‘IT’S GOOD TO BE PAMPERED’

Salon biz a beauty

Lawrence Avenue road to success for 1-year-old shop

By William V. Foley
For The Chamber

ELLWOOD CITY
— Outside her window, Stacy Houk notices the changes occurring on Lawrence Avenue. “Our downtown is vibrant and exciting with a lot of great activities,” Houk says, “and many people who are passionately involved with making all of this possible.”

Inside her window, Houk notices the changes she helps bring to those who want to step out onto Ellwood City’s rejuvenated thoroughfare looking just as vibrant and exciting. When they step out, that is. “What makes each day truly memorable to me is when someone hugs me and tells me they don’t want to leave, that they have

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Stacy Houk, left, owner of L.A. Cuts, and cosmetologist Susie Blyth are shown March 25 inside the salon in Ellwood City.

ABOUT L.A. CUTS

■ Location: 726 Lawrence Ave., Ellwood City
■ Hours: 9 a.m. to 5 p.m. Monday and Friday; 10 a.m. to 7 p.m. Tuesday and Thursday; 8 a.m. to 4 p.m. Saturday.
■ Web: lacuthairsalon.com
■ Phone: (724) 752-2222.
■ Payment: Major credit cards, debit, checks, cash.

Don’t be left out! Join today! 806 LAWRENCE AVE., ELLWOOD CITY, PA 16117
(724) 758-5581  ELLWOODCHAMBER.ORG INFO@ELLWOODCHAMBER.ORG
2017 EARTH DAY: ‘FUN’ SHOW A FIRST!

Wear trash, win cash in Ewing Park!

ABOUT EARTH DAY

- Founded April 22, 1970.
- 20 million people participated in the first Earth Day.
- More than 100 billion pieces of junk mail are delivered in the U.S. each year.
- The U.S. buried or burned more than 166 million tons of resources — paper, plastic, metals, glass and organic materials — in landfills and incinerators last year.
- It only takes about 6 weeks total to manufacture, fill, sell, recycle and then remanufacture an aluminum beverage can.
- More than 2 million people globally die prematurely each year due to outdoor and indoor air pollution.
- ecocycle.org and hensienurseryindiana.com/earth-day-fun-facts/

By William V. Foley
For The Chamber


"The odder, the better," Jillian D'Amico says.

D'Amico is a volunteer coordinator for Ellwood City Community Enrichment, which is staging Lawrence County Earth Day this year.

Contestants wearing garments of garbage and recyclables are eligible to win prizes. First place pays $100; second, $75; and third, $50.

“They are fun events”

"Amico has attended similar events as a college student in Meadville. "They are fun events," she says. "The people are really creative. And it also shows how much waste we have on a daily basis."

The competition, set for 1 p.m. on Follin Stage, is among 40 events, educational exhibits and activities in Ewing Park marking the worldwide celebration that has drawn attention to environmental protection since 1970.

Protecting the planet, D'Amico says, "is one of the biggest issues we have today. We have only one Earth, and we need to take care of it so our future generations can live as well as we have."

The free event, from 10 a.m. to 2 p.m., also includes horse-drawn trolley rides and the return, at noon, of the Wild World of Animals Show, which has been featured on national stages such as David Letterman’s and is sponsored in part by McElwain’s Paint and Collision Center.

Listen to the rain sticks

Noah Rectenwald, a 2006 graduate of Lincoln High School who studied music at Baldwin-Wallace University and at the Royal Conservatory of The Hague in the Netherlands, will begin the "great entertainment," D'Amico says, by performing at 10 a.m.

Earth Day in Ewing Park, says Rectenwald, who plays piano and "the popular" rain sticks, "is really wholesome, and people talk about the Earth and in a fun way. This is important locally, regionally and, of course, globally."

Vendors will focus on Earth-friendly topics and products.

Disposal stations that include a compostable, recyclable and trash cans will be located throughout Ewing Park.

“We are striving to educate the public about proper disposal," D'Amico says. "Each station will have a volunteer to help attendees know what can be recycled and what to place in the trash as well as to minimize the amount of trash this year.”

INMETCO will provide refreshments using compostable paper products and will sponsor a giveaway.

The event is also sponsored by Ellwood City area businesses and individuals that include Armstrong Cable, Lawrence County commissioners, Katy’s Baked Goods, T&M Hardware and Rental, Aiken Refuse, Dalton Service Company LLC, Medevac Ambulance and Ellwood Group Inc.

Lawrence County Earth Day has also been made possible by The Caroline Knox Memorial Trust Fund. The Trashion Show is sponsored by The Car Wash of Ellwood City and Good Wheels.

For more information, contact D'Amico at 724-288-0232 or 724-2384 or go to ecchamber.com.

Feed workers’ appetite for appreciation

North Sewickley Township — Up to 100 are expected to attend the Ellwood City Area Chamber of Commerce’s employee appreciation luncheon April 26 at the Connoverless Country Club.

Guests will enjoy a buffet of chicken or steak salads, whole grain wraps, yogurt parfait bar and assorted pies.

“We want to focus on businesses showing their appreciation to their employees with a relaxing delicious meal and wonderful door prizes,” says Stacy Court, first vice president of the Ellwood City Area Chamber of Commerce and a coordinator of the event.

It’s important, she says, “to show your employees that you value them, to honor their dedicated work.”

The cost is $25, and the deadline to register is April 19.

For more information, contact the Ellwood City Area Chamber of Commerce at (724) 758-5501.

“Small Town, Big Living”
ON DECK: ‘HACK WILSON DAY’ AT PNC PARK APRIL 26!

E.C. to honor native son, Cubs clubber

By William V. Foley
For The Chamber

EILLWOOD CITY — While today’s borough residents never watched Hack Wilson, he of the unbreakable record of 191 runs batted in during the 1930 season with the Chicago Cubs, they can celebrate their native son during the first “Hack Wilson Day” at PNC Park in Pittsburgh on April 26.

The Ellwood City Area Historical Society created in concert with the Pittsburgh Pirates “Hack Wilson Day,” honoring the Hall of Famer born on Crescent Avenue 117 years ago to the day of the event, and whose emergence from a difficult upbringing epitomizes the fortitude of his hometown.

“He personified the work ethic that so many people in Ellwood City exemplified,” said Dom Viccari, a volunteer and officer with the historical society who conceived of “Hack Wilson Day.”

Hack Wilson, said Raymond Sanfilippo, executive director of the Ellwood City Area Chamber of Commerce, “grew up rough, as did many of us did here in EC. It made us stronger in the competition of the world.”

Eric Poole, a staff reporter with the Ellwood City Ledger, has written a number of columns and articles about Wilson.

HACK WILSON

1920

70 for the St. Louis Cardinals. Record threatened in 1977 by Cincinnati Reds’ George Foster, who hit 52; in 1956 by the New York Giants’ Willie Mays, who hit 51; and in 1947, by the Pirates’ Ralph Kiner and the Giants’ Johnny Mize, who hit 51; and Kiner in 1949, who hit 54.

Batting average: .356


Wilson was “hardscrabble”

The term “hardscrabble” comes up to describe these mill communities in Western Pennsylvania, and that’s what he was,” Poole said of Wilson. “His parents were never married. They were both alcoholics. His mother died when he was very young. His dad neglected him. There were people around here who took him in and introduced him to the game of baseball.”

The Pirates host the Chicago Cubs at 7:05 p.m. April 26.

“It’s a tribute to the Pirates to allow the Ellwood City community to honor a player who played for a competing team,” Viccari said.

ABOUT HACK WILSON

- Born: April 26, 1900, Ellwood City
- Died: Nov. 23, 1948, in Baltimore
- Major League seasons: 12 (1923-1934), all in National League. With New York Giants (3 seasons), Chicago Cubs (6); Brooklyn Dodgers (2.5) and Philadelphia Phillies (0.5).
- Position: Center field
- 1930 statistics with Chicago Cubs
- Runs batted in: 191. Current Major League record

“Small Town, Big Living” The Ellwood City Area Chamber of Commerce

The entrance to Hack Wilson Drive at Stiefel Park in Ellwood City is shown March 25.

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L.A. CUTS MARKS 1-YEAR ANNIVERSARY
Lawrence Avenue road to success

Salon, From Page 1

never been treated so special,“
Houk says.

It’s been a year since Houk opened L.A. Cuts at 726 Lawrence Ave., where hair colorings, cuts, perms, hairstyles, braids, manicures and air-brushed makeup are only part of the pampering.

Ashleigh Walter, of Ellwood City, stops by for a pedicure on a Saturday morning, welcomed by spa-like mists of lavender-scented essential oil emanating from a diffuser and an array of beverages that include caramel-vanilla coffee, apple cider, and chai, chamomile and green teas.

“It’s good to be pampered,” she says, her feet soaking in warm water. “It’s relaxing,”

Client Jocelyn Kelly, of Wampum, agrees.

“It’s always good to be pampered, when you are getting your hair done or your nails,” Kelly says. “And when you leave, it makes you feel good.”

April 2 marks the first anniversary of L.A. Cuts, the L.A. an abbreviation artfully chosen by Houk to represent the upscale ambience her clients would expect in Los Angeles, but receive right here on Lawrence Avenue — the L.A. in L.A. Cuts.

“The heart of Ellwood City”

I have many people come in and think that my shop is named for Los Angeles because of the relaxed yet glamorous vibe and the artwork that features Hollywood and music icons,” Houk says. “I tell them that while that is the atmosphere I have created, it was named after Lawrence Avenue, which is truly the heart of Ellwood City and I thought it was the perfect name.

Houk hasn’t been to Los Angeles. But she’s brought its trendiness to Lawrence Avenue.

“When I think of Los Angeles, I think old Hollywood, Beverly Hills, pampering, decadence, new styles, great products, talented stylists;”
Houk says, and “and luxury. The only thing that doesn’t match Los Angeles is the price."

The opening and success of her salon is an Ellwood City dream realized for Houk — a 1991 graduate of the New Castle School of Beauty — and her husband of 26 years, James.

“He was instrumental in his indefatigable drive to help me realize my dream,” Houk says. “He is amazing.”

Her customers love her

Houk’s is an Ellwood City dream realized and now shared with her clients, says Raymond Santillo, executive director of the Ellwood City Area Chamber of Commerce.

“Her customers love her,” Santillo says. “Stacy brings energy to Lawrence Avenue. She has a presence, and she is busy and happy.”

The first year is crucial in establishing a brand in the community, attracting a client base and working out the kinks inevitable to any new business, says Caroline Ovial, president of the Ellwood City Area Chamber of Commerce board of directors.

“Making it through the first year says a lot about a business, and especially the business owner,”
Ovial says. “Stacy has done a great job of maintaining the fresh vibe of L.A. Cuts. She and her business are a breath of fresh air to Ellwood City.”

The 12 hours a day she and her husband spent for three months giving her salon a head-to-toe makeover before its grand opening — changing everything to create a feeling of warmth and relaxation,”
Houk says — are now spent giving her clients the same.

“L.A. Cuts is the literal expression of my vision to envelope people with a warm and inviting space to relax and be pampered from the moment they walk in the door,” Houk says.

That is where they will also meet Susie Blyth.

“I feel blessed that she is working at L.A. Cuts,” Houk says. “She is one of the rare cosmetologists who is not limited to one specialty. Hair. Nails. Makeup. She does it all.”

Houk “is part of the solution”

S tyle and transformation matter — outside and inside her salon’s window.

“From the moment you near L.A. Cuts, I want you to be intrigued and interested,” Houk says. “When you come in, even the door is enough to pique your interest in what lies beyond.”

The stylish storefront, client Teresa McShea says, "hints at a high-end experience."

Just like in L.A. — Los Angeles, but right here on L.A. — Lawrence Avenue, Ovial says.

“Stacy made a decision to be part of Ellwood City’s revitalization,”
Ovial says. “She has a flourishing business in our downtown area and she has engaged herself in the Ellwood City Area Chamber of Commerce. She is part of the solution. Stacy is a great model to follow and I look forward to seeing her hit many more milestones on Lawrence Avenue.”