



# LBPA TODAY

Information Update for Lansdowne Business and Professional Association Members

## Member News Briefs

### See 'Phantom Tollbooth' from Celebration Theater

The Phantom Tollbooth demonstrates one of its main themes: "Nothing is Impossible." If you have ever read this story, which appeals to kids and adults alike, you might think it would be impossible to stage such a play. It is not only possible, it is delightful and successful! With many performances already sold out, additional performances have been added for this weekend (2/15-2/17) Don't miss this amazing performance! See [www.celebrationtheater.com](http://www.celebrationtheater.com) or call 610.259.1800 for tickets.

### National Institute of Health

#### Recognizes Kelly Bliss

Kelly Bliss is recognized by the National Institute of Health (NIH) for her work helping plus size people build healthy lifestyles. In the government publication "Active at Any Size," Kelly is listed as a resource recommended by the NIH. Learn more about Kelly's exercise classes, fitness videos, and lifestyle coaching at [www.kellybliss.com](http://www.kellybliss.com).

### Show Your Valentine You Care and Shop Lansdowne First

Still need some gift ideas for your special Valentine? Help is on the way, and it's all right here in Lansdowne! Check out some of Lansdowne's fine establishments for a wide selection of gifts to make your sweetie smile.

### Once Again...It's Almost Silent Auction Time!

The fourth annual LBPA Silent Auction and Antique Appraisal is rapidly approaching! Scheduled to take place at the Twentieth Century Club during the first week in May, this increasingly popular event is your opportunity to have fun, support the business community, and enjoy the company of your fellow local businesspeople. If you are interested in donating a product or service for this worthwhile evening, please call Fran Wayne at 610-259-6370.

## February LBPA Meeting

**What:** February LBPA Meeting

**When:** Tuesday, Feb. 26, 7:00 p.m.

**Where:** Twentieth Century Club, 84 South Lansdowne Avenue

**Cost:** \$20 per person

**Food:** Buffet supper

**Details:** This meeting will feature a panel discussion with the focus "Survival Strategies for Small Businesses in a Difficult Economy"

**Speakers Panel:** Dolly Kilcullen, The Thrift Shoppe for DCMH; Bill Brown, Greenwood Terets Realty; Dick Doyle, Doyle-Stonelake Funeral Home Ltd.; and a representative (tentatively scheduled to appear) from the Delaware County Chamber of Commerce.

## Your LBPA Officers

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*"Don't measure your life by how many breaths you take, measure it by how many times your breath is taken away."*  
— Unknown

## **Member Spotlight: Shear Magic Salon**

Walk into Shear Magic Salon on a typical day, and you'll find a pretty good cross-section of the people of Lansdowne. Men and women of all ages are regulars at the unisex salon, which has been guided by owner Aliki Douvartzizis since October 1988.

Having spent so much time over the years with her customers, Aliki is quite appreciative of the core of regulars who regularly visit. "We take care of a lot of local Lansdowne people," Aliki says. "It's a very friendly, down-to-earth type of place, and people really seem to love coming here. I sure enjoy it."

Sure, Shear Magic may be a place where someone can get a good haircut at a good price. But it's also gained some high-profile business as well. In addition to the steady business that comes from brides-to-be on their wedding day, Aliki has styled two brides for episodes of The Learning Channel's "Wedding Story" — a national cable television program documenting the behind-the-scenes story of couples' weddings.

When Aliki first bought Shear Magic in 1988, she was only 19 years old and working in a salon in King of Prussia. Her parents informed her that Shear Magic was for sale, and with some hesitation, convinced Aliki to take a look at it. "Two weeks later, it was mine," she says.

Over the course of her ownership, a number of talented stylists have worked at Shear Magic, many of whom have moved on to open their own businesses. Today the salon keeps a mix of full-and part-time staff. In addition to Linda McReynolds, who Aliki refers to as her "right hand," stylists Gina Maggetti, Mary Ferrari, Fran Balnkhou, Roula Mantzaridis and Jeanine Kellie all put in regular hours there.

During her career, Aliki has also served as an associate artistic director for Paul Mitchell, and has given a number of classes at other salons. The staff at Shear Magic works by mostly appointment, yet walk-in customers are welcome and make up a substantial portion of the business' clientele. No matter where they come from, Aliki says, customers get the same professional service and attention to their hair needs.

"A lot of our customers tell us that we're the best kept secret in Lansdowne," says Aliki. "We're specialists at highlighting and color and use only the finest quality products. Why spend all that money in a salon downtown (Center City Philadelphia) when we can offer the same level of service here?"



**Shear Magic is a full-service unisex salon catering to people of all ages and hairstyles.**

In recent years Shear Magic has kept the salon looking sharp with a number of renovations, including the addition of new stations and new lighting, "We try to keep it looking really nice, and regularly send all of our stylists to receive regular training and education."

And her customers appreciate the effort Aliki puts into maintaining a top-notch business. "We have a great clientele, and it's nice to help them with their looks on a regular basis."

As part of the salon's goal to cater to its clients' needs, Shear Magic keeps some unique business hours. It is open for business Tuesdays from noon to 6 p.m.; Wednesday 8 a.m. until 4 p.m.; Thursday 10 a.m. to 8 p.m.; Friday 8 a.m. to 7 p.m.; and Saturday 7 a.m. to 5 p.m. The salon is closed on Sunday and Monday.

For more information about Shear Magic, call 610-622-2161. The salon is located at 17 North Lansdowne Avenue.