



Sophisticated software, paging systems, call centers, communication via social networking—technology continues to shape the way salons do business. These ST honorees have embraced all kinds of advancements and proved that technology boosts the bottom line.



### Adevia Spa Salon

Forest Lake, MN  
 adeviaspa.com  
 Shari and Kirby Sell  
**SQUARE FEET:** 4,300/3,800 (two locations)  
**TOTAL EMPLOYEES:** 42  
**SALON SOFTWARE:** Harms/Millennium  
**AUTOMATED SINCE:** 1996  
**WEBSITE ESTABLISHED:** 1999  
**AVERAGE CUT & STYLE:** \$43  
**BEST-SELLING RETAIL LINE:** Aveda  
**COLOR LINE:** Aveda  
**ASSOCIATION:** PBA

"There would be no way to run our company without technology. Our software allows us online booking, e-mail confirmations, points and rewards systems, a referral tree and sophisticated client histories so we can have better customized conversations with our guests."

### Avant Salon Spa

Austin, TX  
 avantsalon.com  
 Roy and Connie Fredericks  
**SQUARE FEET:** 5,000/2,000/1,600 (three locations)  
**TOTAL EMPLOYEES:** 60  
**SALON SOFTWARE:** SalonBiz  
**AUTOMATED SINCE:** 1983  
**WEBSITE ESTABLISHED:** 1997  
**AVERAGE CUT & STYLE:** \$60  
**BEST-SELLING RETAIL LINE:** Aveda  
**COLOR LINE:** Aveda

"We have a Google/apps page where all employees can access calendars, e-mail and salon documents. This leads to instant clear communication. From attendance to customer issues, everything is accessible online. With multiple locations within 150 miles of each other, it helps me be on top of everything, and helps my managers, educators and leadership team work together on projects."



Staff of Gentleman's Quarters in Denver, CO.

### Design 1 Salon Spa

Grand Rapids, MI  
 design1.com  
 Larry and Lisa Walt  
**SQUARE FEET:** 6,500/6,500/8,400/7,400 (four locations)  
**TOTAL EMPLOYEES:** 143  
**SALON SOFTWARE:** Harms/Millennium  
**AUTOMATED SINCE:** 2001  
**WEBSITE ESTABLISHED:** 1994  
**AVERAGE CUT & STYLE:** \$38  
**BEST-SELLING RETAIL LINES:** Redken, Pureology, Bumble and bumble  
**COLOR LINES:** Redken, Wella  
**ASSOCIATION:** ISBN

"We use our software to track sales, productivity, retention and retail percentages for each staff member. We have standards that must be met—these standards are a great motivator because they must be achieved to reach higher pricing and commission, as well as other rewards such as a Saturday off."

### Gentleman's Quarters

Denver, CO  
 gquarters.com  
 Bill Chrismer  
**SQUARE FEET:** 2,400/2,200 (two locations)  
**TOTAL EMPLOYEES:** 20  
**SALON SOFTWARE:** Harms/Millennium  
**AUTOMATED SINCE:** 2000  
**WEBSITE ESTABLISHED:** 2000  
**AVERAGE CUT & STYLE:** \$40  
**BEST-SELLING RETAIL LINES:** American Crew, Therapro Mediceuticals, Nioxin  
**COLOR LINES:** Redken, MiN New York  
**ASSOCIATIONS:** PBA, I/SPA

"From our website guests can take a virtual tour, watch our service providers talk about services, purchase products or gift cards, check their service history and book online or live chat with one of our guest coordinators."

### Fresh Hair Studio

Southampton, PA  
 freshhairstudiospa.com  
 Laurie Haney and Deborah Gavin  
**SQUARE FEET:** 3,000  
**TOTAL EMPLOYEES:** 43  
**SALON SOFTWARE:** Harms/Millennium  
**AUTOMATED SINCE:** 2002  
**WEBSITE ESTABLISHED:** 2003  
**AVERAGE CUT & STYLE:** \$52  
**BEST-SELLING RETAIL LINES:** Goldwell, KMS, private label  
**COLOR LINE:** Goldwell  
**ASSOCIATION:** PBA

"We use our software to run reports on retention, prebooking, client visit and growth and use these numbers to set goals and help retain or develop business."

### La Jolie Salon

Princeton, NJ  
 lajoliesalon.com  
 Sasha Rash  
**SQUARE FEET:** 2,700  
**TOTAL EMPLOYEES:** 36  
**SALON SOFTWARE:** Harms/Millennium  
**AUTOMATED SINCE:** 1991  
**WEBSITE ESTABLISHED:** 1999  
**AVERAGE CUT & STYLE:** \$60  
**BEST-SELLING RETAIL LINES:** Aveda, Paul Mitchell  
**COLOR LINES:** Aveda, Paul Mitchell  
**ASSOCIATION:** PBA

"The biggest recent technological leap for us has been the ability to remote access the business. As an owner who lives in a different city than my business, the ability to access all technical measures of the company at any hour of the day helps me be the best leader I can be."





### Light Salon and Spa

Avon, OH  
lightsalon.com  
Tony Stillings, Patricia Buchek and Nesreen Shalodi  
**SQUARE FEET:** 2,400  
**TOTAL EMPLOYEES:** 16  
**SALON SOFTWARE:** SalonBiz  
**AUTOMATED SINCE:** 2005  
**WEBSITE ESTABLISHED:** 2005  
**AVERAGE CUT & STYLE:** \$36  
**BEST-SELLING RETAIL LINE:** Aveda  
**COLOR LINE:** Aveda  
**ASSOCIATION:** ABN

"Technology allows us to focus on revenue-generating initiatives while being able to service our guests. For example, we are able to control missed appointments through e-mail and automated call reminders and have introduced e-coupons for guests who refer friends."

### Sagittarius Salon and Spa

Hagerstown, MD  
sagittariussalon.com  
Marsha and Jordon Knicley  
**SQUARE FEET:** 5,500  
**TOTAL EMPLOYEES:** 35  
**SALON SOFTWARE:** Harms/Millennium  
**AUTOMATED SINCE:** 2004  
**WEBSITE ESTABLISHED:** 2004  
**AVERAGE CUT & STYLE:** \$40  
**BEST-SELLING RETAIL LINES:** Aveda, Bumble and bumble, Wella  
**COLOR LINES:** Wella, Aveda, Redken  
**ASSOCIATIONS:** ABN, The Day Spa Association, Intercoiffure, NCA, PBA

"Team members use portable laptop computers to move among guests who are receiving services and to expedite booking future appointments. While clients are at the salon, they also have access to high-speed internet service."

### Wax Poetic

Burbank, CA  
waxpoeticsalon.com  
Kerry Hite  
**SQUARE FEET:** 2,800  
**TOTAL EMPLOYEES:** 18  
**SALON SOFTWARE:** Harms/Millennium  
**AUTOMATED SINCE:** 2006  
**WEBSITE ESTABLISHED:** 2000  
**AVERAGE CUT & STYLE:** \$51  
**BEST-SELLING RETAIL LINE:** Bumble and bumble  
**COLOR LINE:** Wella

**—Bill Chrimer,  
Gentleman's Quarters**

"Individual performance is tracked on master reports that show retail and service sales, piece per guest, pre-booking rates, average ticket, number of new clients, etc. This information is used in performance evaluations and goal setting and promotions are based on consistent excellence."



▲ Staff of Wax Poetic in Burbank, CA.

### The Wingate Salon and Spa

Stratham, NH  
wingatespa.com  
Tom and Claire McDermott  
**SQUARE FEET:** 9,000  
**TOTAL EMPLOYEES:** 45  
**SALON SOFTWARE:** Harms/Millennium  
**AUTOMATED SINCE:** 2002  
**WEBSITE ESTABLISHED:** 2002  
**AVERAGE CUT & STYLE:** \$48  
**BEST-SELLING RETAIL LINES:** Kerastase, CHI, Shu Uemura  
**COLOR LINE:** L'Oréal  
**ASSOCIATION:** The Day Spa Association

"Technology helps us manage all facets of our business. Our software allows all service providers to remotely check their schedules and their individual numbers. This keeps the phone calls from employees to the front desk at a minimum. Technology allows us to keep up and keeps us all on the same page."

## ›Additional Honorees

- Art + Science Salon Spa, Philadelphia, PA
- The Charles Penzone Family of Salons, Columbus, OH
- Fusion 3 Salon, Pleasanton, CA
- Ginger Bay Salon and Spa, St. Louis, MO
- Hair Benders Salon, Kingsport, TN
- Indigo Salon and Day Spa, Canton, MI
- Mango Salon, Richmond, VA
- Maude, Herndon, VA
- Satori: A Salon/Spa/Shopping Experience, Ithaca, NY
- Tangerine Salons, Coppell, TX
- Valentino's Grande Salon, Whitby, Ontario
- Wisteria Salon Spa, Greenville, SC

