

# AdamsMorgan MainStreet Group, Inc.

Combining Diverse Pieces to Make a Beautiful Puzzle



## Newsletter

Summer Finale 2007

### **Hoopla Brings Green Chic to Adams Morgan** *Suzanne Meyer*



When **Hoopla** opened its doors at 2314 18<sup>th</sup> Street this past June, Adams Morgan welcomed its first green, global, fair trade store into the neighborhood. **Hoopla** relocated to Adams Morgan after five years in the Capitol Hill area known as Barracks Row and they have already set down strong roots.

At **Hoopla**, being green-centric is a means of conscientious consumerism. The **Hoopla** website states, "The green and eco-friendly movement is committed to practices that are good for the future of our planet." Co-owner Laurie Morin, who along with co-owner Denise D'Amour also owns Capitol Hill Bikes, adds that the "store is modeled on the 'triple bottom line' approach to business that puts people and the planet on the same level as profits."

Morin, a law professor, teaches in the Sustainable Community Development Law Clinic at the David A. Clarke School of Law at University of the District of Columbia, and is at **Hoopla** in the evenings and weekends. Mark Noecker is **Hoopla**'s longtime, store manager.

**Hoopla** offers home furnishings, natural fiber clothing, accessories, jewelry, and more. Everything in the store is either "fair trade" (includes fair wages and decent

work environment for artisans); locally-produced; Earth-friendly (from reclaimed or recycled materials, not toxic to the environment, created from sustainable materials, or in a way that does not cause great damage of the environment; or handmade.

Visit the shop and admire local artist Wally Szyndler's decorative handmade masks adorning the walls. They are crafted from gourds, feathers and other natural materials, and inspired by indigenous cultures. Bright, festive sandals created from recycled plastic polythene bags are likely the only sandals of their kind in town, and support fair-trade artisans in India. Lightweight silver-hued evening bags are constructed in part from polished soda can tabs, and nearby there is a display of lilac, pale green and cobalt blue woven wallets. In a past life, the raw material used to design the wallets were used as mosquito netting in Cambodia.

Just about every piece in the shop has a story. Colorful paper bead necklaces were produced by a North Ugandan refugee camp women's collective. Income from the sale of the necklaces is used to purchase food, medicine, and school supplies for refugee children. Edgy, urban-style bracelets, key rings, and bottle openers are made from reincarnated bicycle chains.



Morin says that **Hoopla** "gets new merchandise in all the time, because we buy from so many different sources around the world." Lightweight, eco-friendly "Brazil Arts" handbags fashioned from recycled glossy magazines and newspapers support fair-trade

cooperatives, disadvantaged citizens, and at-risk youth in Brazil.

**Hoopla** offers sculpted scented soaps and candles, original soy-based, and recycled greeting cards, batik wall hangings from Indonesia, organic cotton clothing, and additional merchandise...

And already **Hoopla** is expanding! It recently acquired the carriage house in the alley behind the shop and this will be used to display eco-friendly furniture, and to hold monthly art openings. In October, Chesapeake Bay artisan Julia Musengo will be the featured artist. Morin says Julia "does wonderful goddess paintings and altars."

**Hoopla** participates in the monthly Adams Morgan Main Street FIRST TUESDAY by offering sale items for the Shop 'N Dine discount promotion (see [www.AMMainStreet.org](http://www.AMMainStreet.org)) and is a member of the DC-ALBA (Area Local Business Alliance) campaign which supports independent, local sustainable businesses.

**Hoopla** is also a member of Co-op America, which co-sponsors the annual Green Festival at the DC Convention Center. Visit **Hoopla** at the next Green Festival, October 6-7<sup>th</sup> at the Convention Center.

Don't forget to come out for **Adams Morgan Day, September 9<sup>th</sup>**. **Hoopla** will have a booth and feature some of their local artisans and artwork from Brazil.

**Hoopla** is open Mon-Wed: 12-8; Thurs-Sat: 12-10; and Sun: 12-6. For more information, and to get on the mailing list, visit the store at 2314 18<sup>th</sup> Street or the website at [www.hoopladc.com](http://www.hoopladc.com).



Visit Us Online! · [www.AMMainStreet.org](http://www.AMMainStreet.org)

New! [www.AdamsMorganNOW.com](http://www.AdamsMorganNOW.com)

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### AdamsMorgan MainStreet Plans Adams Morgan Day Festival 2007



The lazy days of August conceal the bustle of activity as residents, non-profits, and businesses prepare for the 29<sup>th</sup> annual AMDay Festival. AdamsMorgan Main Street Group and its volunteers are busy organizing a festival known for celebrating international cuisine, cultures, diversity, and music. The Festival promotes our neighborhood, architecture, shopping, colorful storefronts and sidewalk cafes.

AMDay 2007 is a mix of old favorites and new attractions with Mini Cooper as Spotlight Sponsor. The always popular

bookend live music stages, the main event, return at Columbia and Florida, supported by the Adams Morgan Partnership, coupled with the diverse array of street vendors & local AM businesses lining mid 18<sup>th</sup> St. Locals always know that Arts on Belmont, showcasing original artists and artisans opens early at 10am.

In 2005, AdamsMorgan MainStreet added the dynamic Dance Plaza on the Marie Reed basketball court. Sponsored by BB& T, it features performances, workshops, and lessons of many traditional dance styles. Catch the Malcolm X Drummers & Dancers, DC Casineros, and more!

New this year is Verizon Wireless offering free international calls to countries around the world. E-Bay joins the festival to film and interview festival attendees about their buying and selling experiences. Especially geared to locals is "Oasis in the Park" --- where light jazz music and some family-oriented

vendors will grace Kalorama Park. Bring your picnic & blanket, but cold beverages and an ice cream vendor will be on hand.

Returning to the festival this year are the Cultural Stage and Kids Fair. Sponsored by Bank of America, the Cultural stage includes the Sitar Center drum circle and El Barrio Street Theatre. An expanded Kids Fair features the Meow Mix "A-Cat-EMY," rock wall climbing, puppet and magic shows, fun science and even the mobile MPD DNA-fingerprint record for kids.

Small seating areas, including those sponsored by PNC & nClud at Marie Reed, are available. Use the map in the festival program which is available, along with commemorative T-shirts, at any Adams Morgan MainStreet booth. The festival attracts a region-wide audience, and AdamsMorgan MainStreet is proud of the support shown by local business and non-profit community participation.

For more information on volunteer opportunities go to: [www.AMMainStreet.org](http://www.AMMainStreet.org).

### Hope for Homeless Families at the Community of Hope

Ursula Bass



Community  
of Hope

The Community of Hope (COH), based out of Adams Morgan, has been helping low income and homeless families escape homelessness for over 25 years. COH aims to improve the health and quality of life of low income, homeless and underserved families in the DC area through housing, education, employment, spiritual enrichment, and health services. As more and more lower income families are squeezed out of the DC housing market, COH's role for our community has proven to be instrumental.

Located at 2250 Champlain St NW, the COH witnessed remarkable growth in the past year. Kelly Sweeney McShane, Executive Director, says they have almost doubled the amount of services provided as a result of their strategic planning

process started in 2002 and federal grant funds received.

COH maintains a housing facility on 1413 Girard Street NW with 20 apartments and a newly renovated facility in SE with an additional 10 apartments. In 2006, COH provided housing services to 37 homeless families with children, many of whom were single women with children.

New families are quickly integrated into a loving and supportive community. Groups of residents address issues and assist others in reaching their goals. A social service staff works closely with each family. Children are returned to school and adults receive access to a variety of educational resources, even parenting classes.

COH's Freedom School provides summer and after-school enrichment for up to 50 homeless children in grades 1-6; a safe and consistent environment for children facing educational and behavioral challenges. COH also provides valuable assistance to the Marie Reed Elementary School in Adams Morgan by sponsoring a Saturday academy for reading and writing

skills and providing a year-round nurse practitioner for the students.

COH's federally-funded health care clinic offers medical, dental and psychological care to all area residents. Its dental facility, opened in September 2006, offers advanced dental care on state-of-the-art equipment. A large percentage of COH patients suffer from chronic medical conditions such as HIV/AIDS, mental illness, substance abuse, diabetes and hypertension.

The clinic accepts all patients, including those with private insurance and the uninsured, and charges on a sliding pay scale. In 2006, COH served over 7500 patient visits (up from 5300 in 2003) with the goal of 9000 by 2007.

You too can help raise funds for COH and awareness around the issue of homelessness. Mark your calendars for the annual Help the Homeless Walk-a-thon to be held on November 17. To learn more on how you can get involved to help the COH make a difference with homeless families in the DC area, go to: [www.communityofhopedc.org](http://www.communityofhopedc.org).

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### The HOT List

Adams Morgan is a vibrant, dynamic neighborhood. "The HOT List" is the source to find out what's new in your neighborhood.



**Color Me Mine** is a paint your own ceramic studio where you can create your own masterpieces. Have you considered art therapy or having a "make your own ceramic" party? Opening in Fall 2007 at 2439 18th Street btw Columbia Rd and Kalorama Rd. Sign up for the mailing list and stay posted for the Grand Opening, "The Art of Having Fun!" **202-232-1771** Watch for their booth at Adams Morgan Day on Sept. 9!

www.AdamsMorganNOW.com  
AdamsMorganNOW  
www.AdamsMorganNOW.com

**AdamsMorganNow.com** Check out this online resource for a complete business directory of all the services and establishments in Adams Morgan. A joint project of the Adams Morgan Partnership and Adams Morgan Main Street, check this site often for events and to search by category for businesses and services! There are hundreds of businesses in the neighborhood, including services and retail establishments. We guarantee you will be surprised by the variety!



In mid-July, Chef Ann Cashion and her business partner John Fulchino sold their interest in **Cashion's Eat Place**, the upscale Adam's Morgan bistro, to longtime sous chef, John Manolatos, and veteran employees, George Manolatos (John's brother) and Justin Abad. No major changes to the name and décor are planned. Cashion's seasonal menu will continue to change daily. Look for more Mediterranean dishes, late night dining, and family style menu options. 1819 Columbia Rd. NW. Hours: Sun and Tues 5:30 – 10 pm, Wed – Sat 5:30 – 11 pm, Mon closed. (202) 797-1819 [www.cashionseatplace.com](http://www.cashionseatplace.com).



Manicure, Facial or Massage? Stop by Adam's Morgan's hidden oasis, **PL Nails & Spa** at 2108 18<sup>th</sup> Street. This Vietnamese family-owned business offers a range of beauty services, including a Spa manicure and pedicure special at \$50 or a massage and facial in one of two private treatment rooms. Stop by, treat yourself, or just check out the beautiful interior décor of PL Nails. Manager, Long Luu, and his family welcome you. Hours: Mon – Fri 10 am – 7:30 pm; Sat 9:30 am – 7 pm; Sun 11 am – 6 pm. (202) 232-7040.

Back pain?

Other muscle pain or  
movement problems?

CLICK HERE-->

FlexAware  
FirstAid

Opening in August, the new **FlexAware Movement Studio** will be opening at 1744 Columbia Rd., Second Floor (across from Safeway). What is FlexAware? Classes teach gentle and fluid movements that are extremely effective for relieving back pain and stress, and enhancing comfort in everyday activities. To learn more, join them for their opening party on Friday, September 14, 5-8 pm or Saturday, September 15, 3-6 pm or visit them at [www.flexaware.com](http://www.flexaware.com).



The **Adams Morgan Partnership (AMP)**, funded by extra taxes paid by local businesses, is successfully fulfilling its mission of providing services to supplement those that the city provides. You've probably seen the blue shirted crew cleaning the sidewalks and alleys of the commercial district and nearby area. AMP also hires "reimbursables," MPD officers who work under special instructions, on Friday and Saturday nights, plus Sunday on holiday weekends, during the evening and early morning hours. Security Aides cover the area during the day into evening, checking on businesses and needed repairs. For more info, contact Annemarie Bairstow 202-997-0783, [bairstow@adamsmorganonline.org](mailto:bairstow@adamsmorganonline.org)



**Alberto's** recently opened at 2438 18th St. It offers stone-oven baked, Chicago-style thin crusts and stuffed pies. Choose from fresh Roma tomatoes with artichoke hearts, baby spinach with mushrooms, Canadian bacon with pineapple bits, or opt for other unique toppings including walnuts, roasted eggplant, shitake mushrooms. The quarter-pie (priced \$3 – 5 depending on toppings) can be a meal. Hours: Mon – Tue 11 am – 11:30 am; Wed and Sun 11 am – 12:30 am; Thurs – Sat 11 am – 4 am. (202) 986-2121 [www.albertospizzeria.com](http://www.albertospizzeria.com).

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### EVENTS

#### August 23 - 31

Everyday during store hours,  
closed Mon.

#### Toro Mata

Dog Days of August Sale. Up to 40% off, check out the diverse arts and furnishings of Peru.  
[www.toromata.com](http://www.toromata.com) 202-232-3890 (check out their booth at AMDay Festival on Sept. 9)

#### Saturday, Aug. 25

8am – 1 pm

Volunteers needed to spruce up Marie Reed elementary School before the first day of classes, Aug. 27. Join in DCPS Beautification Day!

#### Rest of July thru Sept. 7

Wed – Sun Eves  
2pm – 7pm

#### DCAC DC Arts Center

1460 Wall Mountables – Annual Exhibit. Gallery is sectioned into 2 x 2 ft. squares, Runs till Sept. 7.  
[www.dcartscenter.org](http://www.dcartscenter.org) 202-462-7833

#### September 9

12:00pm – 7:00pm

#### 29<sup>th</sup> annual Adams Morgan Day Festival

(Arts on Belmont opens at 10:00 am) (or check [www.AdamsMorganNOW.com](http://www.AdamsMorganNOW.com))

#### September 14

5:00pm – 8:00pm

#### FlexAware Opening Party

FlexAware, 1744 Columbia Rd. NW, 2<sup>nd</sup> Fl  
[www.flexaware.com](http://www.flexaware.com)

#### Sept. 15 (3pm – 5pm)



Celebrating the Cultural Diversity & Creativity of a Favorite Washington, DC Neighborhood

# September 9, 2007

## 12:00pm - 7:00pm

### AdamsMorgan MainStreet VOLUNTEER OPPORTUNITIES

Come volunteer with the Adams Morgan Day Festival or work on other events year round, such as BowWow PowWow and wine tastings. Do you like writing articles or working with new businesses? Or are you interested in the artistic renovation of the historic fire and police call boxes? Help is always needed with street trees and their care. Re-Forest Project? Volunteer to work on events, special promotion activities, economic diversification, fundraisers, or help us with computer stuff in the office! Adams Morgan is OUR neighborhood. We are a volunteer-driven, public-private partnership which operates on raised funds and in-kind donations (and diminishing DC seed funds). Please visit [www.AMMainStreet.org](http://www.AMMainStreet.org) and fill out a volunteer form.

### ACKNOWLEDGEMENTS

Thank you to the Promotions Committee volunteers who contribute to these newsletters: Heather Steele, Suzanne Meyer, Ursula Bass, Lisa Duperier, Tom Mapp, and Paul Wong, Committee Chair. If you would like to work on Promotions activities, contact Paul at: [paul.m.wong@gmail.com](mailto:paul.m.wong@gmail.com)

Adams Morgan Main Street is volunteer-driven, non-profit 501(c) 3 organization comprised of residents, businesses, and non-profits working together to improve the neighborhood business area and preserve its multicultural dynamism. The revitalization and strengthening of Adams Morgan is designed to build on the multicultural characteristics of Adams Morgan, to retain and strengthen minority employment and upward mobility in its small businesses, and to contribute to improved appearance and promotion.

501(c)3 Federal & DC tax-exempt organization # 01-0682258  
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