and Greet" evening on May 8. This partnership, dedicated to promoting Lawrenceville as a food destination, plans to sponsor future community food-related activities, including the "Taste of Lawrenceville," LMS' 10th anniversary celebration in October. For more information about the LCP, contact Mikey Azzara at 609-206-0344.

LMS is happy to welcome **The French Hen** to the Village at 2685 Main St.. The new business, which specializes in women's accessories, is open Tuesday through Friday from 10 a.m. to 5:30 p.m. and Saturday from 10 a.m. to 4 p.m. Call 609-844-0005 for more information.

Need to give a gift? Why not consider **Main Street Dollars**? The fortunate recipient will be able to use them to purchase food, goods and services at businesses in the Village. Main Street Dollars are available at the LMS Office at 17 Phillips Ave.

Enjoy your dessert to the sound of local musicians at the **Village Bakery's Java & Jazz Nite** on the first Thursday of each month. Doors open at 7 p.m., and the music begins at 7:30. *Small World* coffee, teas, and pastries are available for purchase. For more information, call 609-896-0036.

Congratulations to **Vidalia** for winning this year's LMS Design Committee Exterior Appearance Award. Owner **Salvatore Scarlata** will receive a grant of up to \$500 to realize his plans for improving the curb appeal of his restaurant. Vidalia also has a new Web site. To find out what Chef Scarlata has cooking, visit www.eatatvidalia.com. Located at 21 Phillips Ave., Vidalia specializes in eclectic Sicilian and Northern Italian cuisine.

Main Street Portrait Unveiled

At a special ceremony on May 16, **Sun National Bank (SNB)** unveiled "A Portrait of Main Street," a 4-foot by 17-foot mural created by **Pennington School** art students. Bank Manager **Gary Rossi** conceived the idea for the project last year and contacted the school's art teacher **Caroline Hall**, a colleague of Rossi's wife.

"Having this painting here means so much to the bank as a community partner," commented Rossi. "I encourage the community to come and see it." The bank also displays photographs of Lawrenceville as it appeared many years ago.

In addition to the mural, the Pennington School presented a separate portrait of the **Presbyterian**

Church of Lawrenceville, painted by advanced art student **Brittany Kunkel**. With assistance from school carpenter **Edmund Gauss**, her classmates framed both canvases. The paintings arrived in Lawrenceville on the back of a school bus.

SNB Senior Vice President **Denise Kassekert** and Regional Vice President **Frank Odri** were on hand for the unveiling. Ms. Kassekert very much supports close ties between the bank and the Village. In fact, SNB branches now are called "Community Banking Centers (CBCs)." Likewise, Mr. Odri, impressed by the Main Street mural, commented "Now, we have 80 more CBCs to decorate."



Pennington School art students pose with their headmaster and bank officials in front of "A Portrait of Main Street." From left are Sally Quinn, Guilsun Cavusoglu, Dana Ashburn, Aram Ji, Jae Yeon Sun, Brittany Kunkel, Denise Kassekert, Frank Odri, Lyle Rigg, Kristina Semak, Akiko Watanabe, Shao-Ann Fang, Caroline Hall, Richie Caster, and Gary Rossi.

LMS Board Chooses New Leaders

The Lawrenceville Main Street Board of Directors held its annual meeting on May 31 to elect new members, officers, and committee chairpersons for 2006/2007.

Following fiscal year-end summary reports, the Board unanimously approved the following Board candidates for 2006/2007: **Buz Donnelly**, president; **Terry Fernandez**, vice-president; **Sue Musselman**, treasurer; **Lew Thurston**, secretary; **Mikey Azzara**, chair, Business Development; **Steve Hendershott**, chair, Golf

Scramble; **Patty Moran**, member at large; **Andrea Rabitz**, liaison to Design; **Art Schonheiter**, chair, Landscape; **Diana Seiler**, chair, Volunteers; **Ken Weingarten**, chair, Fundraising.

Matt McChesney and **Kirk LeCompte** also will continue in their respective roles as the Design Committee chair and Communications Committee chair. The Board soon will seek leadership for the Promotions Committee that currently organizes the annual Jubilee, Scarecrow event, and Music in the Park.

“Taste of Lawrenceville” Benefit Celebrates LMS Anniversary

Lawrenceville Main Street will culminate its 10th anniversary festivities at the “Taste of Lawrenceville,” a culinary extravaganza on Oct. 15 at the Lawrenceville School Abbott Dining Room. Special thanks to the

Lawrenceville School and to **Educational Testing Service** for their generous sponsorship of this milestone event.

Executive Chef **Gary Giberson**, joined by chefs from **Chambers Walk Cafe, Fedora’s, the Lawrenceville Inn, TJ’s Pizzeria, Vidalia, and the Village Bakery**, will prepare their favorite recipes with ingredients from local farms. At-

tendees will enjoy an evening of music, fine cuisine and a silent auction as they celebrate the success of LMS volunteers in preserving the Village’s history and improving its commerce, appearance, and quality of community life.

Invitations will be mailed on or about Sept. 1. Tickets are \$50 per person. For more information, contact LMS President **Buz Donnelly** (buzdonnelly@comcast.net), who is chairing the event.



Standing, from left, Robert Koenig (Chambers Walk Café [CWC]), Susan Olson (CWC), Elizabeth Hunt (Lawrenceville Inn), Sal Scarlata (Vidalia), Karen & Bo Child (Village Bakery), Beth Barnes (Lawrenceville Inn), Mario Mangone (CWC). Seated, from left, David Ercolano (CWC), Mikey Azzara (LMS), Laura Mangone (CWC).

10th Golf Scramble Set for Sept. 15

The 10th annual Lawrenceville Main Street Golf Scramble and Picnic will be held on Friday, Sept. 15, from 11 a.m. to 6 p.m. at the Lawrenceville School.

The Scramble is limited to 48 golfers, so sign up now using the online registration form available on the LMS Web site. The golf entry fee is \$100 and includes greens fees, lunch, tee prizes, golf cart, and picnic. Guests and non-golfers are welcome to join the picnic for a \$15 fee. Children ages 10 and under can attend free of charge.

Last year’s “Event Sponsor” was Educational Testing Service. LMS still is seeking an Event Sponsor for this year (\$2500) as well as Event Partners (\$1000), Corporate Sponsors (\$600), Beverage Cart Sponsors (\$350), Hole Sponsors (\$150), and Golf Cart Sponsors (\$50).

Contact Steve Hendershott at shendershott@ets.org for more information.

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Pamper Yourself with a Massage on Main Street

If you think that a massage is a luxury only for the rich and pampered, **Kelly Szwed** can convince you otherwise. For the past five years, Kelly, a certified massage therapist, has been helping Lawrenceville residents to relieve stress, strengthen their immune system, reduce pain, and achieve overall physical and emotional wellness.

Kelly is the owner of **Healing Spirit Massage Therapy**, which recently



Kelly Szwed at work massaging a client

moved from Gordon Ave. to 2687 Main St. She now shares space with **Phil and JoAnne DeVito** of **A' Salon**. Kelly found her true calling after working for ten years as a dental assistant. On a lark, she accompanied a friend to an open house at the Health Choices Holistic Massage School in Hillsborough. One of the activities was for the attendees to give each other foot massages. Kelly became hooked. She went on to graduate from the school, which is approved by the New Jersey State Department of Education.

Kelly adopts an integrative, holistic approach to her practice, combining multiple methods to address the mind, body, and spirit. Her techniques include stroking and kneading of the muscles (Swedish massage), Japanese acupressure (Shiatsu), gentle rocking (Trager®), massage of the feet (Reflexology), and others.

Kelly also is a trained Reiki practitioner, utilizing a gentle “laying on of hands” to transfer life energy from herself to her client.

What distinguishes Kelly’s practice from generic “spa” services is her individualized approach. She begins with a medical intake and then tailors each massage to the specific needs of her clients—both men and women of all ages. Specific

physical ailments that she addresses include arthritis, back pain, hypertension, motion problems, fibromyalgia, and others. She also helps her clients to recover from depression, chronic fatigue and trauma.

To schedule an appointment or purchase a gift certificate, call Kelly at 609-529-8759 or visit her at A’ Salon, 2687 Main St. She accepts Visa, MasterCard and Discover.

More Music in Park

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Orleans Dixieland jazz.

Aug. 10—Darla Rich Quintet

LMS is pleased to present Darla and Rich Tarpinian who specialize in performing great jazz and swing standards with a fresh new sound. Come to rediscover the songs of Cole Porter, Duke Ellington, Irving Berlin, and other masters of American popular music.

Aug. 24—The Tone Rangers

The Tone Rangers like to mix things up with a little Country, a little Blues and a little bit Rock n’ Roll, featuring the songs of Dwight Yokum, B.B. King and the Allman Brothers. John Todd and Carm Marranco are local musicians who have appeared at Fedora’s and the Farmers Market.

Women Business Owners Day Proclaimed by Mayor

Lawrence Township Mayor **Michael Powers** and the Town Council issued a proclamation declaring April 19, 2006 “Women Business Owners Day” in Lawrenceville. On the same date, Lawrenceville Main Street’s Business Development Committee sponsored an evening event to celebrate the high-percentage and diverse range of women-owned businesses in the Village.

LMS volunteer **Mary Stober** chaired the event, which took place at the **Lawrenceville Inn**. The agenda included educational and networking opportunities for business owners and other attendees. **Nina Moseley**, director of Business Services with the New Jersey Commerce, Economic Growth and Tourism Commission, and **Lorraine Pedrick Allen**, regional director, of the Mercer County Small Business Development Center, were the guest speakers.

Farmers Market Returns on Sundays

CONTINUED FROM P. 1

day morning from 9 a.m. to 1 p.m. until Oct. 22. Thanks to the generosity of **Gary Hullfish**, the market is located in the Lawrenceville Fuel parking lot on Gordon Ave.

“Opening day was a huge success,” reported **Mikey Azzara**, chair of the LMS Business Development Committee. “We counted 45 new shoppers every 15 minutes.”

All of last year’s vendors are back—**Terhune Orchards**, **Cherry Grove Farm**, **Griggstown Quail Farm**, the **Village Bakery**, **Plumb Brook Herbs**, the **Village Farm**, and **Cherry Grove Organic Farm**—offering the freshest vegetables, fruit, flowers, herbs, meat, poultry, eggs and breads. Shoppers can carry home their purchases in sturdy LMS market bags adorned with Ms. Shepherd’s art

work. The bags are available at the Market for \$12.

Beginning in July, several new vendors joined the Market. **Vidalia Chef Sal Scarlata** now sells his signature tomato sauce, salad dressing, and onion soup. **Chambers Walk Café** (along with **Jonathan Clancy** and **Dave Azzara**) offer breakfast sandwiches, lunch panini, pulled pork sandwiches, and spice rubs. Village Farms has local sweet corn and more.

For the entertainment of the shoppers, the Market offers live music every Sunday morning. There also are cooking demonstrations by Village restaurant chefs using ingredients sold by local vendors.

Volunteers are needed to assist with the Market. If you are interested, please contact Mikey Azzara at mazzara@nofanj.org.