

# DOING THE RIGHT THING FEELS SO GOOD!

BY BRENDA FISHBAUGH



If you've been a regular reader of my column, you know that I'm a big supporter of businesses that do good works. Of course, it's helpful for your public image; but I believe you should choose a cause you personally believe in, and get involved because it's the right thing to do.

*I'm thrilled to highlight several tanning industry companies - a service provider, a product distributor and two salons - whose operators are doing the right thing for their communities.*

## ① Randy Tipton, Universal Insurance

A bunch of true dog lovers, the team at this veteran tanning salon insurance provider recently decided to support Canine Companions for Independence (CCI). Company president Randy Tipton realized that all of her own dogs are now "senior citizens," and while not necessarily ready for a puppy, really wanted some new excitement in her house. So, after a stringent CCI interview process, it was determined that Randy fit the puppy-raiser requirements. She had to commit to dedicating a good portion of every day to training Morgan, her CCI puppy, so the two go pretty much everywhere together - even to the office. Everyone at Universal has been working with the trainee; she will be part of the Universal family for 18 months, then go to intense "Doggy Boot

Camp" training. When Morgan completes her training, CCI will find her a home with a disabled person who will have the joy of Morgan by their side to assist them.

## ② Future Industries

Based in Connecticut, this large tanning product distributor chose a marvelous organization called Share a Pair - a group that collects new and gently used shoes for needy people of all ages and distributes them locally and internationally. For example, they may provide dress shoes to a local organization finding jobs for underprivileged people, and they may send sandals to Kenya, where students are not allowed to attend school without footwear. The Future Industries team displayed a shoe-collection bin at their recent annual symposium, and Future's Marketing Coordinator, Erin Iversen, reports that salon operators came to their facility throughout December to donate. The Eye Pro Team was so impressed with Future's Share a Pair project, we mailed them a package with over 20 pairs of shoes to be included in their collection!

## ③ Sunnyside Tanning Spa

In association with the U.S. Marines Toys for Tots charity drive, this salon in Cary, NC chose to offer a "Toys for Tans" promotion for the holidays. Co-owners Taryn Wallace and Gena Triplett (a mother/daughter team!) collected over 100 toys. "We offered three giving levels - for a \$5 toy, tanners received a free basic session. For a \$10 toy, they received a free upgrade level session, and for a \$15 toy, a session in our turbo bed," explained Taryn. "We let people donate as much as they wanted, and if they had tanning packages, we allowed

them to upgrade accordingly." I learned about Sunnyside's promotion on Facebook, and so did a lot of tanners! "We were very happy that our Toys for Tans Facebook page attracted some new tanners, as well as toy donations," said Taryn. Facebook also brought in Sunnyside tanners who needed to renew their memberships.

## ④ Abbronzatura Tanning Salon

This new salon in Paris, TN chose to offer a "Tans for Cans" promotion for the holidays. "We collected over 300 cans for the Paris/Henry County Food Bank, even with terrible weather that dampened our traffic," says salon owner, Alicia Frey. "For every two cans donated, people got a free session, so it was a great way to attract potential new clients and raise awareness for our salon in the community."

All four companies worked with long-standing programs that have established reputations, which makes it easier to organize and communicate your mission to your tanners. You can do good works any time of the year! If your salon is taking part in a charity program, large or small, contact me at [Brenda@EyePro.net](mailto:Brenda@EyePro.net), send a photo (size 1 MB or more) and you may appear in a future Eye to Eye column. <sup>ist</sup>



Tanning industry veteran Brenda Fishbaugh is president of Eye Pro, Inc., makers of disposable eyewear. She travels extensively training salons on the effects of UV light on vision.